



Future of small and medium sized businesses (SMEs) for Iran and Germany



PROGRAMME

Iranian-German Conference
21st to 23rd of August 2018 in Berlin



Future of small and medium sized businesses (SMEs) for Iran and Germany

*„The German Mittelstand provides a **constant high level of employment und productivity** and is therefore **the spine of the German national economy**. More than **99 percent of all German corporations** belong to the "German Mittelstand" and contribute virtually **55 percent to the complete economic performance**. Mittelständische middle-sized corporations are **innovative, successful abroad and an important job generator for young people.**“*

- Bundesministerium für Wirtschaft und Energie.

Mittelstand:

- up to 50 Mio. annual turnover and up to 500 employees
- 3,3 Mio. small & middle-sized corporations
- 20 Mio. employees & 70% of all people in paid work
- 69% of all apprentices

One of the most severe upcoming issues faced by Europe's economy is the planning, organisation and implementation of effective business succession. Companies find less and less qualified aspiring people to whom the management of the business can be passed over faithfully. Experience shows that the smaller the company, the bigger this problem is. This means that the most affected are micro and family businesses, which in fact account for 60% of all European companies. (KMU Forschung Austria, 2008: Overview of Family Business Relevant Issues, p99)

On our international Conference "**Future of SMEs for Iran and Germany**" the University of Applied Sciences Fachhochschule des Mittelstands (FHM) would like to discuss about the possible opportunities in future for these two countries with the educational (applied sciences/vocational) approach.

We invite you to join our conference and become a member of our project on August the 21st to 23th in Berlin/Akademie Berlin Schmöckwitz.

Yours sincerely,

Prof. Dr. Hamid Doost Mohammadian

دکتر حمید دوست محمدیان

Director for International Management
Iran Representative and Conference Manager

مدیر امور بین الملل، نماینده دانشگاه در ایران و مدیر کنفرانس





PROGRAMME DAY 1:

21.08.2018

TIME	SUBJECT	NAMES
From 10:00	Admission and registration	
14:00 - 17:30	Welcome Meeting	
14:00	Introducing all hosts and guests	Prof. Dr. Hamid Doost Mohammadian <i>Director FHM for International Management Iran Representative and Conference Manager</i>
14:15	Welcoming Speech: FHM at a glance	Prof. Dr. Anne Dreier <i>Rector FHM</i>
14:30	SME, education and economy	Dr. Ali Majedi <i>Ambassador of the Islamic Republic of Iran in Germany</i>
14:45	Welcoming Address	Kerstin Vieregge MdB <i>Deutscher Bundestag German Federal Parliament</i>
15:00	Welcoming Speech: SME and Sustainability	Prof. Dr. Gholamhossein Bolandian <i>Former Vice Interior Minister, CEO at Pars Gostaran and Professor at IAU</i>
15:15	Redefining academic and vocational education for SMEs in Germany and Iran	Prof. Dr. habil. Richard Merk <i>CEO FHM</i>
15:30	An introduction about Industrial, Scientific, Energy and Trade capabilities of Bushehr Province	Abdolkarim Geravand <i>Bushehr Governor</i>
16:00	Tea and coffee	
16:30	Big Data Process Architecture	Prof. Dr. Hamid Sarabzi Azad <i>Head of IPM Computer School & Professor at Sharif University of Technology, Iran</i>
16:45	Research and Development for SMEs: Digitalization in German SMEs	Prof. Dr. Volker Wittberg <i>Vice President Research & Development, FHM</i>
17:00	Internet of Energy	Prof. Dr. Hamid Doost Mohammadian <i>Director FHM for International Management Iran Representative and Conference Manager</i>
17:30 to late	Evening event Barbecue by the lake	



PROGRAMME DAY 2:

22.08.2018

TIME	SUBJECT	NAMES
Until 09:30	Breakfast	
9:30 - 14:30	Future of Mittelstand: Iran and Germany	
9:30	SMEs in the idea of Ludwig Erhard's Social Market Economy	Matthias Schäfer <i>Head of Team Economic Policy, Konrad-Adenauer-Foundation, Berlin</i>
10:00	An Introduction of International Trade capabilities of Bushehr Polymer Industrial Group	Dr. Mohammad Vatandoust <i>CEO, Bushehr Polymer Industrial Group</i>
10:30	Business between Germany and Iran	Marcus Dreischer <i>Sales Director, Nirotec GmbH & Co. KG</i>
11:00	Cooperation Strategies between Universities and SMEs	Dr. Hadi Shahriar Shahhoseini <i>Vice Chancellor for International Affairs, Iran University of Science and Technology (IUST)</i>
11:30 - 11:45	Tea and Coffee	
11:45	Challenges of SMEs in Iran and its role in economic development in the country	Dr. Abolfazl Kiani <i>Managing Director, Industrial Management Institute (IMI)</i>
12:15	Future Trends of Iran-Germany Joint SMEs	Prof. Dr. Iraj Mahdavi <i>Professor, Industrial Engineering President, Mazandaran University of Science & Technology</i>
12:45	Innovation & Technology based SMEs – how can universities trigger or contribute?	Dr. Ali Mohammad Nikbakht <i>Director of Economic Activities Office, Urmia University</i>
13:15	Soziale Marktwirtschaft als rechtliche Dimension – Ordnungsprinzip oder Wirtschaftsverfassung?	Prof. Dr. Hans-Jörg Dietsche <i>Ministerialrat FHM, Honorarprofessur für Recht und nachhaltige Gesetzgebung</i>
13:45	Institut für den Mittelstand (IfM) – Tasks and Priorities	Friedel Heuwinkel <i>Head of SME Institute at FHM Former District Governor of Lippe</i>
13:45 - 14:45	Lunch	
14:45- 19:00	Trip to Berlin City // Sightseeing // Pergamon Museum	
19:00 to late	Boat Trip through the waters of Berlin with dinner // Reception and fingerfood at Hotel	



PROGRAMME DAY 3:

23.08.2018

TIME	SUBJECT	NAMES
Until 10:00		Breakfast
10:00-10:15	Review evaluation and conclusion of the conference	Prof. Dr. Hamid Doost Mohammadian <i>Director FHM for International Management</i> <i>Iran Representative and Conference Manager</i>
10:15		Farewell and traveling home



Find us on:
fh-mittelstand.de/sme-conference/