

## Invitation

### “Strengthening international cooperation and business through a gender perspective”

Networking for Business in Latin America and Germany

February 14th, 2022 | 4 pm – 5 pm | digital

Many German companies are active in Latin America and show a history of successful and innovative business. The region remains an attractive market and investment location for German companies and offers great potential for economic cooperation. What influence can women as leaders have on this potential? How can the commitment of German entrepreneurs in Latin America and the Caribbean be strengthened?

Gender equality is becoming increasingly important not only in development cooperation, but also in the global economy. Studies by the World Economic Forum show that the annual global gross domestic product could grow by up to 28 trillion US-Dollars by 2025 if women were to participate equally worldwide.

We would like to take a closer look at the importance of women's participation in business, and especially their participation in decision-making processes in the context of German - Latin American cooperation. Entrepreneurs, founders, policy makers and CEOs from Latin America and Germany will have the opportunity to network and exchange ideas.

The event will be held in cooperation between the Agency for Business & Economic Development (AWE) and the Lateinamerika Verein e.V. (LAV).

Moderation: **Juliana González**, Deutsche Welle

### AGENDA

- |         |   |
|---------|---|
| 4.00 pm | Welcome remarks by <b>Karla Beteta</b> , Senior Advisor, Agentur für Wirtschaft und Entwicklung (AWE)   |
| 4.05 pm | <b>Statements</b><br><br><b>Niels Annen</b><br>MdB - Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development<br><br><b>Edna Schöne</b><br>Member of the Management Board of Euler Hermes, member of the Supervisory Board, member of the Advisory Board, coach and mentor and founder of the "Women in Foreign Trade" network<br><br><b>Merike Blofield</b><br>Director for the GIGA Institute of Latin American Studies and Professor of Political Science at the University of Hamburg |
| 4.20 pm | Panel Discussion with the Speakers, including Q&A   |
| 4:55 pm | Closing remarks by <b>Orlando Baquero</b> , Managing Director, Association for Latin America (LAV)  |
| 5:00 pm | End   |

The event will be held in English.