

This thesis entitled „Transformation through Trade. The pioneers of the New Eastern Policy in the 50s and 60s.“ examines the efforts of the German entrepreneurs during the Cold War to revive trade relations with the Sowjetunion and to the states within its sphere of power. Because Europe was divided politically into two antagonistic systems, and due to the embargo imposed on West Germany by the Allied Powers, the entrepreneurs encountered extreme difficulties in their attempts to renew trade. The determined efforts of the economic diplomats, which were fundamental in creating conditions for the new eastern policy, reached their peak in 1970 when the Gas Pipeline Deal was concluded.