

GERMANY

2017



International **Study & Business Trip**

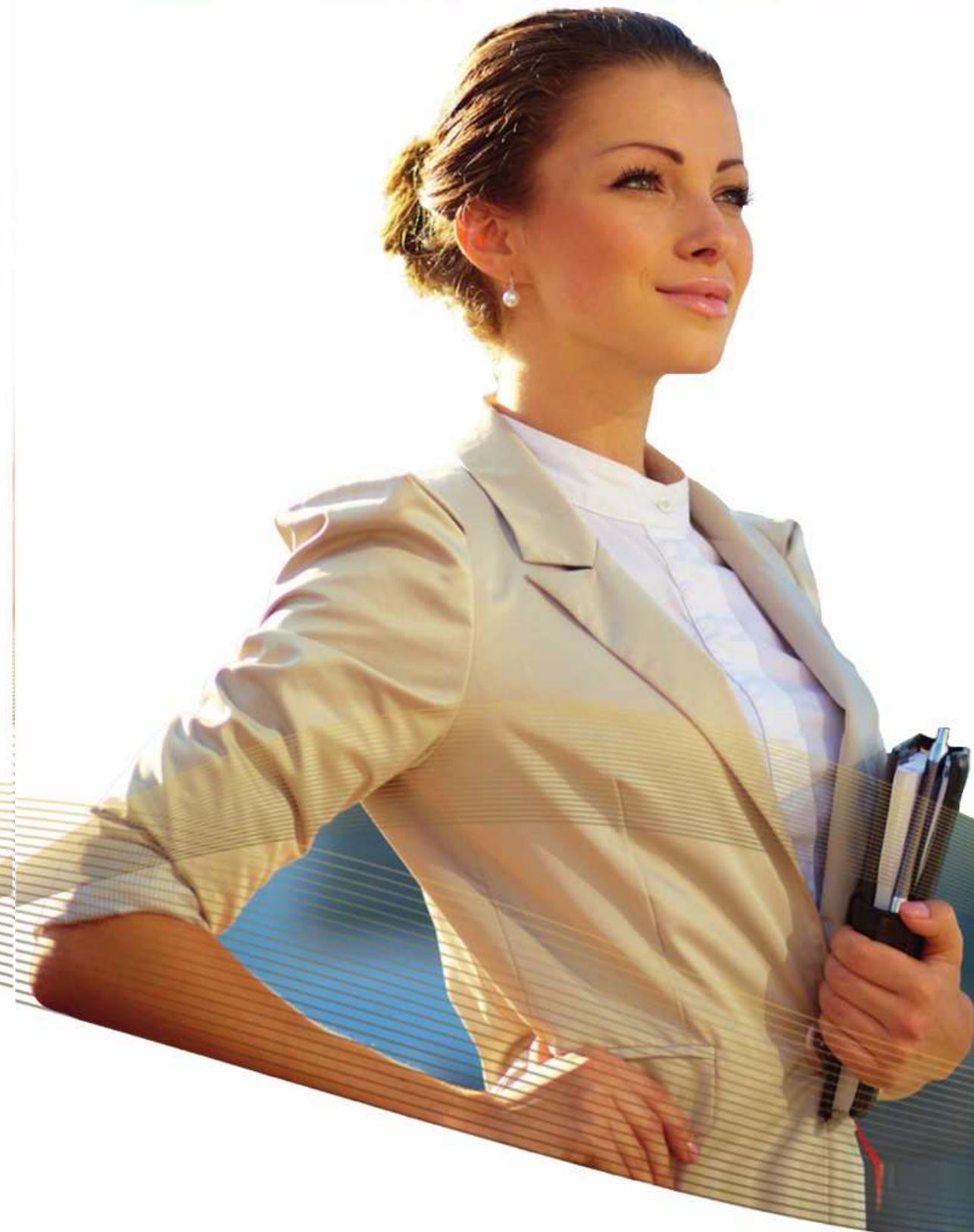
2- 8th April 2017

Germany - Hannover & Dusseldorf



GERMANY

2017





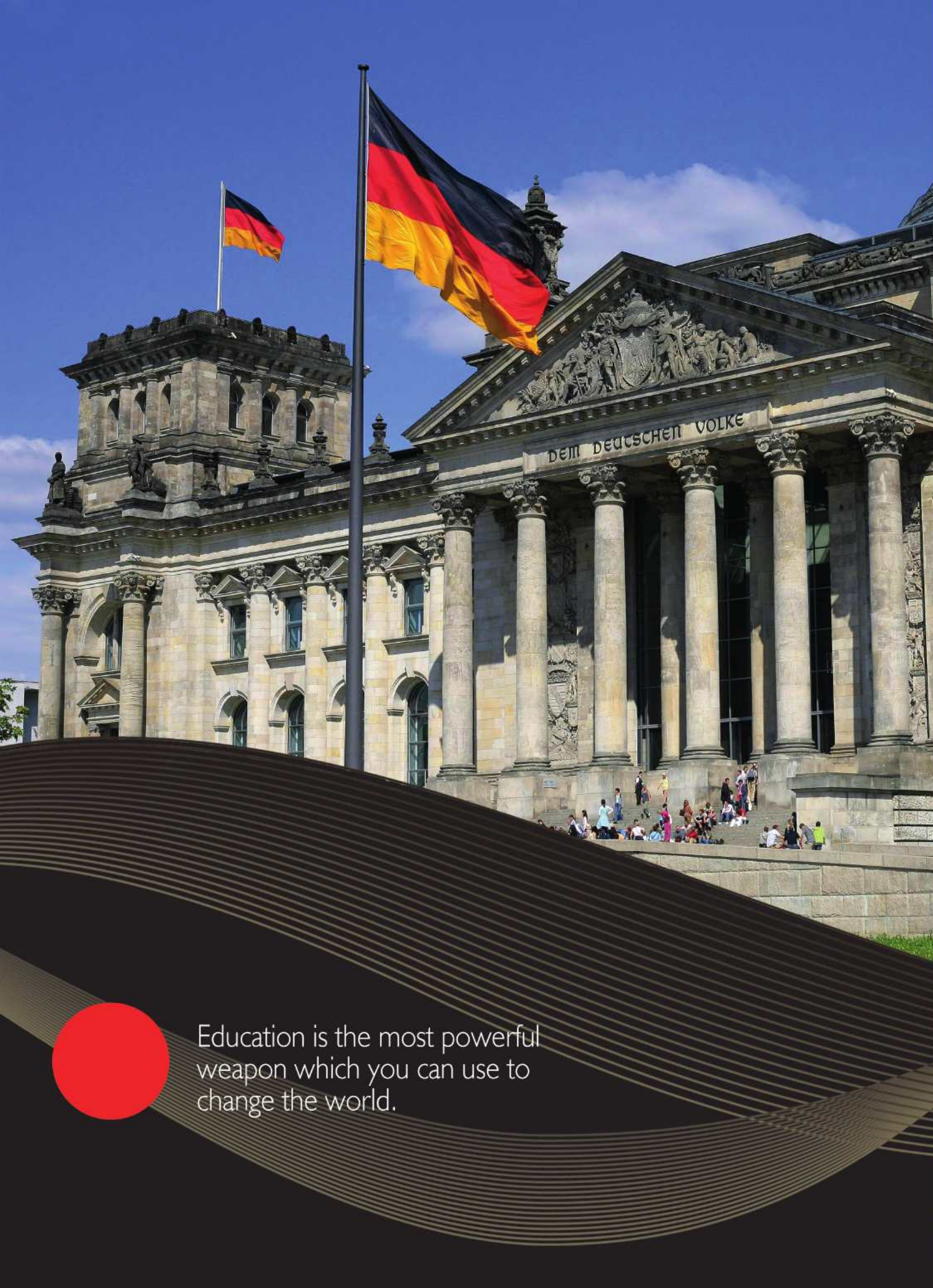
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2017



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Education is the most powerful
weapon which you can use to
change the world.



MENAA Awards Organization In Cooperation With Deutsche Management Academy



About Deutsche Management Akademie Niedersachsen (DMAN)

Deutsche Management Akademie Niedersachsen (DMAN) qualifies specialists and managers for the success on international markets. We offer practice-oriented knowledge transfer and exchange of experiences. We support companies in their strategic development and help them tap new business potentials at home and abroad. And we provide public institutions with insight into current modernisation projects. Through our activities, we promote Niedersachsen's foreign-trade relations, in close cooperation with an international network of experts, companies and organisations. Founded in 1989 by the Federal State 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.

