

Hansa Congress

SHAPING
THE FUTURE
TOGETHER

40. INTERNATIONALE HANSETAGE



**WHEN
WHERE**

Friday, 5 June 2020, starting at 9 AM

Brilon School Centre
Gymnasium Petrinum, 21 Zur Jakobuslinde

Moderator

Ulrich Ueckerseifer
(WDR West German Broadcasting Corporation)

Among the events within the Hanseatic community, the **Hansa Congress** is the one that focuses on economic issues. It provides a platform for future projects, cooperations, and above all for a lively exchange between representatives from the economy as well as from educational, cultural, and political institutions.

Congress meets Event: Participants will be in for a colourful supporting programme based on a concept directed at the needs of the various sectors of industry, always in line with the motto "Shaping the Future Together". A presentation of local enterprises will round off the day's schedule.



Official Opening by
Prof. Dr. Andreas Pinkwart
North-Rhine Westphalia
Minister for Economic Affairs



Keynote Speaker
Prof. Holger Hanselka,
D.Eng.
President of Karlsruhe
Institute of Technology (KIT)

Workshops, discussions, and an exchange of views on issues of



RECRUITING



DIGITALISATION



SUSTAINABILITY



INNOVATION

► Register NOW at www.hansetagebrilon.de/en/congress

You may look forward to keynote speeches on current and future challenges facing society and the economy. Join in and enjoy discussions with experts.



“ First and foremost, future **recruiting** has to be able to make potential employees attractive offers going far beyond mere pay negotiations. The issue must be what life is like inside the enterprise, and demonstrating to the world outside: ‘This is where you matter, and where it makes a world of difference whether or not you’re there’. ”

Marie Ting | Head of Southern Westphalia Regional Marketing

“ By **digitalisation** we understand the technical representation of any form of information by means of ones and zeros as well as their processing through devices interlinked world-wide – always hoping that they do indeed make intelligent decisions, thereby strongly changing our lives in the future. ”

Prof. Dr. Martin Botteck | Southern Westphalia University of Applied Sciences



“ **Sustainability** means fair trade, social responsibility, and dealing respectfully with our planet’s resources. Though keeping an eye on the present, sustainability will always be directed at the future in general as well as at generations to come. ”

Bernhard Thies, D.Eng. | German Electrotechnology Association (VDE)

“ **Innovations** will only be feasible if we sustain and develop our innovative capabilities. As former Federal President Roman Herzog once stated in a speech: ‘Our ability to innovate determines our destiny’. ”

Prof. Dr. Ewald Mittelstädt | Southern Westphalia University of Applied Sciences

