



Webinar „Why Silicon Valley?“ March 14th, 2024



16.00 – 17.30 Uhr

Program and Speakers

Time	Speaker / Topic
15:55	Everyone: Log-In Teams-Call
16:00 - 16:10	Introduction round: Team, speakers, German delegates
16:10 - 16:20	Miriam Achenbach , Consultant (Trade Horizons) Rita Matzeit , Projekt-Koordinatorin (GTAI) Topic: <i>The „Clustervermarktung“ (General Introduction to the project, the different components, the goals, etc..)</i>
16:20 - 16:40	Steffen Bartschat oder Paul Campbell , Consultants (Trade Horizons) Topic: <i>Why Silicon Valley?</i> <ul style="list-style-type: none">▪ <i>General introduction to the Valley</i>▪ <i>Market Oppourtunities in the Automotive Sector</i>
16:40 - 16:50	Richard Biggs , Director North America (Trade Horizons) Topic: <i>How to Pitch to an American Audience</i>
16:50 - 17:00	Tom Bainbridge , Consultant (Trade Horizons) Topic: <i>Cultural Briefing</i>
17:00 - 17:30	Open for questions, discussion, etc.

Info und Registrierung unter: [Clustervermarktung Silicon Valley 2024](#)

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