Ostdeutsches Wirtschaftforum *

Review 2023 / Outlook 2024

* East German Economic Forum

The OWF: It is here that we discuss what moves the East German economy.

The East German Economic Forum (Ostdeutsches Wirtschaftsforum, OWF) has been the most important platform for all topics related to Eastern Germany as a business location since 2016.

The aim is to connect stakeholders from politics, business, science and society, to jointly identify the opportunities and challenges of the business location, to promote pioneering ideas and to shape the transformation processes that characterize the location.

The conference has been held in Bad Saarow since 2016 and attracted around 400 guests in 2023.

Impressions from the East German Economic Forum 2023.

Eine neue Zeit

Eine neue Zeit

HERZLICH WILLKOMMEN
Eine neue Zeit

Eine neue Zeit

"There are now two fixed appointments in the diaries of members of the German Federal Government who are involved in economic issues: One is the World Economic Forum in Davos. I've already been there. And now I'm here with you."

Hubertus Heil,

Federal Minister of Labor and Social Affairs

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„The OWF is an excellent place to network, especially the many exchanges in between and the many formats we have - be it in the plenary sessions or the deep dives - I think that's really great and I think it's unique."

Dr. Katrin Leonhardt, Chairwoman of the Board of Managing Directors Sächsische Aufbaubank (Saxon Development Bank)

"What I find particularly remarkable is how high-caliber the political line-up is here, so that entrepreneurs and business representatives have the opportunity to come into contact with the Federal Chancellor, the Vice Chancellor and the Minister Presidents of the East German federal states."

Julia Braune, Managing Director and Spokeswoman of the Management Board, Germany Trade & Invest (GTAI)

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„If the East German Economic Forum did not exist, we would urgently need to invent it."

Dr. Dietmar Woidke, Minister President of the State of Brandenburg

The OWF 2023 in numbers.

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400 Guests in total

over **130** Speakers

30 Keynote speeches, panel discussions, working breakfasts, night talks, workshops and receptions

55% of the guests came from companies

45% Total share of C-level guests

21% of the guests came from associations or NGOs

20% of the guests came from public institutions

Media resonance 2023.

The key figures at a glance.

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2.463 Beiträge *

* Articles / Reports

1.061 Mio. Reichweite *

* Reach in mio.

22,8 Mio. € AÄW *

* Ad equivalent value in mio.

