



WORLD TRADE ASSOCIATION

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MMAC World Trade Association's

WTA presents "Market Opportunities in Europe with WEDC"

Wednesday, January 12, 2022

8:00AM – 9:30AM

MMAC offices

Speaker Biography

Nicola Michels, the Senior Manager and Consultant at AHP International, WEDC's Trade Representative in Germany

Nicola is a seasoned economic development professional with over 20 years of experience spanning three continents. She started out her career in South Africa as a Trade Association Executive in Cape Town representing 750 German, Austrian, and Swiss companies as well as the Leipzig Trade Show in Sub-Saharan Africa. Nicola then spent 15 years in the United States working for the German American Chamber of Commerce in New York City, eventually serving as that group's Vice President. After moving back to Germany in 2016, she worked independently with The Gesellschaft für Internationale Zusammenarbeit (GIZ) and served as European Representative of the State of New Jersey. Before joining AHP International as Senior Manager & Consultant she collaborated with AHP International on numerous projects such as the German Government Market Entry Program (MEP) for German SMEs exploring new markets abroad.



At AHP International she oversees a team that conducts Market Assessments, Partner Searches, and Meeting Facilitation services for Wisconsin firms seeking to expand their export sales in Germany, the Nordic countries, and Central and Southern Europe.

Nicola studied in Germany and the U.K. and holds a Master's degree in Communication Science. She is a dual German American citizen and fluent in German and English, and also speaks French and basic Spanish.