

9TH NOWRUZ ECONOMIC FORUM IN HAMBURG



▲ H.E. Sohibnazar Gayratsho, Ambassador of the Republic of Tajikistan, reports on the 2019 Action Plan to improve the investment climate.



▲ Uzbekistan's Embassy Counselor Alisher Kayumov emphasized the desire for cooperation with German SMEs.



▲ Former member of parliament and development politician Jürgen Klimke suggested to introduce a public holiday "Nowruz" in the Free and Hanseatic City of Hamburg.



▲ flashing flashes for the active participants (f. l.): Stefan Böckle (Vivantes Health Network, Berlin), Maren Böckmann (Oettinger International), presenters Mirco Nowak and Eduard Kinsbruner (back row), Jochen Szech, CEO of Go East Travel and President of the Alliance of Independent Travel Business Owners (front row, center), Jan-Philipp Apking (Euler Hermes), Dr. Helena Melnikov, Managing Director of the Goods Association of the Hamburg Stock Exchange and Frank Spillner, CEO of Heinemann Medizintechnik



▲ The President of the Nowruz Forum Germany, Honorary Consul Kourosh Pourkian (r.), with moderator Mirco Nowak, Chairman of the Committee for Eastern Europe at the Hamburg Chamber of Commerce



▲ Xiaohui Du, Consul General of the People's Republic of China, with Honorary Consul Petra Baader, CEO of Baader Group in Lübeck. The world leader in fish and poultry processing machines is celebrating its centenary this year.

9TH NOWRUZ ECONOMIC FORUM

Mittelstand connects – Germany and the Nowruz countries

Under the auspices of the President of the Department of Economic Affairs, Transport and Innovation, Michael Westhagemann, the 9th Nowruz Economic Forum took place on 26 March in the "Übersee-Club".

In his opening speech, Tajikistan's ambassador H.E. Sohibnazar Gayratsho pointed to the potential of the Nowruz economic area, with around 300 million people. Only in the 60 million people hosting Central Asian Nowruz countries, which opened their doors more and more, as Tajikistan, there would be best investment opportunities for medium-sized companies.

The New Silk Road Initiative also contributes to this – in the spirit of the Nowruz Festival, which unites many people from different places, said Xiaohui Du, Consul General of the People's Republic of China, in his welcoming speech. And the experienced development politician Jürgen Klimke also encouraged German companies to profit more intensively from the favorable conditions in the Nowruz countries within the framework of economic cooperation. Finally, Kourosh Pourkian, President of the Nowruz Forum Germany and Honorary Consul of Tajikistan, pointed to the potential of the city of Hamburg with its more than 100,000 citizens celebrating Nowruz to play a key role in building bridges between Germany and the Nowruz countries.

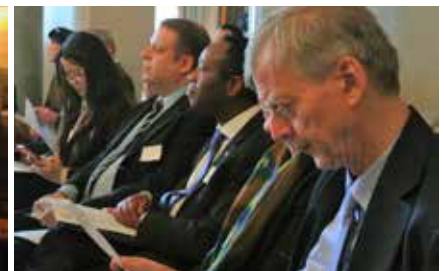
The panel discussions gave an insight into the possibilities of building up economic bridges. Under the moderation of Eduard Kinsbruner were highlighted the reform processes in Tajikistan and Uzbekistan in order to attract foreign investments especially in infrastructure, green energies and tourism industry.

Mirco Nowak moderated the second panel focused on the opportunities and challenges with reports about experiences in medical supplies, education programs to improve healthcare quality and local licensing brewing. Other topics were financing instruments and safeguards for export business and the challenges of importing food.

The host Kourosh Pourkian concludes: "Today's exchange has confirmed that "Made in Germany" still enjoys a high status in the Nowruz countries. For the German Mittelstand, it is now important, also regarding the EU's Central Asia strategy, to profit from these great expansion opportunities – also in the interests of international peacekeeping."



▲ Moderator Eduard Kinsbruner (l.), Director for Central Asia at the East Committee – East European Association of German Business in Berlin, with the Kazakh Embassy Council Altay Iskatov



▲ Among the guests was Matthias Meyer (r.), Former Ambassador of the Federal Republic of Germany in both Tajikistan and Uzbekistan

9TH NOWRUZ CULTURAL FORUM IN HAMBURG

▲ The Tajik music group Tamanno also thrilled at the Berlin Nowruz Festival.



▲ Nowruz joy pure - the group from Uzbekistan invited to dance

9TH NOWRUZ CULTURAL FORUMCulture and the economy:
understanding the dynamics

The traditional Nowruz dinner and the Nowruz cultural evening following the NOWRUZ ECONOMIC FORUM are in the tradition of social scientist Peter Szokol. "Because once you have fed, laughed and danced together, experienced this very special Nowruz joy together, then a connection has been created on which something can be built," says initiator Kourosh Pourkian, whose heart's interest is to build economic and cultural bridges between Hamburg or Northern Germany respectively and the Nowruz countries. The greater was the joy to to present to his guests for the first time music groups from two Nowruz countries.

Before the artists from Tajikistan and Uzbekistan cast a spell over the guests, Danial Ilkhanipour, member of the Hamburg State Parliament, of Iranian origin, delivered a very personal greeting. As a child, the SPD politician had estimated between Christmas and Easter to celebrate with Nowruz another family event and maintain the relationship to his roots. This is all the more important in times when the question of whether integration succeeds dominates political discussion. "I am deeply convinced that to live customs is not just a barrier to integration, but rather essential for a successful integration," said Ilkhanipour, who touched the hearts of the numerous guests with Nowruz migration background, among them as well as numerous DAAD exchange students.

And what has long been a tradition in America, has arrived at the Hamburg Nowruz Forum: a Nowruz message from the White House in Washington, read by David Zeller, President of the American Club of Hamburg.



▲ David Zeller, president of the American Club of Hamburg, read the Nowruz message from the White House in Washington.



▲ Speaker Danial Ilkhanipour (r.) with Jutta Köhn, former State Councillor



▲ Nowruz connects: Jutta Höflich (2nd from right), Vice President of the Nowruz-Forum-Germany and presenter of the whole event, at the Haft Sin table, a traditional custom of the festival, with (from left) Dr. Mohammed Khalifa, initiator of the Arab Cultural Weeks at the University of Hamburg, Sonia Ben Amor, Consul of Tunisia, and A. Soliymán (Egypt)

SAVE THE DATE: The 10th Nowruz Economic and Cultural Forum will be held on **March 26, 2020**. More information about the Nowruz Cultural Forum at www.nowruzforum.hamburg

▼ Tajikistan and Uzbekistan presented themselves as attractive destinations for business and private travelling.