Visit Europe's Best Factories & Learn in Practice



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ALTHOFF
HOTEL COLLECTION

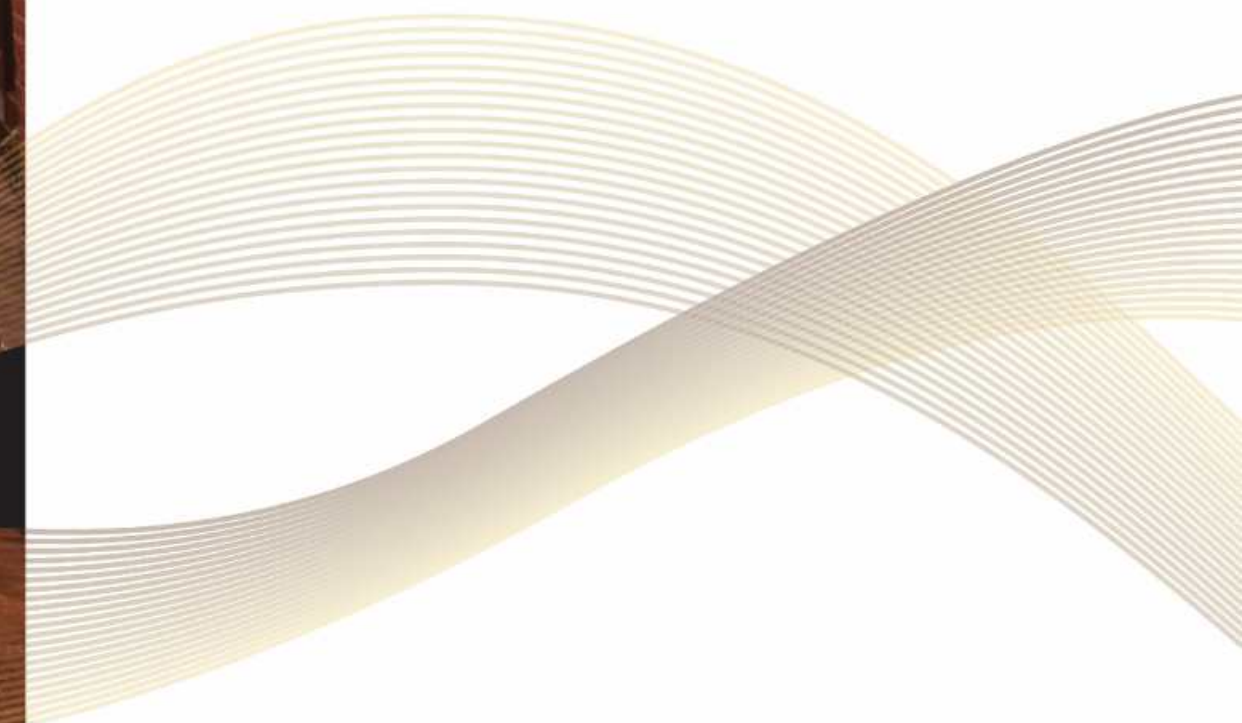
ALTHOFF HOTEL

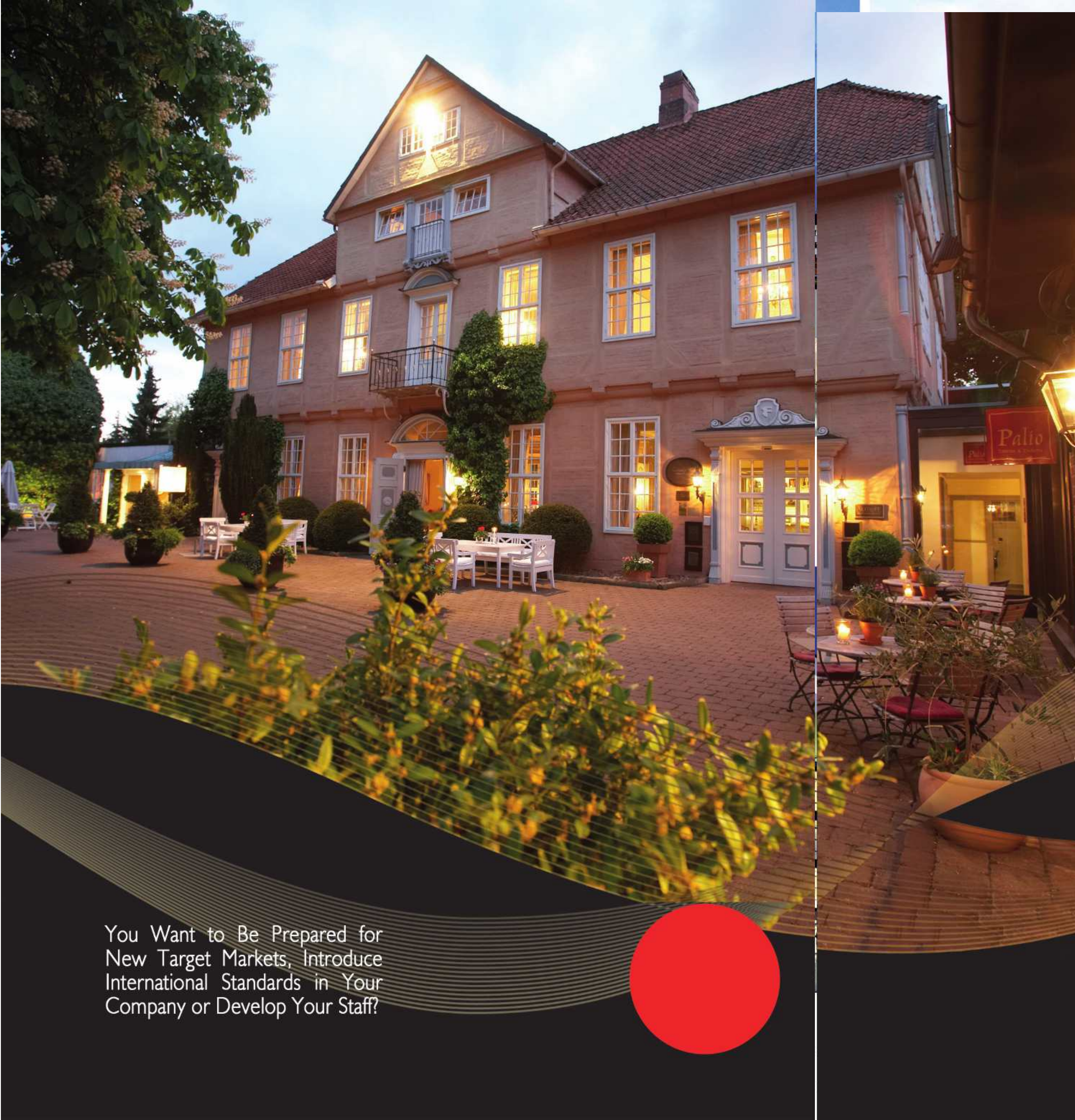
This 5-star hotel offers an indoor pool, an award-winning restaurant and elegant rooms. It is a 2-minute walk from Celle Castle and a 5-minute walk from the attractive French Garden.

The Althoff Hotel Fürstenhof Celle is one of Germany's finest hotels. Built as a baroque palace in 1680, today, Althoff Hotel Fürstenhof Celle is known for tradition and private hospitality with an exceptionally unique ambience.

The Fürstenhof Celle's air-conditioned rooms are decorated in an English cottage style. They feature high-quality wooden furnishings and soundproofed windows which can be opened.

Guests can also enjoy the Fürstenhof Hotel's country-style food, or try Italian specialities in the Taverna & Trattoria Palio with summer terrace. The Fürstenhof's spa area includes a sauna and a gym.





You Want to Be Prepared for
New Target Markets, Introduce
International Standards in Your
Company or Develop Your Staff?



