

IGE Press Release

February 25, 2014

IGE/Samsung Electronics Global Business Forum

“The Secret of Germany’s Performance: The *Mittelstand* Economy”

Mr. Peter Friedrich

Minister for the Bundesrat, Europe and International Affairs, Baden-Wuerttemberg, Germany

7:00-9:00 a.m. Wednesday, February 26, 2014

Lilac Room, Westin Chosun Hotel, Seoul

Mr. Peter Friedrich, Minister for the Bundesrat, Europe and International Affairs of the Baden-Wuerttemberg state of Germany, will present his thoughts on the critical role of medium-sized companies (*Mittlestand*) in the German economy. He will also touch on the implications of the success of German Mittelstand for Korea and explore the areas for possible cooperation between German Mittelstand and Korean counterparts.

The lecture will be attended by policymakers, business people, academics, researchers, and foreign dignitaries.