



Germany Trade & Invest | Friedrichstraße 60 | D-10117 Berlin

May 21, 2015, 11:00 A.M.–12:00 P.M. EDT (5:00 P.M.–6:00 P.M. CEST)

## Healthcare Webinar: The German Consumer Healthcare (OTC) Market

### Speaker



#### Melanie Wiegand

Melanie Wiegand | Senior Manager Investor Consulting Healthcare |  
*Germany Trade & Invest GmbH*

### Curriculum Vitae

Melanie Wiegand is Germany Trade & Invest’s leading expert in the field of demographic change. She identifies innovative business fields and future markets for Germany.

Melanie Wiegand has more than a decade of experience in senior strategic marketing management positions and has successfully developed healthcare products for international markets. She worked for global multinational companies (Fortune Global 500 companies) and internationally leading brands. Before starting her professional career in the private sector, Ms. Wiegand worked as a research scientist in the field of strategic marketing and consumer behavior.

Melanie Wiegand has invaluable practical know how in the fields of professional cosmetics, consumer goods, pharmaceutical drugs, healthcare products, healthcare services and business development. Melanie Wiegand studied social psychology and economic sciences. She graduated as Diplom-Kauffrau (Master of Science) with a first-class degree from the University of Trier.

Sitz der Gesellschaft  
Corporate Headquarters  
Berlin

Amtsgericht  
Registered at Local District Court  
Charlottenburg

Handelsregisternummer  
Registration Number  
HRB 107541 B

Geschäftsführung  
Executive Board  
**Dr. Benno Bunse**  
Erster Geschäftsführer  
Chairman/CEO

**Dr. Jürgen Friedrich**  
Geschäftsführer  
CEO

Steuernummer  
Tax Number  
37/234/21352

Vorsitzender des Aufsichtsrats  
Chairman of the  
Supervisory Board  
**Matthias Machnig**  
Staatssekretär  
State Secretary  
Bundesministerium für  
Wirtschaft und Energie  
Federal Ministry for Economic  
Affairs and Energy

Gefördert durch das Bundes-  
ministerium für Wirtschaft  
und Energie aufgrund eines  
Beschlusses des Deutschen  
Bundestages.

Supported by the Federal  
Ministry for Economic  
Affairs and Energy on the  
basis of a decision by the  
German Bundestag.



### **Germany Trade & Invest**

Germany Trade & Invest combines the in-depth analysis of foreign markets with the extensive knowledge of Germany's key industries and its investment and technology landscape. Supported by a network of 60 experts abroad and benefitting from close cooperation with the German Chamber Network (AHKs), the economic development agency of the Federal Republic of Germany supports international trade with comprehensive, consistent and industry-specific market information. Utilizing the combination of wide-ranging global expertise and an internationally competitive consulting and service profile for foreign investors, Germany Trade & Invest secures and creates jobs in Germany.

The organization places a special focus on the economic development promotion of the new federal states (eastern Germany) and Berlin.

### **Investment Location Germany**

*Germany Trade & Invest* provides close-to-market information to international companies looking to enter German markets. Our specialist industry teams prepare all of the relevant information essential to business success in Germany. *Germany Trade & Invest's* comprehensive range of information services also includes:

- Market and industry reports and market entry analyses
- Business and tax law
- Business and labor law information
- Funding and financing information
  - Business Location Germany
  - Investment Guide

### **Business Location Services**

*Germany Trade & Invest* supports international companies from market entry to business start-up in Germany. Expert project teams advise and assist in the business establishment phase. *Germany Trade & Invest's* range of free services also includes:

- Legal and tax-related project support
- Funding and financing advisory services
- Site visit organization
- Local partner and network matchmaking
- Public and private partner coordination
  - Investment Consulting