

## Sample Itinerary - Germany & the Netherlands

The aim of this itinerary is to directly access the companies and institutions affected by the marked slowdown in a globalized economy. In visiting two European countries, participants will get varied insights into how factors like **protectionist subsidy schemes, geopolitical tensions and industrial policies are shaping the widespread expansion of globalization**. Examine this trend through the lens of an embassy, chamber of commerce or international corporation and of course, take the time to explore Berlin and Amsterdam via a few cultural events!

Sun, Sep 10, 2023	Willkommen to Germany!	day 1
	<b>arrive Munich</b> meet ISP representative at the airport	air
	transfer to hotel, check-in	bus transfer
	rest of the day at leisure	

Mon, Sep 11, 2023	Berlin part 1 - maintaining international investment	day 2
	breakfast	hotel
	meet in hotel lobby, depart for visits	bus full day
morning	<b>visit: strategic cooperation and economic competition - the current challenges of EU-USA relations</b> <i>e.g. U.S. Commercial Service</i> While the West keeps a staunch common stance in facing off Russian invasion of Ukraine, there are tensions connected to the competing subsidy schemes of USA and EU both aimed to attract clean tech investments and to develop domestic semiconductor industry. What are the implications for businesses and other areas of mutual relations?	
	<b>group lunch</b>	restaurant
afternoon	<b>visit: the European Chips Act - strengthening the EU's semiconductor ecosystem</b> <i>e.g. Intel</i> Intel's ambitious plan to build a new manufacturing site in Germany would be one of the largest foreign investments in Europe in decades and would form one of the centerpieces of EU's strategy of developing local semiconductor industry. Learn from the company's representatives about the strategic reasoning behind this decision and what Intel is hoping to get from establishing a stronger European presence.	
	meet in hotel lobby, depart for food tour	
late afternoon	<b>cultural event: a modern history of Berlin through gastronomy - walking food tour</b> This tour narrates the historical development of the area through its people's food. From the farmers markets to the luxurious 20th century department stores, Berlin has changed a lot. This area, poor in natural resources, was influenced widely throughout history by the immigrants' kitchens and nearby areas. During the tour we will pass markets and important culinary institutes that tell this city's story. What's on the menu: oysters, smoked and cured fish and white wine at a 90-year-old establishment. Sliders from regional beef and craft beer at the historical market hall, a selection of local cheese, handmade preserves and fresh marzipan.	walk
	rest of the day at leisure	

Tue, Sep 12, 2023		Berlin part 2 - developing resilience to global change	day 3
	breakfast		hotel
	meet in hotel lobby, depart for visits		bus full day
morning	<p><b>visit: Germany's lessons from Chinese takeovers</b> <i>e.g. KUKA Robotics</i></p> <p>Chinese takeover of Kuka, world's leading manufacturer of industrial robots, was one of the largest corporate takeover of its kind. The transaction sparked debates about the possible risks of transferring Germany's know-how and advanced technologies to China. Back in 2016, Germany authorities did not block the takeover, but the story might have been different if it played out today. But what have been the impact for KUKA itself and how is the company faring under new owners?</p>		
	group lunch		restaurant
afternoon	<p><b>visit: new economic climate of heightened tensions affecting German tech companies</b> <i>e.g. ERS Electronic</i></p> <p>ERS Electronic is a Munich-based award-winning thermal management solution manufacturer for semiconductor industry and is one of the companies that was recently targeted for acquisition by one of the Chinese companies. The stake however was blocked by Germany's government for strategic reasons. Should the government limit the free flow of capital and how does it impact the companies in question?</p>		
	rest of the day at leisure		

Wed, Sep 13, 2023		Transfer to The Netherlands	day 4
	breakfast		hotel
	check out, load luggage onto bus, transfer to airport		bus transfer
morning	<b>transfer to Amsterdam</b>		air
	transfer to hotel, check in		bus transfer
	free time to relax & refresh		
	meet in hotel lobby, depart for city tour		
afternoon	<p><b>cultural event: historic Amsterdam tour - cobblestones to canals</b></p> <p>Uncover 800 years of Amsterdam's history and culture; from its humble beginnings on the river Amstel to the glorious Golden Age. Walk around the city and admire the famous sights and monuments such as the Jordaan, the world-famous Canal Belt, Dam square, the Begijnhof and much more. Enjoy a boat cruise through the canals and walk around the most interesting buildings and monuments of the beautiful Dutch capital.</p>		walk, boat cruise

Thu, Sep 14, 2023		Amsterdam - gateway to Western Europe	day 5
	breakfast		hotel

	meet in hotel lobby, depart for visits	bus full day
morning	<p><b>visit: the importance of foreign investment for open economies</b> <i>e.g. NFIA - Netherlands Foreign Investment Agency</i></p> <p>In the German part of the program, we covered how the geopolitical tensions are manifesting in the area of foreign investments. Now let's explore how a clever way of attracting the right investments can strengthen regional business ecosystems and contribute to national goals in the areas of digitalization, innovation and sustainability.</p>	
	<b>group lunch</b>	restaurant
afternoon	<p><b>visit: building more resilient supply chains</b> <i>e.g. Royal Philips</i></p> <p>Philips, one of the iconic technology Dutch companies, has struggled dramatically with supply chain issues which even led to decreasing share value and the need to cut down workforce. What are the lessons Philips learned from this and how it aims to develop more resilient supply chains while keeping its competitive edge?</p>	
	rest of the day at leisure	

Fri, Sep 15, 2023	<b>Tech traditions in Eindhoven</b>	day 6
	breakfast	hotel
	meet in hotel lobby, depart for Eindhoven	bus full day
morning	<p><b>visit: the unknown Dutch tech giant - meet the most valuable EU tech company</b> <i>e.g. ASML</i></p> <p>ASML is the only company in the world that can produce EUV lithography systems, the chip making machines that are used by Intel, Samsung and other better known semiconductor companies to manufacture their chips. It has been often dubbed the most important technological company of our times. Visit this unique player in the tech field to better understand how they manage key global relationships in a turbulent market.</p>	
	<b>group lunch</b>	
afternoon	<p><b>visit: Can the EU keep up with the US on green subsidies?</b> <i>e.g. InnoEnergy</i></p> <p>Visit this Eindhoven-based sustainable energy accelerator to learn how the clean tech subsidies in USA and EU are shaping the thinking of investors and clean-tech start-ups. What are the key ingredients to build a green energy innovation ecosystem?</p>	
	rest of the day at leisure	

Sat, Sep 16, 2023	<b>Depart for home country</b>	day 7
	breakfast	hotel
	check out, load luggage onto bus, depart for airport	bus transfer
	<b>depart for home country</b>	air