



Globalisation – Seize the Opportunities!

Qualifying for the
World Market



DEUTSCHE
MANAGEMENT AKADEMIE
NIEDERSACHSEN



Celle Castle – Domicile of Deutsche Management Akademie Niedersachsen

Economic Development through Management Training

In the future, competitiveness will not be gained through innovation alone. It is their presence on the international markets that gives companies a competitive edge. At all times, economic contacts have quite naturally developed across the boundaries of nation states. Today, many businesses are already organised in worldwide value chains.

The growing globalisation, the integration of emerging markets into the world economy and the purposeful reduction of trade barriers through global agreements will continue to drive the international division of labour. These trends offer new opportunities as well as new challenges. Differences in legislation, bureaucratic obstacles and cultural particularities require any engagement on international markets to be well prepared. Experience shows that two factors play a vital role: information and contacts.

Qualification, information exchange and business contacts beyond national borders are, therefore, fundamental for economic growth and international competitiveness in a world that is constantly growing together.

Since 1989, Deutsche Management Akademie Niedersachsen (DMAN) in Celle has been a venue where managers and young managers from different countries meet. Here, the foundations are laid for long-term partnerships between companies and regions. The activities and programmes of the academy open opportunities for an extensive exchange of pragmatic know-how. Via joined projects, they lead to sustained cooperation defined by shared interest.

Innovative and open-minded, Niedersachsen is highly interested in relationships built on neighbourly trust and mutual respect with strong international partners. Education and economic development cannot be separated. Economy is based on expertise. Contacts and dialogues smooth the way to international cooperation and joined projects. Knowledge transfer means making competence transparent and useable.

Deutsche Management Akademie Niedersachsen will continue to make an effective contribution to the achievement of this goal.

A handwritten signature in black ink, appearing to read 'Jörg Bode'.

Jörg Bode

Minister for Economy, Labour and Transport
of Niedersachsen

Building Bridges and Developing New Markets – with DMAN

Deutsche Management Akademie Niedersachsen provides management training and consulting. Through the exchange of knowledge and experience, DMAN facilitates effective business contacts and contributes to the opening of new perspectives and new markets.

We engage in a creative and constructive dialogue – with our guests and our neighbours, between people and cultures. Because partnership relations are the foundation for business opportunities today and tomorrow.

It is our goal to convey practice-oriented knowledge to business and administration managers. Our first-class infrastructure enables us to offer an ambitious seminar programme and organize contacts to German companies. Our experienced specialists are here to support, train and coach you.

We want to contribute to the success of your activities – with pragmatic training, hands-on support in international projects and a platform for information exchange and knowledge transfer.

We are looking forward to welcoming you in Celle.



A handwritten signature in black ink that reads "Ralf Othmer". The signature is fluid and cursive.

Ralf Othmer

Director

Deutsche Management Akademie Niedersachsen

Creating long-term perspectives

Managers are the driving forces in the growing together of economies in a globalised world. With our training and coaching offerings, we want to help you create the foundation for your international business projects.

Our objective is success through qualification and cooperation. Since 1989, we have developed a multitude of contacts to companies, regions and institutions in Germany and in our partner countries. Our customers benefit from our expertise.

In our management qualification courses, experienced trainers discuss the latest developments in competitive business administration, using a practical and industry-specific approach. Information visits in German companies bring potential business partners together on a personal level. These contacts facilitate the mutual understanding and open new business opportunities for the participating companies.

We support your business projects by providing relevant information on your target markets. We offer competent advice and guidance to make your market entry easier and more successful. You are welcome to use our long experience, our many contacts and the hands-on support we can give you.

Stay in touch with us!

Qualifying for the World Market

Whether you want to prepare for new target markets, introduce international standards or develop your staff – we offer qualification according to your requirements.

We start from your objectives for the development of your company. Based on that, we develop a custom-tailored training programme, which we will implement together with you.

