



The German House



Special Event 1/12

# Panel Discussion Business Locations UK and Germany

Friday, 2 November 2012

09.00 until 14.00

The German House  
34 Belgrave Square  
London  
SW1X 8QB

In conjunction with:



Supported by:



Both the **UK and Germany** are top locations for companies from across the World and the Federation of German Industries (BDI) and GERMAN INDUSTRY UK are working closely with the British and German Governments to constantly improve the conditions for companies to set up and operate in both countries.

We arranged the Panel Discussion to hear from the British and German Governments and companies about what the future holds in both countries.

We were welcomed by **Joachim Baron von Marschall, Minister, Head of Economic & Financial Affairs, German Embassy**, who very kindly co-hosted our event and chaired the first part.



Joachim Baron von Marschall

Dr Bernd Atenstaedt, Chairman and Chief Executive of GERMAN INDUSTRY UK and UK Director of the Federation of German Industries (BDI), then gave a short introduction and later chaired the second part of the event.



Dr Bernd Atenstaedt

We had statements from:

**Dr.-Ing. Jürgen Friedrich, Chief Executive, Germany Trade & Invest**

**Mr Nick Baird, Chief Executive, UK Trade & Investment, Department for Business, Innovation & Skills**

**Mr Steve Churchhouse, Executive Vice President, Rolls-Royce plc**

**Mr Roland Aurich, Chief Executive, Siemens plc & Cluster North West Europe**

**Mr Karl-Heinz Streibich, Chief Executive, Software AG**



Dr.-Ing. Jürgen Friedrich



Mr Nick Baird



Mr Steve Churchhouse



Mr Roland Aurich



Mr Karl-Heinz Streibich

Apart from the Statements there were sessions for questions and answers before a very enjoyable buffet lunch, sponsored by UK Trade & Investment and Germany Trade & Invest.



Participants during the presentations



Participants during lunch



The Panel Discussion was a great success with some 40 participants taking part.