Press Briefing K-Messe

Düsseldorf, October 9, 2025

Profile Monika Beck:

Monika Beck is Head of Business Unit D-A-CH, Spain and Portugal of NRW.Global Business GmbH, the trade and investment agency of the state of NRW.

After earning her degree in Business Administration at the University of Cologne, she began working in the marketing division at the state-owned Economic Development Agency of NRW. With the launch of a new foreign trade promotion initiative by the state of NRW, she moved to a newly established department supporting NRW companies in expanding their business in foreign markets. After that, she transferred to the service department for the local economic development agencies of NRW, coaching and informing them about new developments in NRW. Later she moved to the corporate services division, where she provided project-specific support to domestic and foreign companies from different countries in establishing a settlement in NRW. After some years of experience in this field, she became Head of Business Unit D-A-CH, Spain and Portugal in 2016. In addition, she is an expert in all matters regarding funding programs.

Statement:

“North Rhine-Westphalia (NRW) combines industrial strength with academic excellence and cutting-edge research. Key areas like digitalization, renewable energy and sustainability are deeply rooted in our business landscape. With a GDP of over 870 billion euros, NRW is Germany’s economic engine: highly innovative, internationally connected and home to a vibrant mix of global players, SMEs and startups.”

“The settlement of matterr and their industrial plant for PET recycling in NRW is a success story and another evidence how we drives innovation and transformation in our area. With its circular economy approach and technology-driven vision, matterr perfectly represents the kind of sustainable industrial innovation we want to attract to NRW.”

“Our state has a strong industrial heritage – and an equally strong determination to shape the future. We aim to become Europe’s first climate-neutral industrial region by 2045, and the transformation is already well underway.”