



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

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Silver Economy: Grow Your Business in an Aging Society

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. Ms. Wiegand is a brand strategist for the development of products and services for the 50-plus age-group.

Melanie Wiegand has more than a decade of experience in senior strategic marketing management positions and has successfully developed products for the 50-plus age group. 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