PROGRAM

organized by

BUSINESS BREAKFAST – WHERE BUSINESS MEETS OPPORTUNITY

Discover Growth Opportunities in Baden-Württemberg

25 November 2026, Milano Verticale | UNA Esperienze	
8.30 am	**Entry & Registration**
8.45 – 8.50 am	**Welcome: Two Strong Partners, One Shared Goal** *by VfB Stuttgart 1893 AG & Baden-Württemberg International GmbH*
8.50 – 9.00 am	**Q&A: Beyond the Game** *by Hansi Müller, Brand Ambassador VfB Stuttgart 1893 AG*
9.00 – 9.40 am	**Panel: Growing Across Borders – Winning Together** ***How AI resilient business models and strong regional partnerships drive international growth*** **SAP SE** **Hagen Heubach**, Chief Marketing Officer – Supply Chain Management & Indsutry AI **VfB Stuttgart 1893 AG** **Karsten Petry**, Chief Marketing Sales Officer **Italian Company** (tba)
9.40 – 10.00 am	**Networking & Breakfast**
10 am	**End of Event**

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