

# dbiGermany

SUSTAINABLE  
TRANSPORTATION

## DOING BUSINESS IN GERMANY SUSTAINABLE TRANSPORTATION 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 2<sup>nd</sup> stop: Friesenplatz)  
Also easily reachable with taxi.

### 05.00 pm Pick up at hotel (walk)

### 05.30 pm Welcome dinner (included)

[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 EWI: dena Leitstudie (Big picture)

**ewi** Institute of Energy Economics  
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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  
at the University of Cologne  
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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**



Location: [University of Cologne, Main Building, Neue 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 future**



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

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

12:30 pm **Lunch**

03.00 pm **Deutsche Bahn AG**  
**Sustainable Future Mobility**



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



The DB group is one of the world's leading mobility and logistics companies. DB employs some 337,000 people around the globe, including roughly 221,000 in Germany. They design and operate the transport networks of the future. Through the integrated operation of traffic and railway infrastructure as well as the economically and ecologically intelligent connection of all modes of transport, they move people and goods. DB Regio is a wholly-owned subsidiary of the DB group.

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Its business units **Rail** and **Street** provide a fully comprehensive regional transport network which links conurbation and rural areas. It is the largest provider of rail and bus transport in Germany and currently employs about 37,700 people.

### 04.30 pm **Deutsche Bahn AG Get-Together**

Networking reception

Location: [University of Cologne, WiSo Building, WiSo Lounge](#)

Light refreshments will be provided. Business casual attire.

### 05.30 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 **Climeworks**



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

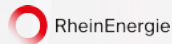
Climeworks is the world's leading direct air capture company and provides a solution that empowers everyone to be climate positive by removing carbon dioxide from the atmosphere. A Swiss based company, with additional headquarters in Cologne, Climeworks will highlight the challenges and rewards of working in this industry and show what we can expect in the future.



12.30 pm Lunch

01.30 pm Departure to RheinEnergie

02.30 pm **RheinEnergie Power Station**



Rheinenergie is a regional energy supplier that provides the city of Cologne and its surrounding areas with electricity, heating, natural gas and drinking water. This visit will also include a tour of their power station.



05.30 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

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 Nürburg](#)

#### 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

Location: 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
- 09.00 am **Siemens e-Mobility**

The Siemens logo is displayed in a bold, teal, sans-serif font.

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 **Zukunft Gas**

Zukunft Gas is an initiative of Germany's natural gas industry representing the brand and product of natural gas, as well as green gases, such as biogas and hydrogen. Together with its members, Zukunft Gas is committed to show the potential of gas and its existing infrastructure and to inform on the potential gas offers to our society.



The initiative is the contact point for consumers, policymakers, and market partners in Germany.

Zukunft Gas is supported by leading companies in the gas sector, industry associations and heating suppliers.

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 rolling suitcases, etc).

Remember to bring: passport original, copies are not accepted

## Day 10 – Tuesday 14 May

### BERLIN

07.15 am Meet in hotel lobby

07.30 am Travel to Tesla Gigafactory Berlin-Brandenburg

09.00 am **Tour of Tesla Gigafactory Berlin-Brandenburg**

You are the first group from the University of Cologne to take part in this exclusive tour of the Berlin Gigafactory! Due to internal security measures, you will be asked to sign NDAs, present photo ID and taking photos is not allowed. We kindly ask that you do not take your mobile phones out of your bags during this visit unless otherwise instructed. (Please leave your laptops at the hotel.)

10.30 am Travel to hotel

12.00 am Lunch

02.00 pm **Federal Ministry of Economic Affairs and Climate Action**

The German Federal Ministry of Economic Affairs and Climate Action coordinates the German government's strategy to achieve climate neutrality by 2045. The ministry is committed to expanding renewable energies and the electricity grid, building a hydrogen infrastructure and decarbonizing industry. The central task is to renew Germany's energy supply while at the same time renewing industrial value creation.



04.00 pm **Group presentations  
(Sustainable transportation track )**

06.30 pm 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 & Opening
- 01.10 pm 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 & End of programme (included)

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

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: shanthinnee/Pixabay (p.1-17); Buselev Sommer/Pixabay (p.4);  
Joerg Engel/Fotolia (p.11)

## Programme management

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

