

Hamburg Innovations

for Partners from the Renewable Energies sector

1. The concept of *Hamburg Innovations*

Hamburg Innovations is a yearly high-ranking get-together opportunity in the Middle East. It targets Hamburg's business world and partners from the Middle East region allowing them to cultivate their relations, to establish new, interesting ties and to exchange ideas and experiences between our two regions.

Sesam Business Consultants (Sesam) has repeatedly organized business promotion activities and events in Dubai for the Government of Hamburg over the past years.

To further promote the excellent relationship between Hamburg and the Middle East on the political, economic and scientific level, Sesam is now introducing a new stage, *Hamburg Innovations*, which combines all former initiatives and platforms in order to introduce and solicit parties from both regions.

Hamburg Innovations is an event with several concerted activities to present Hamburg as a competent partner in selected fields of business. It will take place parallel to large local events such as exhibitions, international conferences etc. in order to capitalize on synergies. Primary goal is to enable representatives from politics, business and science to introduce their core competencies in key industries to their local counterparts.

In the course of the mutual events Sesam provides you the possibility for intensive, individual networking during *Hamburg Innovations* through different, coordinated occasions. We will prepare tailor-made one-to-one meetings, accompanied and followed-up by our experienced team. We would be delighted to arrange and organize alternative events for you!

The paramount idea is to give competent delegates of Hamburg's economy and politics, science and research, the possibility to sustainably present the economic competence and capacity of key industries and companies.

Hamburg Innovations allows city representatives to introduce themselves in their core competencies towards potential partners.

The ***Hamburg Innovations*** is an excellent opportunity to present itself and its abilities and facilities to their counterparts in Dubai and in the Middle East as it is felt that both regions have a lot in common as commercial, financial and maritime hubs.

Hamburg Innovations is a must-attend event for the renewable energies industry where participants can exchange ideas and experiences, and keep up-to-date on technical and legislative developments, in plenary sessions, networking sessions and in the informal networking breaks.

2. The objectives of Hamburg Innovations

The idea of ***Hamburg Innovations*** was generated due to the common industries of Hamburg / Northern Germany and the GCC region, e.g. the maritime sector, healthcare and renewable energies. There is great potential in further deepening the close ties between our two regions. Take your chance and join us for ***Hamburg Innovations!***

The core objectives of ***Hamburg Innovations*** are:

- ***Hamburg Innovations*** is a platform for an active exchange with corresponding partners in the Mile East;
- ***Hamburg Innovations*** aims to strengthen the bilateral ties of politics, economy and science and research between Hamburg, Dubai, UAE and the other Gulf states.
- Dubai and Abu Dhabi, these economic hubs of the Gulf region, serve as a diving board for nation- and region-wide contacts to ***Hamburg Innovations*** and exploit the region's networking relations for the innovation and capability power of Hamburg;
- ***Hamburg Innovations*** gives Hamburg's enterprises a periodically returning platform to display their products and services;
- The time between two ***Hamburg Innovations*** is used to prepare, accompany and follow-up on focused networking and one-to-one meetings of Hamburg companies with local counterparts;

Sesam developed a **business concept** which contains the following **elements**:

- Full or half day conferences and / or workshops;
- Networking meetings;
- Individual meetings (One-to-One meetings, also separated from the main events);
- „Round Table“ events on a high level for selected participants;
- The individual events will be embedded in larger events for all delegates (gala dinners, press conferences etc.);
- All events will thoroughly be prepared and followed-up on for every participant individually;
- The financing will be provided by sponsors who receive an exclusive service package

3. Join Hamburg Innovations on June 23rd , 2009 in Hamburg

Under the auspices of
Senator Dr. Michael Freytag, Head of the Ministry of Finance
of the Free and Hanseatic City of Hamburg

Sesam Business Consultants

cordially invite you to attend

Hamburg Innovations

**Briefing and networking event
In the Hamburg Ministry of Finance
Leo Lippmann Hall
at Gänsemarkt 36**

on June 23, 2009 at 1.30 pm in Hamburg

Over one afternoon our networking experts from Dubai together with representatives of the Senate of Hamburg will brief you in subject-focused speeches on business opportunities in the Middle East and prospects of the region! We are looking forward to create your individual networking program and your participation in **Hamburg Innovations**. We inform you about recent trends in your industry in the Middle East and the business opportunities for you lying therein. Hamburg and the Gulf region are maintaining close ties and already cooperate in a lot of areas. Along with numerous delegates of Hamburg's

healthcare, renewable energies and maritime sector entrepreneurs from the Middle East have confirmed their participation in ***Hamburg Innovations*** beforehand.

Hamburg Innovations is a complimentary networking event focusing on your individual needs! Jointly we develop your personal involvement in ***Hamburg Innovations***. We advise, you decide.

