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Moderator questions in Bold, Respondents in Regular text.

KEY: Unable to decipher = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

Moderator: Great, thanks Francisca and Linda for your contribution, and to all the other speakers. We have now an additional fifteen to twenty minutes for questions and answers. So, feel free to put any questions into the-, into the chat box. If you have any questions afterwards you have all the contact details from all the speakers, in particular me and can get questions through to me as well. I wanna, wanna start off with probably one question that comes up fairly often, which is how to engage. Basically, from our perspective you have your contact, people within invest (ph 00.50) in our headquarters, your client executives, your ITAs, and then obviously this will, will be channelled through to, to Invest NI Germany as well. We obviously, as you have seen, we are working in this network of different organisations, including DIT. You could also engage with DIT directly. Usually, it's a cooperation of all of us depending on resources, and competencies. So, we'll probably ask David, or Rafe to contribute to that as well as far as engagement goes. David and Rafe, are you there?

M: Yeah. Hopefully, there's David.

M: Hello. (Talking over each other 01.50).

Moderator: Sorry?

M: Rafe, do you want to start? (Talking over each other 02.02). Anyway, I'll, I'll, I'll just make a quick start. There's lots of ways that DIT in Germany can, can help Northern Ireland companies. I'm David Johnson, by the way. I work in the export growth team in Dusseldorf, and I originate as well from Northern Ireland. So, I've got a great interest in seeing Northern Ireland companies flourish here in the German market. It's really good, as an insight first of all, to visit our Germany market guide on the Internet, and it's www.great.gov.uk. And I'll, I'll, I'll put a link into the chat just after this, so as people can follow (ph 02.43). And it covers, sort of, like, all the information that any company needs to, to be able to export into Germany. It, it'll cover trade barriers, and, and tariffs, and taxes that raises cost, delays, or even stop you from exporting, things like that. It'll cover all that information. Also, duties from customs, and packaging, and label information. So, it's full of really relevant information for any company to, to have a look at before they're thinking about exporting into Germany. And there is also our trade hub in Prague which covers all the general enquiries for the EU markets, and if there's anything specific for Germany they'll forward on to us as well. And I'll put the, the link into the chat as well for that.

There's also our direct email address, which is ditgermany.enquiries@fcdo.gov.uk, which comes into our inbox, and we will deal with it directly here. I'll put that in the chat as well. And, of course, there's also the link to the Germany Trade and Investment, which has lots of market reports on all the different various sectors. Very, very interesting reading there to be achieved. And, you know, just to mention that the German market is, is-, it's not an easy market to penetrate. It's-, it needs a lot of preparation before you try to approach German market. It's good to have a PDF flier in German, because the Germans do like the initial approach to be in their own language. The, the, the flier should also be highlight unique selling points of your product, showing good illustrations to catch the attention, and start a dialogue with potential contacts. And even get out to the market, visit the relevant trade shows, or perhaps even exhibit. Learn about the competition, and, of course, the best route to market. And I'll just-, I'll hand over maybe to Rafe to follow on from that, and I'll add these links into the-, into the chat.

M: Great, thanks, David. Hopefully, you can hear me-, hear and see me now?

Moderator: Yeah.

M: Yeah, good. Well, I think I don't want to add much more, and I know that we're coming to the end of the-, coming to the end of the session, but as-, as was said at the beginning, I am both the current director for DIT in Germany, and also the (inaudible 05.13) in Dusseldorf. And, and really I just want to, sort of, in a sense round up what has already been said, and endorse everything that we've heard a very fascinating presentation earlier, and very good also to have the ambassadors session at the beginning. I'm, I'm sorry, I can't-, I can't claim to be from Northern Ireland, sorry about that, but, but just to say that we are all-, I mean, as has been said, we are all here together to, if you like, support you as businesses. It may sound a little bit complicated. There are-, there are a lot of us in the market, but I think the point to, to make is that, you know, send-, put your enquiries in, and they will get sent to the right place look after. I mean, I suppose Marcus is-, perhaps the point Marcus made, I mean, Marcus is one person covering a very large territory. We, we are 30-plus people working for DIT. So, we have-, we have a bit more resource there. So, basically, we can all work together to support you, and that's-, I think that's the main message that I would like to give.

