

DOING BUSINESS IN GERMANY
AUTOMOTIVE TRACK
PROGRAMME SCHEDULE
6 – 17 MAY 2024



UNIVERSITY
OF COLOGNE



Supported by

ewi

Institute of Energy Economics
at the University of Cologne
Exploring energy markets -
enhancing decisions.



 **Santander**

Day 1 – Sunday 5 May

COLOGNE

Welcome to Cologne, Germany!

03.00 pm Check-in at hotel

Location: Flandrischer Hof, [Flandrische Str. 3-11](#)

You can reach the hotel from Cologne main train station (Köln Hauptbahnhof) with the metro (Line 5, direction Butzweilerhof and get off at 2nd stop: Friesenplatz)
Also easily reachable with taxi.

05.00 pm Pick up at hotel (walk)

05.30 pm Welcome dinner (included)

Location: [Peters Brauhaus, Mühlengasse 1](#)

Apps for travelling to and around Cologne



DB Navigator

Local travel planning and booking including S-Bahn (local trains) and U-Bahn (underground trains), trams and buses

Rail&Fly

Add a train ticket to your flight booking



KVB

Used to book tickets and see schedules of local transport within Cologne



Free Now

Can be used for all shared mobility – taxis, bikes, e-scooters, etc!



Uber

Day 2 – Monday 6 May

COLOGNE

Venue of the day: [University of Cologne, Main Building, Neuer Senatssaal
Albertus Magnus Platz, 50923 Cologne](#)

08.20 am Pick up at hotel

We will take a short 20 min walk to the university each morning.

09.00 am Orientation Session & GoGreen Challenge

Detailed programme overview

10.00 am Intercultural Training

When working with people from around the world, communication styles and cultural traditions differ. This hands-on seminar will cover the basics of doing business in Germany. With a bit of a theoretical background, you will get pragmatic tips on how to make the most of your interactions with German colleagues and firms. Cultural and social trends will also be covered.

01.00 pm Lunch

02.30 pm EWl: dena Leitstudie (Big picture)

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How can Germany become climate neutral until 2045: A general overview and deep-dive into transportation.

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GoGreen Challenge

The UN has set **17 Sustainable Development Goals** to achieve by 2030. In support of this global movement, the GoGreen Challenge encourages programme participants to actively set these goals in motion. This challenge encourages participants to explore earth-friendly practices (being more active, buying eco-friendly, reducing packaging and more). Active participation will be factored into your grade; details will be provided during orientation.

06.00 pm Walking tour of the old city – wear comfortable shoes!

07.30 pm End of day

Institute of Energy Economics (EWi)

ewi Institute of Energy Economics
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The Institute of Energy Economics is a “knowledge factory” dedicated to creating, spreading and utilising new knowledge on increasingly complex energy markets. EWI’s team of scholars uses practical, unbiased research to find real-world solutions to the complex questions posed by the fast-paced energy market.



Day 3 – Tuesday 7 May

COLOGNE

08.20 am Pick up at hotel

09.00 am **EWI: Energy as a cost-factor**

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Location: [University of Cologne, Main Building, Neuer Senatssaal](#)

Russia's war against Ukraine: Implications for security of supply and energy prices in Europe.

10.30 am **Break**

11.00 am **EWI: Transportation of the futur**

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Exploring energy markets –
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Location: [University of Cologne, Main Building, Neuer Senatssaal](#)

Synthetic fuels in the transport sector: A serious alternative or an expensive solution?

12:30 pm **Lunch**

03.00 pm **INVERS**

INVERS

Invers builds hardware and software solutions that enable carsharing operators to succeed at scale. As the inventor of automated vehicle sharing, Invers is developing and reliably maintaining the fundamental building blocks to create cost-efficient and easily implementable technical solutions. They enable more than 200,000 trips a day and power over 60% of shared cars in Europe, making them the global industry leader.

dbiGermany
AUTOMOTIVE

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The company is an independent and reliable partner for operators of any business model, be it car sharing, long-term rentals, or car subscription, with the vision to make the use of shared vehicles more convenient and affordable than ownership. Customers include Share Now,

Miles, GreenMobility, Getaround, and Cambio. Founded in 1993, Invers has offices in Siegen, Cologne and Vancouver. Their development takes place entirely in Germany.