Our seminars have been created for business and administration managers. They get to know current examples of successful business administration, acquire economic and managerial know-how, and gain helpful ideas for your company – with direct links to your specific industry.

If desired, we will accompany you with customised in-house training to help you translate the seminar results into company practice.

Almost all DMAN lecturers have worked in economic environments. They are familiar with the challenges that companies and managers face today.



Key topics of the DMAN Qualification Programme

- ▶ Industry-specific know-how, e.g. for industrial machinery, construction, food, power industry, financial services
- ▶ Current trends in practical business administration – in the fields of marketing, investments, finance and controlling, human resources, materials management and logistics
- ▶ Public administration and municipal economy
- ▶ Business process re-engineering and change management
- ▶ Sustainable development through future-oriented environmental management
- ▶ Resource-saving technologies
- ▶ Quality management
- ▶ Innovation management
- ▶ Preparation for foreign markets, e.g. international contracts and bidding processes
- ▶ Special programmes for top executives
- ▶ Qualification of young managers through training programmes and internships
- ▶ Business contacts and business development through trade show visits or active participation in trade fairs

Seize the Opportunities

- ▶ You are aware of the opportunities connected with international business projects and want to minimise the risks through perfect preparation?
- ▶ You plan an engagement abroad, but do not have enough facts and figures about the business environment in your target country?
- ▶ You have a strategy to enter new markets, but no contacts to potential partners and customers on site?

Come talk to us!

We support companies with the planning and implementation of their international market entrance strategies – with information and qualification offerings, based on our long experience and our many local contacts.



International Networks for Your Success in Business

Effective Services for Your Company

If you want to exploit new markets and develop new sales areas, Deutsche Management Akademie Niedersachsen is the right partner for you. We give you information about the market conditions and the habits on the different target markets.

With its information and education programmes, DMAN is a recognized point of contact for all questions regarding markets, industries, financing and funding possibilities.

We assist your plans to build successful business relations and offer a unique platform for your business activities.

Good Relations are a Key to Success

DMAN cooperates closely with companies, administrations, institutions and scientific organisations.

Our representations in Moscow and Shanghai provide the framework for personal encounters of the economic representatives and for contacts to our local partners and the DMAN graduates.

Your Address in Germany

You intend to win the German market for your goods or services? Then, you should use the DMAN Business Pool Niedersachsen as an effective basis for your market entry.

Located in Celle castle, the Business Pool is part of the Management Academy – and an excellent departure point for your local business activities.

We have been working on the international level for many years. With the Business Pool, we give you the opportunity to benefit from our long experience when building up your own international activities.

Experienced German project managers team up with you. They facilitate your access to the German and West-European markets – by providing strategic consulting as a preparation for your market entry as well as practical help with the formalities. The Business Pool provides staff and technical equipment, offers a full range of services, such as a secretarial service, and helps you initiate contact with German business partners.

As a member of the DMAN Business Pool Niedersachsen, you are integrated in the infrastructure of the Management Academy – to attractive conditions that allow you to efficiently invest in your market entry.

DMAN Business Pool Services:

- ▶ Consulting
- ▶ Information service
- ▶ Contact initiation
- ▶ Customer care
- ▶ Secretarial service
- ▶ Appointment management
- ▶ Preparation of business trips
- ▶ Organisation of trade show visits
- ▶ Preparation of trade show participation
- ▶ Use of DMAN's international network



Working in International Structures

Economic Development through International Consulting

We participate in tender invitations and take over project management responsibilities in international education and consulting initiatives. Together with our national and international partner organisations, we realise these projects. The European Commission, the World Bank and national development agencies are the contracting authorities of these programmes.

Manager Training Programmes

Targeted training programmes give young managers from Eastern Europe and Asia the opportunity to qualify in the EU member states and to gain practical experience in West-European companies.

DMAN is actively involved in these programmes that aim to familiarise young entrepreneurs with Western management techniques and to prepare companies in the target countries for the world

markets. We manage the projects, conduct training and coaching measures, and organise internships in German companies.

