

The background is a solid dark blue color. On the right side, there are two large, bright yellow geometric shapes. The top one is a parallelogram pointing downwards and to the right. The bottom one is a larger parallelogram pointing downwards and to the left, partially overlapping the top one.

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.





EINE NEUE ZEIT

E/GEF23

Impressions from the East German Economic Forum 2023.



"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

ne neue Zeit





„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)





„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.

4000

Guests in
total

55%

of the guests
came from
companies

45%

Total share of
C-level guests

over

130

Speakers

21%

of the guests came from
associations or NGOs

30

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

20%

of the guests came from public
institutions



Media resonance 2023.

The key figures at a glance.

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 *



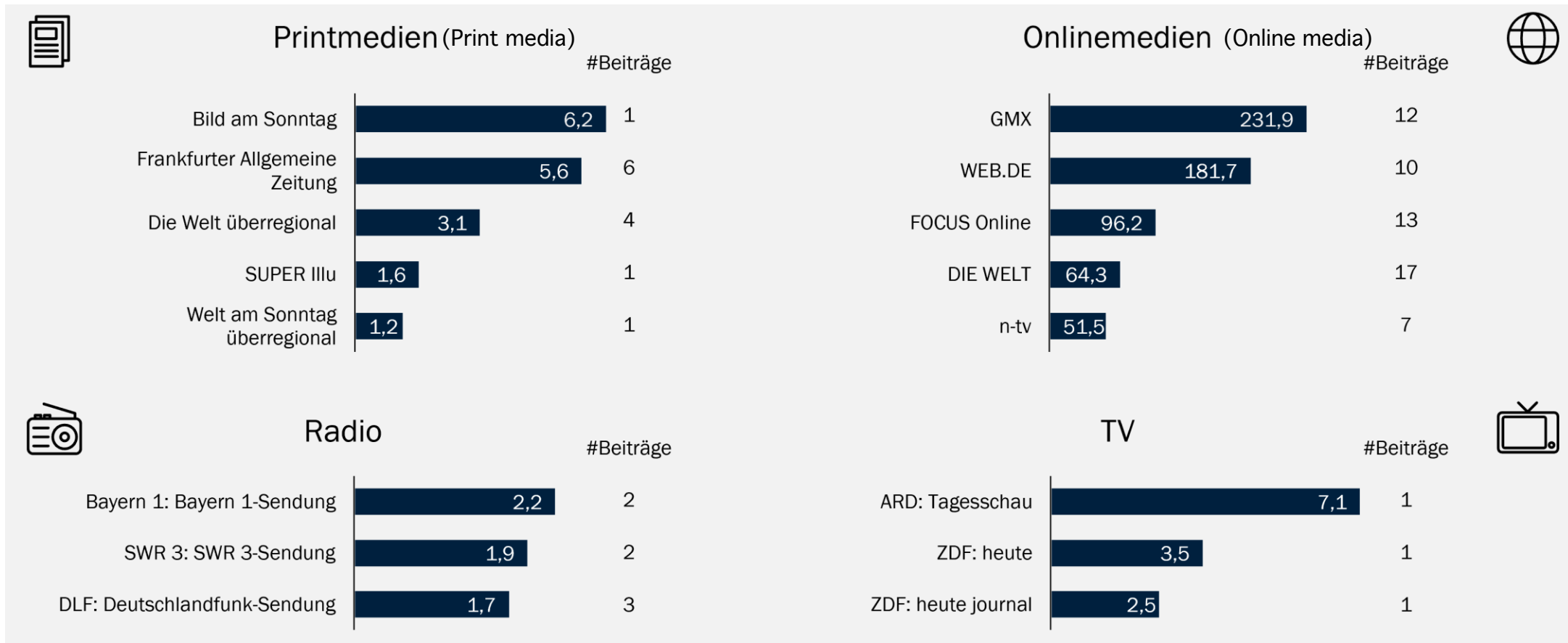
99% Neutrale Beiträge

