

We cordially invite you to our Business German Conference

**Darum Deutsch – German language needs and skills in Ireland**  
*15th Anniversary of the Business German in Ireland Working Group (BuGI)*

Royal Irish Academy, 4 March 2016, 2pm  
Organised by the Goethe-Institut Irland and BuGI

**Programme**

- 2.00 pm Introduction Andreas Zürn, *Goethe-Institut*, Gisela Holfter, *BuGI*
- 2.10 - 2.30 Welcome addresses by H.E. Matthias Höpfner, *German Ambassador*, H.E. Marie-Claude Meylan, *Swiss Ambassador* and H.E. Thomas Nader, *Austrian Ambassador*
- 2.30 - 2.50 Derek Scally, *Irish Times* - "The jobless German speaker and other legends..."
- 2.50 - 3.45 The Employers' perspective, Moderation: Ingrid Miley, *RTE*  
Roundtable discussion – Liam Ryan, *SAP, CEO*, Kurt Rosen, *Lidl Chief Administration Officer*, Ralf Lissek, *Irish-German Chamber of Commerce CEO*, Damien Owens, *Engineers Ireland Registrar*
- 3.45 - 4.15 Coffee break
- 4.15 - 5.15 Economy and Education, Moderation: Ingrid Miley, *RTE*  
Roundtable discussion - Philip Nolan, *President NUI Maynooth*; Gerry O'Sullivan, *Head of International Programmes HEA*; Tony Donohoe, *Head of Education and Social Policy, IBEC*; Emma Gorman, *Tourism Ireland*
- 6.00 pm Reception hosted by the German Ambassador (separate invitation)

Please confirm your attendance by 1 March 2016: [geman@dublin.goethe.org](mailto:geman@dublin.goethe.org) or 01 680 1100