And you heard to all already about the huge number of opportunities that are-, that are coming up, already exist, but are coming up in Germany across so many different areas. And with obviously the challenges of the future, whether it's with, with clean growth, or, or other things, digitalisation you already heard about. But as I said we're, we're all there to make your life easier and better, not to complicate it. So, I hope that between us we can do that, and wish you all great success, and look forward to working with you. Thanks.

Moderator: Yeah, I wanna touch on this point invest in (inaudible 06.50) that says work together.

Obviously, this is a hand-in-hand cooperation, kind of, approach. It's basically, as I said, down to what sector are you in, where do we have, like, the biggest-, the, the greatest competencies, and resources. So, we, we basically work hand-in-hand with, with DIT. First point of contact, to make it easier for companies could be Invest NI, or should be Invest NI, your ITAs, your client executives, and then there's this chance (inaudible 07.20) we'll bring resource in as, as needed. So, so that's, that's really, you know, just make clear how this all works together. David, you, you touched on this point of language. That's a question that always, or that quite often comes up. You know, how important is language, and the clever answer to this is it depends. It depends on the sector. Our experience is, you know, in particular with regards to small and medium size companies, finding distributors, agents, etc, it actually matters, matters a lot. But there's also other areas where we found that it is important to have, like, your German resource offering us in-, as a German resources, resource, we are more than happy to do that. And Nathan, Nathan's on the call here from (mw 08.16). He touched on that in his activities on-, in, in Germany. Probably he can give us a bit of an insight on, on your experience on, on the language bit.

M: Hi, hi, everybody. Yeah, I think-, I think with regards to the language barrier, it's something that obviously is something that has to be managed and handled. But as I said, you know, we, we haven't found it to be completely restrictive at this point, you know, and it's, it's maybe the market that we're in, it's been more supportive of that. But as long as you're prepared to engage you can find a way to engage with the language. That a lot of conversations can be dealt with in English if that's the, the best way for you to provide your technical information as long as translations in, in German can also be provided to ensure clear clarity on those points.

Moderator: Yeah, thanks, thanks, Nathan. Probably another point, another question that came up fairly often over the past was events, networking opportunities. Obviously, Linda is probably the best person to, to touch on that. Could you give us a bit of an insight on that, Linda and Francisca, please?

F: Yes, definitely. Thank you, Mark. Well, I mean, as Linda (inaudible 09.56) are not natural, yeah, networkers. So, there is really the need for events, trade shows, trade events in Germany. That is why we are trade show country (ph 10.10) with more of the largest fairgrounds, and largest industry trade shows, and leading trade shows in Europe. So, it's very important to always not only know of your sector, as mentioned before (inaudible 10.27) what kind of trade shows industry (mw 10.30) are happening. And, of course, that's where we are always happy to support, 'cause it's really important at a certain time also put a face into the conversation at a trade show to really meet with potential partners, and to have a good networking opportunity with German companies.

Moderator: Yeah, thanks, Francisca. Obviously, whenever-, depending on what, what sector you operate in and what area, we can always get, get you information on relevant trade shows and events. Also, DIT is more than happy to provide these, these information, I guess. I just wanna, wanna also highlight that we usually engage in most of the major trade shows, like MEDICA, (mw 11.22), ProWein, etc. So, it's always wise to look out what, what activities we are-, we are-, we have

there. And, you know, the grey (ph 11.32) team from DIT as well. So, we, we engage there as well. So, I don't-, I don't-, I'm conscious of time. So, I guess, I wanna round up here. Thank you all for, for being part of this. In particular, thank you-, thanks to all the speakers for your contribution, and for, for being in the chat, and the question and answer session. I guess, if you have any specific questions reach out to us. You have all our contact details. We are basically, or we're more than happy to help you, and, and, and get you, you know, get, get your foot into the door in, in the German markets. So, that's us. Thank you very much. Have a great day, and hopefully, we talk soon.