

we do it  
**different**  
*Business Workshop*

**PROGRAMM**

- 9:00 - 9:15 am **OPENING SPEECH**  
**Tânia Machado**, President Centro Cape  
**Juarez Leal**, Manager International Events APEX-Brasil
- 9:15 - 10:00 am **LECTURE:** The internationalisation of the markets/companies  
and the meaning of cultural distinctions in business  
**Claus Träger**, consim – Consulting for International  
Channel Marketing
- 10:00 - 10:30 am **TIME FOR QUESTIONS AND DISCUSSION**
- 10:30 - 11:00 am **BREAK**
- 11:00 - 11:45 am **LECTURE:** Globo Fair Trade Partner – concept, background  
and realisation  
**Field report with discussion** – permisses, chances and  
challenges of fair trade  
**Manfred Winkler**, Director Globo Fair Trade Partner
- 11:45 - 12:30 am **LECTURE:** Ideas from Brasil – prospects on the German market  
**Dr.-Ing. Helmut Hoffmann**, President Lateinamerikazentrum e.V.

**Address** **Museum für Angewandte Kunst Frankfurt**  
Villa Metzler, Schaumainkai 17 (Zugang über Metzlerstraße), 60594 Frankfurt

**Contact** **Agentur Pferd&Reiter** · Peter Bangert und Beate Kaduk  
Phone 030-740 786-80, Mobil 0163-55 38 327, Mail info@pferdudreiter-berlin.de