70% Exklusive Beiträge *

10% Dominante Beiträge *

* Exclusive articles, Dominant articles

42% Print-Beiträge *

49% Online-Beiträge *

* Print reports, Online reports

1% Positive Beiträge *

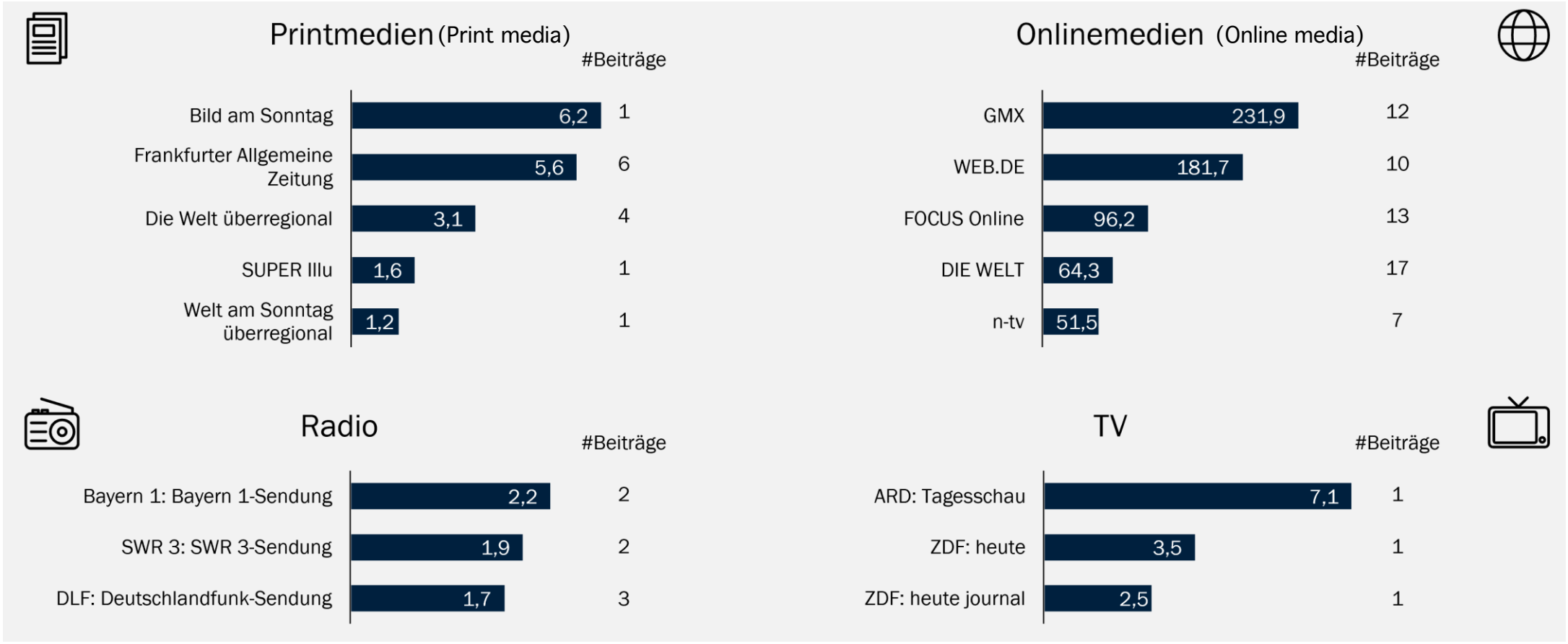
99% Neutrale Beiträge

0% Negative Beiträge

* Positive, Neutral, Negative reports

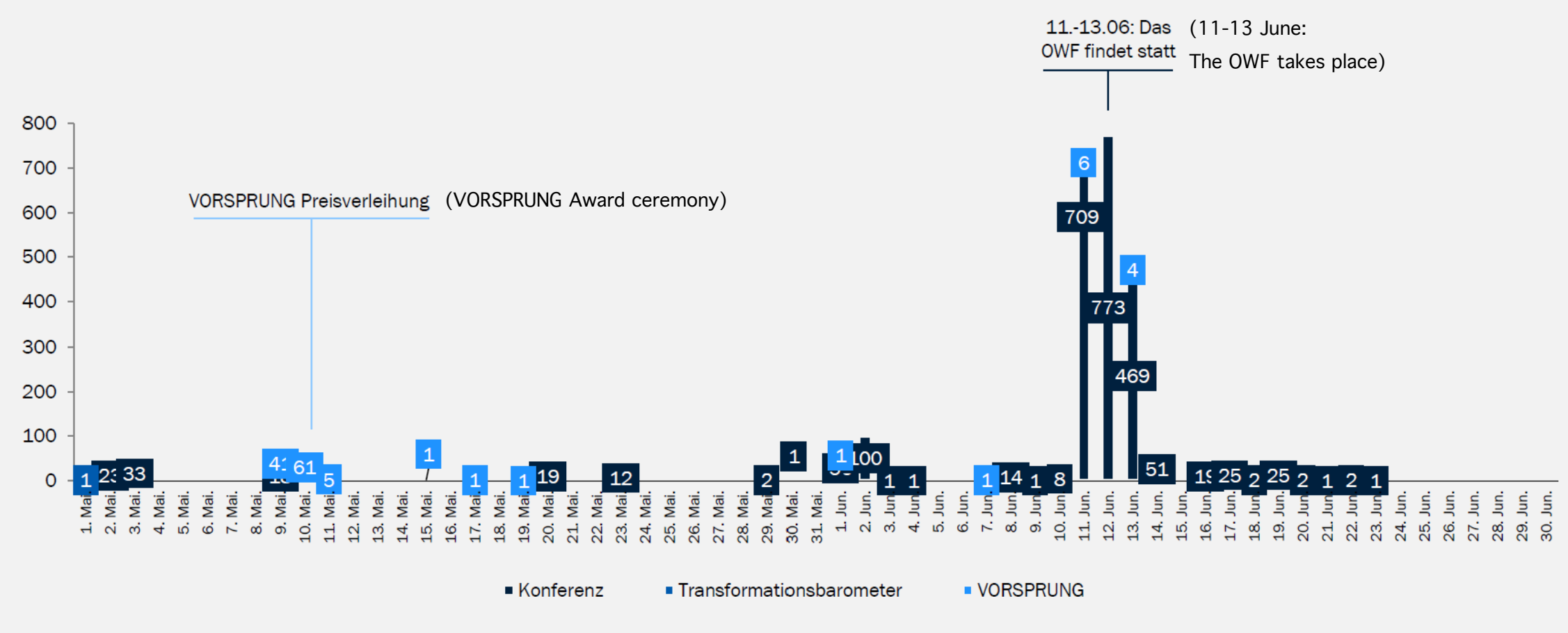
Monitoring period: May to June 2023

Top media by reach and media type.



Reach in million / Number of articles or posts

Reports over time.



Number of mentions

Social media (without LinkedIn) at a glance.

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440 **Beiträge** *

* Articles / Reports

34,8 **Mio. Reach** *

* Reach in mio.

Kanal (Channel)	**Beiträge** (Articles / Reports)	**Pot. Reichweite** (Potential reach)
Twitter	232	14.481.828
Facebook	107	7.230.265
Instagram	43	4.208.269
YouTube	20	4.731.300
Sonstige	38	4.127.668
Gesamt (Total)	**440**	**34.779.330**

The partners of the OWF 2023.

The partners of the OWF 2023.

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GTAI GERMANY TRADE & INVEST

Bundesministerium für Wirtschaft und Klimaschutz

de:hub digital ecosystems

Frankfurter Allgemeine

WIRTSCHAFT+ MARKT

ALPINE

BAYER

BERLIN-CHEMIE MENARINI

BERLIN PARTNER für Wirtschaft und Technologie

berlinovo IMMOBILIEN

BDI Bundesverband der Deutschen Industrie e.V.

bpb: Bundeszentrale für politische Bildung

