

# **GERMAN TRADE DELEGATION UPDATE**

## **BADEN-WÜRTTEMBERG**

Presented By: Stephannie Schlichter  
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# German Trade Delegation

## Background:

- Ontario has long-standing partnership with the German state of Baden-Württemberg to support economic growth and prosperity in both jurisdictions.
- Barrie has a presence of German companies in some of its key sectors related to industrial automation and service to the automotive sector, amongst others.
- Following the German delegation that visited Barrie in October, 2023 from the Black Forest Region located within Baden-Württemberg, the opportunity to strengthen Barrie's profile within this region with the support of local company ambassadors willing to support connections for Invest Barrie.

## Delegation Dates:

Monday November 4th- Friday November 8th

Key Delegation Activities – November, 5, 6 and 7

## Proposed Delegates:

Invest Barrie (2), Mayor Nuttall, 4-6 local companies, post-secondary, International Relations Committee representatives, other dignitaries

# German Trade Delegation

## Planned Program:

### **Monday, November 4th**

- Delegate Travel to Stuttgart
- Invest Barrie – Company Prospect Meetings/German BR+E visit

### **Tuesday, November 5th**

- Delegate Company Tours
- Opportunity for a 2nd Delegation to Zweibrücken
- Mayor Nuttall Arrival Approximately 2p.m.
- Stuttgart – Evening Business Reception and Mayoral Speaking Event.

### **Wednesday, November 6th**

- Travel to Schonach,
- SBS Drivetec Company Tour
- Evening Reception and Meet & Greet with local area businesses hosted by SBS Drivetec

### **Thursday November 7th**

- Company Visits AM/PM
- Travel to Freiburg
- Evening Business Reception and Networking with WVIB Schwarzwald AG Business Group Freiburg – Mayoral Speaking Event

### **Friday, November 8th**

- Delegates depart
- Invest Barrie – Company Prospect Meetings

# German Trade Delegation

## Travel Times:

Frankfurt- Zweibrücken **171 km / 2 hour drive**

Zweibrücken-Stuttgart **180 km / 2.5 hour drive**

Stuttgart-Schonach **130 km / 1 hour 45 min. drive**

Schonach-Freiburg **60 km / 1 hour drive**

Freiburg –Frankfurt **260 km / 2 hour 40 min. drive**



- Zweibrücken
- Stuttgart
- Freiburg
- Schonach (SBS Drivetec German Head Office)

# German Trade Delegation

## **Participating Companies:**

- Explore companies abroad to learn about new technologies and processes.
- Engage with potential clients through B2B programming and build new international connections.
- Meet trade commissioners to understand the German market and be connected with company leads.
- Serve as Ambassadors for Barrie – championing the city as a business investment location.

\*Participating companies are required to pay their own airfare and accommodation in-market. Invest Barrie will provide bus transport from hotels and support in-market programming.

## **Role of International Relations Committee:**

Need to determine:

- How would the IRC like to engage in the German Trade Mission?
- Support for sister city connection with Zweibrucken – itinerary creation for visit
- IRC Member Participation and associated budget allocation and approvals needed.