0% Negative Beiträge

* Positive, Neutral, Negative reports

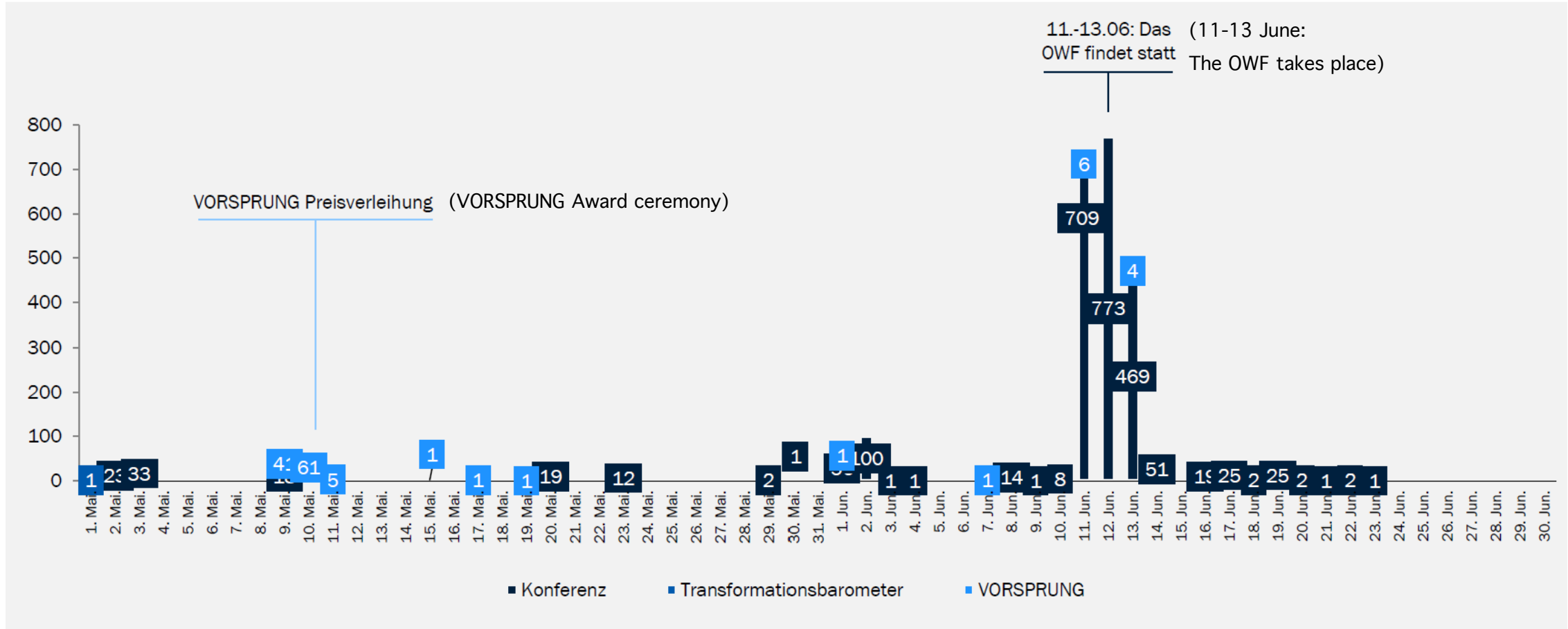
Monitoring period: May to June 2023

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.

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



OWF23

11.06. – 13.06.23
Bad Saarow

Eine neue Zeit

ein Projekt von
Deutschland
Land der Ideen
●●●●●●●●

GTAI GERMANY
TRADE & INVEST

Bundesministerium
für Wirtschaft
und Klimaschutz

WIRTSCHAFT+
MARKT

Frankfurter Allgemeine



BDI
Bundesverband der
Deutschen Industrie e.V.



BNP PARIBAS

BWE
Bundesverband WindEnergie

e.dis
therm

Expertenforum

KB
Bank

**DRES &
SOMMER**

**EBNER
STOLZ**

e.dis

FACE

SAB

hertz
E-Group

IHK
Institutionen für
Handel und Gewerbe

Landesbank
Sachsen-Anhalt
ILB

Infineon

Ostdeutscher
Bankenverband

panda

POLYGON

The partners of the OWF 2023.

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ACHIM
OELGARTH

SIGNAL IDUNA

The partners of the OWF 2023.





Save the Date:

OWWF24, 2 to 4 June 2024, Bad Saarow.

Your contact for all OWF-related questions



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