06.00 pm End of day



Day 4 – Wednesday 8 May

COLOGNE

08.20 am Pick up at hotel



09.00 am **EWi: E-Mobility Synergie Systems**

Location: [University of Cologne, Main Building, Alter Senatssaal](#)

Towards large-scale electric vehicle adoption: The challenges and opportunities ahead

10.30 am Break

11:00 am **Accenture**



Location: [University of Cologne, Main Building, Alter Senatssaal](#)

Established OEMs are facing turbulent times: while customer expectations are drastically changing, the traditional dealer structures are not sufficiently equipped to meet them. Adding to this, the entry of more and more new players is creating additional pressure in the market. It is time for established OEMs to fundamentally rethink their sales strategy. Having supported various clients on their journey already, we are experts in the definition of automotive direct sales models and will share insights on the changes that this model brings for customers, dealers and the OEM itself.

Rest of the day continued on the following page →

12.30 pm Lunch

02.00 pm Travel to Ford

[Meeting point: Friesenplatz \(Starbucks\)](#)

03.00 pm **Ford Germany Talk & Museum Tour**



Ford, a global American brand woven into the fabric of Europe for more than 100 years, is committed to freedom of movement that goes hand-in-hand with looking after the planet and each other. The company's Ford+ plan, with model e, Ford Pro and the Ford Blue business units is accelerating its European transformation to an all-electric and carbon neutral future by 2035. Ford is investing more than one billion dollars to upgrade its vehicle manufacturing facilities in Cologne and expanding the site to become the Ford Cologne Electrification Center. Starting in 2023, Ford will produce its all-new battery-electric volume product at its plant in Cologne-Niehl.

They will give an overview of Ford's perspective on the current industry and the upcoming challenges.

06.00 pm End of day

Day 5 – Thursday 9 May

COLOGNE / NÜRBURGRING

08.30 am Check out & Luggage drop off – Hotel

We will be temporarily checking out to allow for complete room cleaning. Luggage will be securely stored for you at the hotel. We recommend bringing just what you need for Thursday & Friday only.

09:00 am Pick up from hotel



11.30 am Nürburgring: Talk

Economic Impact of the 'Ring' in the Region

12.30 pm Lunch break (included)

Small packed lunches will be provided, please bring additional snacks. Due to the holiday, café & restaurant availability will be very limited.

02.00 pm Nürburgring Backstage Tour

Established in 1925 as one of the top Formula 1 racetracks, Nürburgring is home to one of the longest and most scenic permanent race tracks in the world. An economic powerhouse for the surrounding region, we will explore the history of racing as well as the impact the company has had in the area.

Search on YouTube: Fascination Nürburgring – 24 hours of passion

03.30 pm Go-Kart racing at the Nürburgring track

06.00 pm Hotel Check-in & Freshen up

Location: [Lindner Hotel Nurburgring Motorsport Eifel-Ardennen-Straße](#)

07.00 pm Dinner (included)

*Breakfast is at Congress Hotel (200m from our hotel)



Day 6 – Friday 10 May

AACHEN / COLOGNE

09.00 am Check out

09:30 am Travel to Aachen

11.45 am Lunch (included)

01.30 pm **RWTH Aachen E.ON Energy Research Center**

The mission of the center is to develop a comprehensive understanding of how sustainable energy can be realised by focusing on the reduction of energy consumption and the use of environmentally friendly energy sources.

04:00 pm Travel to Cologne

05.00 pm Check-in at hotel

Flandrischer Hof, [Flandrische Str. 3-11](#)

05.30 pm End of day



Day 7 – Saturday 11 May

COLOGNE/BERLIN

- 11.00 am Meet at [Cologne Main Train Station](#)
- 11.36 am Train to Berlin – ICE 759, Track 3
- 16.51 pm Arrival in Berlin
- 17:30 pm Arrival at Motel One – Berlin-Tiergarten
Location: [An d. Urania 12/14, 10787 Berlin](#)

Day 8 – Sunday 12 May

BERLIN

All day Leisure time

Day 9 – Monday 13 May

BERLIN

- 07.45 am Meet in hotel lobby *Bring your passport & limit large bags.
- 09.00 am Siemens e-Mobility

SIEMENS

Siemens AG is a global technology powerhouse that brings together the digital and physical worlds to benefit customers and society. The company focuses on intelligent infrastructure for buildings and decentralized energy systems; automation and digitalization in the process and manufacturing industries; and smart mobility solutions for rail and road transport. This session will include an introduction to Siemens and also an interactive overview of their developments in the area of charging software and hardware for road transport. They will conclude with an interactive case study.

