



**Insights into Cross-Regional Banking in South Eastern and Eastern Europe**

**November 21st, 2024**

**9:30-10:30 a.m.**

**Online-Event via Microsoft Teams**

**Agenda**

- Until 9:25a.m. Dialing- in of all participants
- 9:30a.m. Welcoming of the participants  
**Anja Quiring**  
Regional Director South Eastern Europe, German Eastern Business Association
- Followed by* **Klaus Keilmann**  
Head of Corporate Strategy and Development, ProCredit Bank Germany
- Impulses on:
- The current political, economic and regulatory landscape of South Eastern and Eastern Europe
  - Potential trade challenges when doing business in the region
  - The opportunities of the area
  - How to identify the right market fit within the region
- Followed by* Presentation of the case study:  
Conducting business in multiple countries in the area, with:
- Cross border payments
  - Accessing subsidies
  - Cofinancing between local banks
- Followed by* Discovering the right financial products for you
- An overview of support schemes for doing business in South Eastern and Eastern Europe
- Followed by* Comments and open exchange with the participant
- Moderation:*  
**Anja Quiring**, Regional Director South Eastern Europe, German Eastern Business Association  
**Klaus Keilmann**, Head of Corporate Strategy and Development, ProCredit Bank Germany
- 10:30a.m. End of the meeting
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