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Tour Program

April
2nd

Sunday,

Arriving in Airport
Transfer to Celle City

April
3rd

Monday,

Int'l Workshop on Management Excellence
By: Former HR Director of Vodafone

April
4th

Tuesday,

Visiting Bremen City
Mercedes Benz (Visit to Factory)
Becks Brewery (Visit to Factory)



Mercedes-Benz



BECK'S

April
5th

Wednesday,

Visiting Hamburg City
Airbus (Visit to Factory)
Mont Blanc (Visit to Factory)



AIRBUS
MONT
BLANC

April
6th

Thursday,

09:00 - 12:30 Workshop on Human Capital By
Daimlerchrysler HR Director
Sennheiser (Visit to Factory)



April
7th

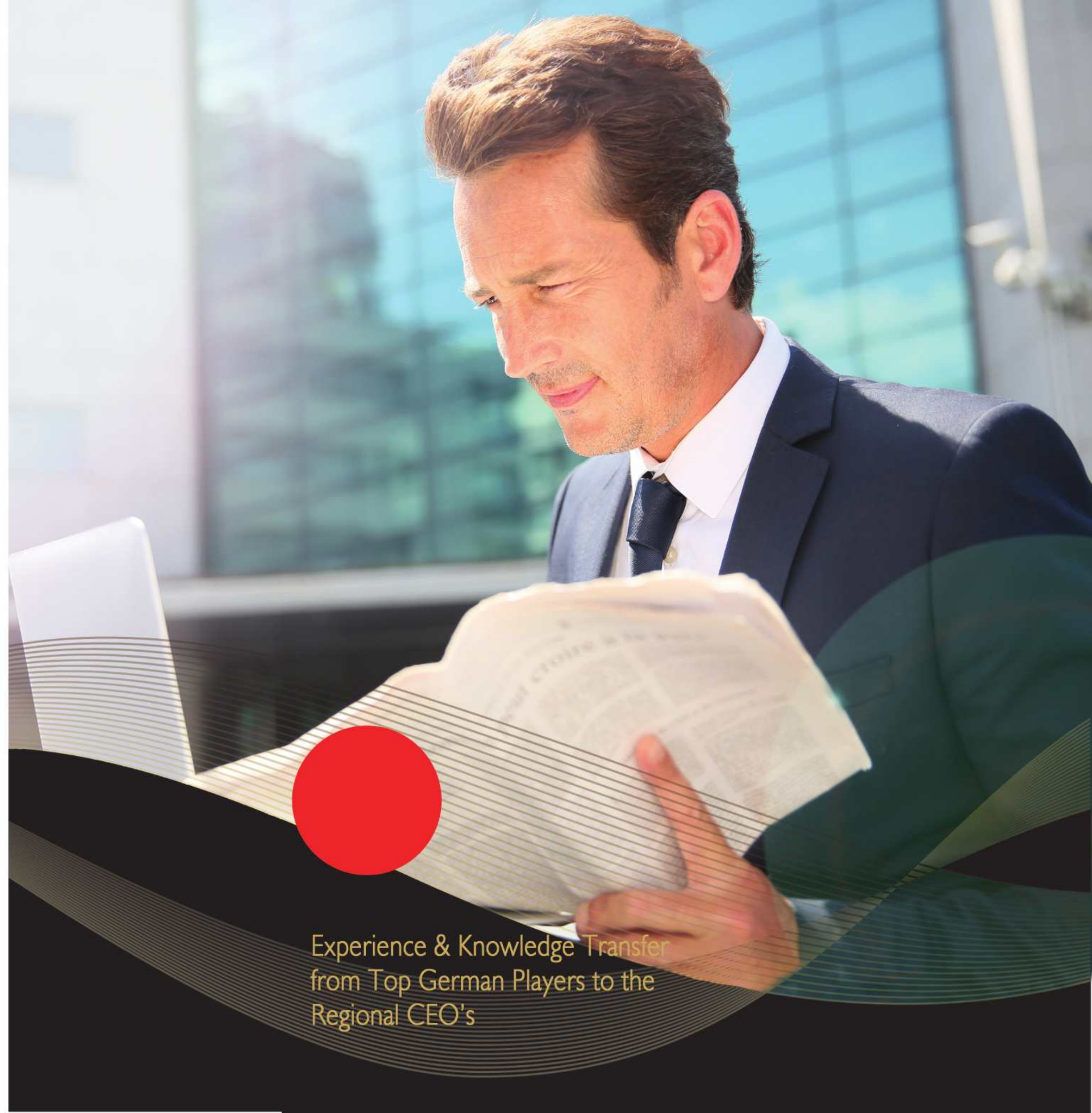
Friday,

Free Day for Shopping & Sightseeing

April
8th

Saturday,

Return to Dubai



Experience & Knowledge Transfer
from Top German Players to the
Regional CEO's