



International Experience Week – Munich

Global Impact Ecosystems



Agenda

International Week
Munich 2024

Global Impact
Ecosystems

Monday, Oct 21st

Morning Session

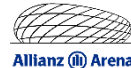
Welcome
Prof. Heinrich Wiedemann & Prof. Dr. Sebastian Scharf - Campus M21 (CMU)
Location: CMU Study Center Munich

Introduction/Lecture
Rafa De Cárdenas - Chief Innovation Officer, Westfield
Location: CMU Study Center Munich

Lecture: Brand Management in Sports
Prof. Dr. Georg Puchner - CMU
Location: CMU Study Center Munich

Afternoon Session

Arena Tour & FC Bayern Museum
Location: Allianz Arena Munich



Lecture: Sports Marketing at FC Bayern Munich
Dr. Thomas Glas
Location: Allianz Arena Munich



Evening



Get Together – Welcome Spritz
Location: Holzkranch, Georgenstraße

Tuesday, Oct 22nd

Morning Session

Connecting Dot
Location: CMU Study Center Munich

Lecture: The BMW Group - Rethinking Premium Individual Mobility for the next 100 years
Dr. Thomas Rinn
Location: CMU Study Center Munich



Lecture: Creating Impact Marketing/PR under challenging market conditions
Christoph Priemel, Director Marketing BMW Importer Markets & Christian Bahoo, Head of Special Political Engagement, BMW Group
Location: CMU Study Center Munich

Afternoon Session

BMW World Tour
Location: BMW World Munich



Evening (optional)

„Running with a view“ Session
Location: Olympiapark



Wednesday, Oct 23rd

Morning Session

Connecting Dot
Location: CMU Study Center Munich

Lecture: Challenges & Opportunities in Intercultural Business Communication – Lecture & Discussion
Prof. Dr. Ramona Kusche, HSMW
Location: CMU Study Center Munich

Lecture: Female Entrepreneurship
Tanja Thomas, DDB Munich
Location: CMU Study Center Munich



Afternoon Session

Workshop Growth Mindset
Matthias Malessa
Location: CMU Study Center Munich



Evening

Bavarian Evening
Location: Hofbräuhaus



Thursday, Oct 24th

Morning Session

Connecting Dot
Location: Munich Urban Colab



Landeshauptstadt München

Lecture: Wirtschaftsstandort München and Munich Urban Colab
Stadt München
Location: Munich Urban Colab



Lecture: UnternehmerTUM
Inkubator Stadt München / TUM
Location: Munich Urban Colab



Afternoon Session

Sponsoring & Sustainability at Siemens
Hubertus von der Schulenburg – Siemens AG
Location: Siemens Munich



Friday, Oct 25th

Morning Session

Connecting Dot
Location: CMU Study Center Munich

Lecture: Leadership in Service Management
Prof. Dr. Silke Bartsch
Location: CMU Study Center Munich



Lecture: Transformation to leadership in increasingly regulated environments
Florian Friedrich, Allianz Global Investory
Location: CMU Study Center Munich

Closing Session & Delivery of Certificates
Location: CMU Study Center Munich