



INVITATION

CCBC 2016

Practitioners` Day 2016

20th May 2016

University of Applied Sciences Upper Austria
Steyr Campus

www.fh-ooe.at/ccbc2016



Invitation to participate in the Practitioners` Day 2016

The Practitioners` Day 2016 is a new format dedicated to merging the expertise of industry and academia. Intercultural insights into how business is conducted in nine highly diverse countries will be given by the Cross-Cultural Management and Emerging Markets Centre at the Study Programme Global Sales and Marketing.

It is embedded in the Cross-Cultural Business Conference 2016, taking place on the second conference day, May 20th 2016 and will be welcoming participants in global management positions from the areas of marketing, sales, export and business development.

International experts provide intercultural and business relevant expertise in countries such as Ukraine, Russia, Brazil, Japan, South Korea, Myanmar, South Korea, Canada, USA, Mexico and Brazil, targeting topics like the economic setting, market entry modes and business etiquettes in the respective country.

Special highlights of the event are the opening keynote by Mag. Kaltenbrunner, HR manager at BMW Steyr, discussing international HR management practices at a leading automotive company, and Mag. Hödl, Senior Advisor for Higher Education Policy at the Austrian Federal Economic Chamber, who will shed light on how to bridge the gap between cultures when doing business.

The Practitioners` Day 2016 is being organised in cooperation with Business Upper Austria and the Austrian Federal Economic Chamber.

Scope of the Practitioners` Day

The Practitioner's day at the School of Management in Steyr focuses on key subjects also taught at the study programme Global Sales and Marketing. The topics include:

>> Economic Overview:

Workshop leaders will be offering an overview of the market and economic situation in the respective country.

>> Market Entry:

Stumbling blocks and opportunities will be identified and support facilities and available networks discussed.

>> Intercultural Insights:

Business etiquettes and do's and don'ts with regards to negotiation and intercultural communication will be depicted.



Practitioners' Day: 20th May 2016

Seize the chance to participate in 10 workshops held by natives of 4 different continents. In all, 9 countries will be discussed and the speakers are happy to share their cross-cultural and economic expertise with you.

08:00 - 09:00	Networking Coffee
09:00 - 09:30	Opening Keynote: Mag. Judith Kaltenbrunner, BMW
09:30 - 10:30	Doing Business in Myanmar Doing Business in the USA Doing Business in Russia LEGO® Teambuilding Workshop
10:30 - 11:00	Networking Coffee
11:00 - 12:00	Doing Business in Japan Doing Business in Canada Doing Business in Brazil Market Entry into Foreign Countries
12:00 - 13:00	Networking Lunch
13:00 - 14:00	Doing Business in South Korea Doing Business in Mexico Doing Business in Ukraine
14:00 - 15:00	Closing Ceremony & Best Paper Award Closing Keynote: Mag. Belinda Hödl, The Austrian Federal Economic Chamber

Academic Conference Day: 19th May 2016

Participants of the Practitioners' Day are welcome to attend our **official conference dinner** which will take place on Thursday evening in the facilities of St. Florian, a small village in Upper Austria with a world famous monastery. In addition, an **organ concert** is being organized at the monastery before the dinner. After dinner, we will also have a **guided tour through the monastery** in St. Florian.

18:00 - 18:15	Reception at the Monastery St. Florian
18:15 - 18:45	Organ Concert
19:00 - 20:30	Official Conference Dinner
20:30 - 21:00	Guided Monastery Tour

Practitioners' Day Highlights

Opening Keynote:

"Seeking for the Best - HR Management in a Multinational Company"

Mag. Judith Kaltenbrunner, BMW Group

Mag. Judith Kaltenbrunner has a background of market research and empirical investigations, and has been pursuing her career at BMW Group since 2001. Starting as a technical purchaser, she is now in a leadership position and has full responsibility over the HR department at BMW at the plant in Steyr.