BNP PARIBAS

BWE Bundesverband WindEnergie

CATL

Civey

CMS law·tax·future

Deutsche Bank

Deutsch-Französischer Wirtschaftskreis

DKB Das kann Bank

DREES & SOMMER

EBNER STOLZ

e.dis

e.dis therm

EgonZehnder

enviaM

HOTEL ESPLANADE RESORT & SPA BAD SAAROW

BER FLUGHAFEN BERLIN BRANDENBURG

50hertz | Elia Group

IHK

Investitionsbank des Landes Brandenburg ILB

infineon

SACHSEN-ANHALT Investitions- und Marketinggesellschaft

BRANDENBURG. ES KANN SO EINFACH SEIN.

LEAG

NSymposium

ORAFOL

oa Ost-Ausschuss der Deutschen Wirtschaft

Ostdeutscher Bankenverband

panda

POLYGON

REALACE

SAB SÄCHSISCHE AUFBAUBANK

SAMMLERUSINGER Rechtsanwälte Partnerschaft mbB

IKOME | stw Steinbeis Mediation

TRUMPF

VCI Nordost

Verbund Green

VUVM

SIGNAL IDUNA

VNG

WISTA we get ideas done

Wirtschaftsförderung Brandenburg | WFBB

Kofinanziert von der Europäischen Union

Save the Date:

OWF24, 2 to 4 June 2024, Bad Saarow.

Your contact for all OWF-related questions

Deutschland
Land der Ideen

Dr. Philipp Mehne
Deutschland – Land der Ideen
Managing Director
mehne@land-der-ideen.de
Tel.: 0151 – 161 39 652

Diana Ali
Deutschland – Land der Ideen
Project Director OWF
ali@land-der-ideen.de
Tel.: 0151 – 161 39 655

Mohammad Khanjar
Deutschland – Land der Ideen
Project Manager OWF
khanjar@land-der-ideen.de
Tel.: 0151 – 161 39 641

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