Rest of the day continued on the following page →

01.30 pm Lunch

3.00 pm VDA



The German association of the automotive industry (VDA) consolidates about 650 manufacturers and suppliers under one roof. The members develop and produce cars and trucks, software, trailers, superstructures, buses, parts and accessories as well as new mobility offers. We represent the interests of the automotive industry and stand for modern, future-oriented multimodal mobility on the way to climate neutrality. The VDA represents the interests of its members in politics, the media, and social groups. We work for electric mobility, climateneutral drives, the implementation of climate targets, securing raw materials, digitization and networking as well as german engineering. We are committed to a competitive business and innovation location.

05.30 pm **Bundestag Meet-up**

We can only enter as a group, therefore be on time. Late arrivals will not be allowed to enter.

06:00 pm **Bundestag visit**

Access to the top of the Bundestag and tour

A airport-level security check will be required. Since stopping at the hotel will not be possible, travel light. While laptops are not prohibited, large bags are (i.e. not rollly suitcases, etc).

Remember to bring: passport original, copies are not accepted

Day 10 – Tuesday 14 May

BERLIN

08.00 am Meet in hotel lobby

08.45 am Train to Wolfsburg – ICE 642

10.00 am Explore the Autostadt

The mecca of the car world, explore their immaculate 28 Hectare grounds. From brand experiences from Audi & Lamborghini to car museums filled with incredible car collections – there is something for everyone. When you arrive or ahead of time, book a time on the E-Simulator to race down a Formula 1 track in a car of your choice. Pro Tip: Make a list of what you want to see by checking out their [website here](#).

01.40 pm Meet up in Autostadt lobby

Make sure to leave backpacks in Autostadt lockers.

02.20 pm VW Factory Tour

On this exclusive tour in a custom made, VW Tour open air bus, see behind the scenes and ride through the live VW production line. Don't forget to stop by the VW souvenir shop for merchandise only available there!

04.00 pm Explore the Autostadt

05.30 pm Meet up in Autostadt lobby for departure

06.03 pm Train to Berlin – ICE 641

07.16 pm Arrival in Berlin & End of Day

Day 11 – Wednesday 15 May

BERLIN / STUTTGART

07.45 am Luggage drop & Check-out

Luggage storage will be provided at the hotel for the day

08.15 am Travel to ICN Graduate Business School

09.00 am Group presentations (Automotive track)

Location: [ICN Graduate Business School Quartier 207, Friedrichstrasse 76–78, 10117 Berlin](#)

All participants are expected to be present at this event, regardless of track assignment.

11.30 am Lunch

12.40 pm Meet up at Berlin main train station at the Rittersport tower

Location: [Hauptbahnhof, Europaplatz 1, 10557 Berlin](#)

Please keep in mind that it takes approx. 20 min to get there from the hotel.

12.57 pm Train to Stuttgart – ICE 1211, Track 2

07.08 pm Arrival in Stuttgart

07.15 pm End of day & Check-in MotelOne Stuttgart-Mitte

Location: [Lautenschlagerstraße 14, 70173 Stuttgart](#)

Day 12 – Thursday 16 May

STUTTGART

09.15 am Meet in hotel lobby

If leaving the programme on this day, please check out before we leave. Luggage storage (limited) is available at the hotel.



Mercedes Benz Group

10.00 am Wind Tunnel Tour

11.30 am Lunch

01.00 pm Welcome & Mercedes Benz Strategy Insights

01.55 pm Case Study MBA students

03.40 pm Coffee Break

03.45 pm HR Insights: Getting started at Mercedes-Benz

04.15 pm Mercedes-Benz Museum

You will have a day pass (including audio guide in your preferred language) and can explore the museum at your own pace. Please note, that photos are not allowed.

07.30 pm Farewell dinner (included)

Location: [Wirtshaus Lautenschlager \(Lautenschlagerstr 24 Stuttgart\)](#)

09.30 pm End of programme (open end)

For your comfort, we have reserved one additional night in the hotel for you.

Please note that subsequent transport and travel arrangements are your responsibility and at your expense from this point on.

Day 13 – Friday 17 May

STUTTGART

12.00 pm Check-out



Photos: shenthese/Pixabay (pp.1-17); Gustav Sommer/Pixabay (p.4); Joerg Engel/Fotolia (p.11)

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For more information on the programme visit the [programme website](#).