Closing Keynote:

"Lost in Translation – How to Bridge the Gap"

Mag. Belinda Hödl, The Austrian Federal Economic Chamber

We live in a world of fundamental change: digitalization, globalization and diversity. Cooperation of businesses and universities (of Applied Sciences) should always be alliances for innovation. In fact those two worlds exist parallel and often even apart, confronted with a clash of cultures, and sometimes lost in translation.



Mag. Belinda Hödl started her career as an Expert for Environmental Policies at the Austrian Federal Economic Chamber (WKO). She defected to the cabinet of the State Secretary of the Federal Ministry of Economics, Family and Youth later on and has been Senior Advisor for Higher Education Policy at the WKO since 2011.

Presentations on topics like:

>> Cultural Norms and Business with the U.S. (Dr. Richard Griffith, Professor and Director of The Institute for Cross Cultural Management at the Florida Institute of Technology)

>> Culture Snapshot: Myanmar - Expanding Intercultural Perspectives in Global Markets (Sharon Schweitzer, J.D., intercultural communication expert, corporate trainer)

>> South Korea - Still an Asian Tiger? Intercultural and Economic Perspectives in Doing Business! (Prof. Dr. Ko Jong-Hwan, Pukyong National University)

>> Russia Today, a Cross-cultural Review (Jerome Dumetz MSc, BA, BTS, Cross Cultural Management Specialist)

>> Doing Business in Mexico (Dr. Scott Venezia, Dean of the School of Business and Management, CETYS Universidad)

>> Doing Business in Canada (Mag. Susanne Knobloch, Trade Commissioner at the Embassy of Canada)

>> Doing Business in Japan (Mag. Werner Markovicky, CMC, Business Consultant and Coach, Managing Partner of MM Unternehmensberatung GmbH)

Registration Fees

Practitioners' Day Ticket

Regular € 190 (incl. VAT)

FH OÖ Alumni € 150 (incl. VAT)

Payment of Registration Fees:

All fees are payable in Euro only. The payment procedure will also be carried out via our online registration tool, where you will receive all the necessary guidelines and instructions.

Accommodation is not included in the registration fee.

Registration

If you are interested, please register at <https://www.conftool.net/ccbc2016/> as a participant of the Cross-Cultural Business Conference.

Contact & Further Information

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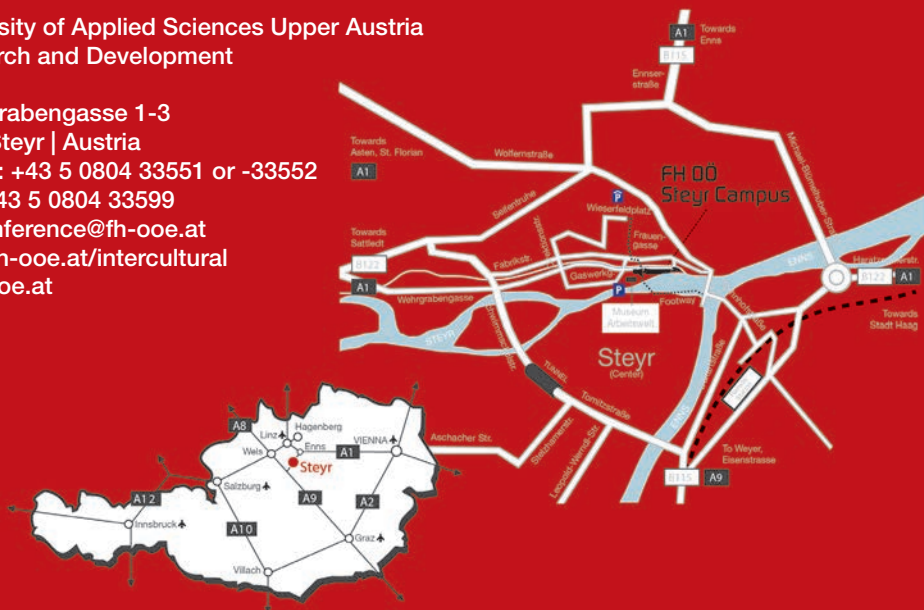


Pictures: Fotolia, Kainrath, FH OÖ, Smetana, Groisboeck

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