We are happy to introduce ***Hamburg Innovations*** in detail to you. Your ideas, annotations and suggestions are most welcome! From these results we will tailor your personalized concept.

On www.sesam-uae.com/hamburg you find all relevant information: the online registration form; our concepts for the individual events; sponsorship opportunities; the subsequent ***Hamburg Innovations*** dates and a lot more!

4. Key industries represented at *Hamburg Innovations*

In the frame of ***Hamburg Innovations*** on June 23, 2009 in Hamburg Sesam will present three top-class event formats in the areas of

- **Maritime Sector**
- **Renewable Energies**
- **Healthcare**

Hamburg Innovations will show possibilities to representatives from business, politics, science and research as well as related media and from the Middle East to present their economic competencies and performance efficiently in the region. Middle East representatives of the respective industries are invited by Sesam to join and assess how to employ ***Hamburg Innovations*** productively for them.

In other words: The (complimentary) ***Hamburg Innovations on June 23 is a preparatory event allowing participants to actively influence and shape the subsequent (chargeable) programs (When? Where? How?) which will focus on business. Sesam advises, you decide.*** Should you already find your partner in ***Hamburg Innovations***: Lucky you! We hope that is motivating you to further participate in ***Hamburg Innovations***.

5. The Sesam Conference Concept

Sesam's events are diverse and are designed according to the client's requirements and wishes. This includes conferences, seminars, workshops and one-to-one meetings which can be set into a larger framework of events or function as stand-alone occasions. The following shall serve as an example of Sesam's conference concept:

Sesam's conferences consist of a two-day program and feature workshops with high-class speakers on the first day. The specific workshop topics will be discussed together with the sponsors. All Sesam conferences are accompanied by an exhibition. Also cocktail receptions and gala dinners are part of the program.

The second day offers in-depth training workshops and discussion forums on late-breaking questions. These take place under close cooperation with the academic partner.

You cannot compare our conferences to conventional event formats where you see a lot of presentations, learn little about other participants and go home after two days with no newly gained knowledge or contacts worth mentioning. We launch your individual networking program already beforehand.

Through our previously conducted conferences we have outstanding contacts to decision makers e.g. in the areas Green Building, solar energy and healthcare. Thanks to our comprehensive database we can choose purposeful contacts and tailor a workshop for you. Being a sponsor of our event you receive a selection of contacts upfront to consult with them during the conference or personal talks (one-to-one meeting).

We are happy to support you already before the conference and advise you from your individual marketing strategy to your market entry! You would like to lead your own workshop with 50 participants? You would like to be in charge of a 200 delegate discussion forum? You would like to initiate a round table with the top decision makers of your industry from the Middle East? You would like to hold a reception for your Arab business partners? No problem. We guarantee a desired number of participants upfront.

However Sesam's service does exceed the match making by far. We can accompany you in your meetings, prepare and follow-up thoroughly on them.

Our conferences and workshops give you the possibility of:

- Continuous education and training
- Exchange of information on latest trends and technologies
- Exchange of knowledge and experiences on regional developments
- Discussion with experts of internationally renowned institutions
- Individual networking

Based on our profound experiences as service providers and networking experts withal you have the unique chance to acquire more crucial contacts in two days time than at all previous conferences or exhibition participations before!

6. Preview on upcoming *Hamburg Innovations* events

Green Forum - „Green makes good Business Sense“, 23.-24.11.2009 in Abu Dhabi

Within the framework of this year's *Hamburg Innovations* Sesam presents as an example how representatives from Hamburg's Green Building industry can conquer the Middle East: the *Green Forum „Green makes good Business Sense“*, an international platform that for the first time unites decision makers from Hamburg and the Middle East in an interactive forum on Renewable Energies. The forum is taking place in Abu Dhabi on November 23 and 24, 2009.

For the first edition of "Green Forum" we invite decision makers from Hamburg / North Germany and the Middle East to discuss current trends on Renewable Energies together. At the same time the forum includes a comprehensive networking program that allowses you to put your own individual interest in the focus of the (your) event. Sesam prepares and supports, where support is needed.

The topics Green Building and climate protection will be in conference focus. This will also include the matter of efficiency; to show that ecology and economy go hand in hand together. The Free and Hanseatic City of Hamburg is an excellent example to proof the compatibility of economic development and environmental protection. Hamburg's exemplary sustainable environment measures have been awarded by the European Commission, granting it the title of "Europe's Green

Capital" for the year 2011. **Hamburg Innovations** has marked the year 2011 in your calendar!

Worldwide Green trends and recent developments in Hamburg / North Germany and the GCC region highlight the need for increased and wider exchange of information and analysis between the countries and markets of these regions.

Within the framework of specifically focused workshops the Green Forum seeks to bring together a broad network of business leaders, government officials and academics. To invest in Green related industries is an investment in the future. The target of our Green Forum is to encourage dialogue and to formulate recommendations for actors involved in Green processes as well as to strengthen the exchange of experience between both regions – experts and business leaders.

