



DEUTSCHE  
MANAGEMENT AKADEMIE  
NIEDERSACHSEN

## **Business Plan, Finance & Export Management with Germany**

International Summer Academy  
August 26<sup>th</sup> – September 1<sup>st</sup>, 2018  
in Celle/Germany



*DMAN head office in Celle castle – your seminar location in Germany*



## Management Summary

### Course objectives

The program will give you opportunities to set the strategic course for a successful future of your company. Apart from an overview of the principles of international competition, strategies and instruments of business plan management & export management, you will learn about German business culture and discuss the key factors of efficient business plan management & export management. The company visits will give you direct impressions and the opportunity to exchange information and experience with your hosts. On site, you will see new technologies, organisational solutions and the application of managerial instruments. Interactive trainings will improve your intercultural competence and management skills. You will get the chance to exchange experience with German managers and to initiate business contacts.

### Target audience

The program is designed for young entrepreneurs & middle manager from different economic sectors. DMAN will invite managers e.g. Iran, India, China, Russia etc. As the program will be run in English, very good language skills are essential. If you want to establish cooperation with German partners, decision power is of advantage.

### Schedule

The one week programme consists of 3 training days and 2 days of company visits.

### Location & Date

Trainings in Celle Castle and visits of regional companies.  
August 26<sup>th</sup> – September 1<sup>st</sup>, 2018



## Programme

<b>Sunday, 25.08.18</b>	<b>Arrival</b> Individual journey to Celle and check in
	<b>Welcome dinner / informal get-together with DMAN staff</b> <ul style="list-style-type: none"><li>▪ Becoming acquainted with group colleagues and tutors</li></ul>
<b>Monday, 26.08.18</b>	<b>Seminar at DMAN</b>
09:00	<b>Program introduction</b> <b>Overview on Germany`s economic structure</b> <b>How to do business with Germany</b>
09:30 – 13:00	<ul style="list-style-type: none"><li>▪ Introduction</li><li>▪ German cultural standards</li><li>▪ Intercultural management</li><li>▪ Business etiquette / Business meeting etiquette</li><li>▪ Economic location Germany</li><li>▪ Standards in Germany</li></ul>
13:00 – 14:00	Lunch at DMAN cafeteria
14:00 – 17:00	<b>Entrepreneurship &amp; Business Plan Management</b> <ul style="list-style-type: none"><li>▪ Introduction into the topics</li><li>▪ Strategic meaning of entrepreneurship &amp; business plan</li><li>▪ Business plan models</li><li>▪ Financing</li><li>▪ Examples</li></ul> <b>Lecturer: Mr. Fred Ludolph</b>
17:00	<b>Guided city tour of Celle</b>
<b>Tuesday, 27.08.18</b>	<b>Day 2: Seminar at DMAN: Finance system &amp; models</b>
10:15 – 12:00	<ul style="list-style-type: none"><li>▪ Financial system in international context</li><li>▪ Finance between Germany &amp; Iran</li><li>▪ Obstacles &amp; difficulties</li><li>▪ Models of financing</li><li>▪ Project financing</li></ul>
<b>Lunch</b>	<b>Lunch at DMAN cafeteria</b>
15:30 – 17:00	<ul style="list-style-type: none"><li>▪ Practical Approach</li><li>▪ Examples</li></ul> <b>Lecturer: Mr. Fred Ludolph</b>
<b>Wednesday, 28.08.18</b>	<b>Company visits in North of Niedersachsen area</b>
08:30 - 13:00	<ul style="list-style-type: none"><li>▪ Visit of a seaport in the area of Niedersachsen</li><li>▪ Focus Import &amp; Export goods</li><li>▪ Round at the seaport</li></ul>



13:00 - 14:00	Lunch on the way
14:00 – 17:00	<b>Visit of the company Starofit in Ganderkeese – producer of steel tubes and fittings (tbc.)</b> <ul style="list-style-type: none"><li>- round at the production</li><li>- discussion with the management</li></ul>
<b>Thursday, 29.08.18</b>	<b>Seminar at DMAN</b>
09:00	<b>Project Management, Export Management and Financing</b> <ul style="list-style-type: none"><li>▪ International Project Management Examples</li><li>▪ Financing Models</li><li>▪ Export Management Examples</li><li>▪ MENA + India</li></ul> <b>Lecturer: Gerhard Schenk</b>
Lunch	Lunch at DMAN cafeteria
14:00	<ul style="list-style-type: none"><li>▪ <b>Examples</b></li></ul>
<b>Friday, 30.08.18</b>	<b>Company visit + DMAN certificates</b>
08:30 – 13:00	<ul style="list-style-type: none"><li>▪ Visit of a company in Celle/Hannover area</li></ul>
13:00 - 14:00	Lunch at DMAN cafeteria
14:00	<ul style="list-style-type: none"><li>▪ Awarding of DMAN Certificates to participants</li></ul>
15:00	<b>Departure from Hotel in Celle to Hannover</b> <b>Check in Hotel Hannover</b> <b>Departure on Saturday, 01.09.18 individually</b>

**\*Note: All lectures will be held by business experts and university professors.**

**This schedule reflects the current planning. Days may vary upon availability of companies.**

**The companies listed are reflecting the current planning. DMAN cannot assure that the mentioned companies will finally agree on or follow the DMAN schedule. In case a company cannot host the group, DMAN will organize an alternative equivalent in quality with this proposal.**



## Price Quotation

### Package price: 1.400,- Euro based on 20 persons

- 5 nights in 3 \* InterCityHotel single rooms in Celle in walking distance to DMAN
- 1 night in 3 \* hotel in downtown of Hannover city
- 6 breakfasts
- 5 lunches
- Welcome reception dinner at old city hall of Celle
- 4 days qualification programme in English language including trainers
- 1 company visits, tutors & transportation
- Guided city tour of Celle in English
- Insurance
- Visa support
- DMAN organization

The programme is designed for 20 persons, if less than 10 persons register, DMAN reserves the right to cancel the seminar.



## Deutsche Management Akademie Niedersachsen

Deutsche Management Akademie Niedersachsen (DMAN) qualifies specialists and managers for the success on international markets. The academy offers practice-oriented knowledge transfer and exchange of experiences and helps companies tap new business potentials at home and abroad. Founded in 1989 by the Federal State of Niedersachsen and shareholders from the industry as a non-profit limited liability company, DMAN has its headquarters in Celle castle and representative offices in Moscow and Shanghai.

Deutsche Management Akademie  
Niedersachsen gGmbH  
Schloss Celle, Schlossplatz 1  
29221 Celle, Germany  
Phone: +49.5141.973-0  
Website: [www.dman.de](http://www.dman.de)



*New Town Hall of Hanover*



*Timber-framed houses in Celle*



*Elbphilharmonie in Hamburg*



*Modern art in Hanover: Nanas*



*In August, the Lüneburger Heide is in purple flowers.*



*"Marienburg Castle" near Hanover*



*Hamburg port*



*Herrenhausen Gardens in Hanover*



*"The Four Musicians of Bremen"*