The world-wide trend for sustainability in line with the visions of the UAE's rulers (Plan Abu Dhabi 2030, Dubai Strategic Plan 2015) increasingly lead to environment-conscious standards and model Green Building practices in the Middle East being core topics for the construction industry. This requires an intensified exchange between experts and decision makers of the respective local industries.

Sesam Business Consultants in partnership with Green Technologies are the organizer of a series of Conferences and Training Systems dedicated to "Green Building" in the GCC region. Building on their experience in providing educational and sustainable consultancy services, the aim is to offer platforms for professionals from the building and construction industries in order to raise awareness and to educate the building related professionals and the public about Green building principles and latest solutions. The "Green Building Conferences" attract significant attention in the UAE with more than 400 participants.

After 4 successful conferences in the UAE and Qatar, Sesam wants to identify new constructive ways of cooperation in the field of Green Building.

The „Green Forum“ will be conducted in close correlation with the central office climate protection of the Ministry of Urban Planning and Environment of the Free and Hanseatic City of Hamburg.

Sesam's practically oriented conferences inform about current trends on Green Building and are dedicated to decision makers of the construction industry and



related industries. The events that were conducted in cooperation with the American University Dubai and the Canadian University of Dubai, attracted considerable attention among developers, architects, consultants, engineers and experts of internationally renowned institutions from science and research, inter alia Fraunhofer Institute, Gulf Research Centre, Enpark, U.A.E. Architectural Association. Market leading "green" enterprises like Viessmann, Bayer, Siemens, Wacker, Caparol, Schott and Grohe made an important sponsorship contribution and demonstrated their capabilities in own workshops.

Besides the technical exchange among experts networking is the focal point. Sesam developed an individual networking program that puts you in the centre!

The „Green Forum“ joins in with the successes of previous conferences and will be the “Green Highlight” of the year being the final conference in the UAE. We invite leading entrepreneurs from Hamburg, the Who is Who of the Renewable Energy industry, to meet in Abu Dhabi in November 2009. The „Green Forum“ is an international event combining scientific and industrial sustainability topics with your individual networking program.

The program of Green Forum - „Green makes good Business Sense“

The two-day conference program envisages two workshops with high-class speakers on day 1. The first workshop “Green Building” discusses current trends of sustainable building and targets the private sector. It will be organized in cooperation with the Architectural Association U.A.E. In a consequent workshop targeting the public sector green urban concepts shall be discussed. Hamburg’s green leading position is indicative for the North German region, which contribution can Hamburg make in the Gulf region? Which co-operations between Hamburg and Gulf companies are therefore necessary? Thus in the traffic sector, specifically the public transport area, there is a first collaboration which inherits further potential. The specific topics of each workshop will be developed with the sponsors. The conference is accompanied by an exhibition showcasing environment friendly and sustainable products.

The first day will conclude with a cocktail reception to promote Hamburg further.

The second day features specific training workshops and discussion forums on the topics solar energy and climate protection. Our academic partner will relate on the current state of climate and environment research. As usual at our conferences the delegates will have the chance to acquire certificates on continuous education. The events will be complemented by project tours. These will be conducted by our project partner and give practical insights "on-site".

The „Green Forum“ and its two-day program is a unique platform for exchange of experiences and the establishment of personal networks and is targeting decision makers of the following industries:

- Construction industry
- Architecture
- Engineering
- Facility Managers
- Real Estate
- Government
- Consultancies
- Scientific research institutes

Based on our profound experiences as service providers and networking experts withal you have the unique chance to acquire more crucial contacts in two days time than at all previous conferences or exhibition participations before!

7. Sponsorship Opportunities

Taking part in **Hamburg Innovations** on June 23 is free of charge, because Sesam wants to win you as a partner for **Hamburg Innovations** events. Sesam is a private company though that cannot rely on public substitution (but well on active public support). Financing is based on performance and counter performance:

- An individual conference concept necessitates individual financing. In Sesam's view you should only pay for the services you take. Participation for local / regional delegates therefore is free of charge. Your full networking program is part of a sponsorship. Naturally being a sponsor includes to officially present yourself and your company during the conference, e.g. as a workshop speaker.



- As a sponsor you receive an adequate service package which consists of services for you individually and contributions for the conference as a whole. How elaborate your program will be, that is entirely up to you!

In short this means that every participant only pays for his individual services and profits from the surrounding **Hamburg Innovations** without having to pay for them additionally.

Sesam Business Consultants will be delighted to introduce to you or your Middle East expert the **Hamburg Innovations** concept at the event on June 23, 2009 in Hamburg in the reception hall of the Ministry of Finance Hamburg at Gänsemarkt from 1.30 pm onwards. We are looking forward to your participation.

Get in contact with us! Please do not hesitate with any questions or suggestions!
Kindly contact:

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