These programmes are beneficial to both, the participating young managers and the German companies. They get to know potential business partners over the course of several weeks and build a relationship of trust, which is very helpful when making business abroad. The managers' companies benefit from the contacts and the newly acquired management skills which the participants bring home.

These visible results have led to an extension of the qualification programmes. They are offered in more and more countries, especially in Asia. Special interest in these programmes exists in the growth markets of China, India and Vietnam.



DMAN Key Topics in International Projects

- ▶ We support companies and institutions in Central and Eastern Europe and in Asia when they develop market economy structures.
- ▶ We assist the new EU member states on their way to integration with the European Union, in fields such as: implementation of European legislation, regional development, economic promotion to strengthen local companies.
- ▶ We also have valuable experience in the areas of environment, re-usable energies, municipal infrastructure and modern administration.



A Professional Address for Companies

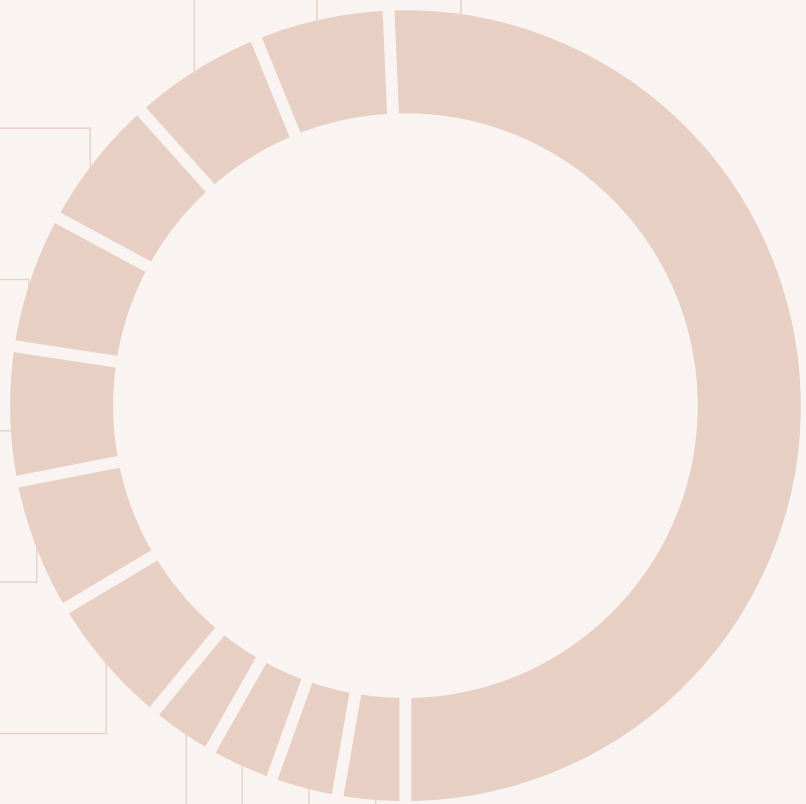
DMAN was established in 1989 by the Federal State of Niedersachsen and several corporate shareholders located in the region. We are working with a highly qualified staff of employees and experts. Up to now, more than 24,000 participants have had the opportunity to develop their expert and management knowledge in our qualification programmes. Every year, this figure increases by more than 1,000 new participants.

We are committed to promoting business contacts between East and West. Therefore, we offer our services to companies in our partner regions as well as to German companies that plan business activities in Central or Eastern Europe or in Asia.

Our headquarters are located in Celle, and our international representations can be found in the House of German Business in Moscow, a special address for German and Russian partners, as well as in the China Insurance Centre in Shanghai.



DMAN Shareholders



Our Headquarters in Celle Castle

The headquarters of Deutsche Management Akademie Niedersachsen are located in the centre of Celle, in the residential castle of the dukes of Celle, built in the 13th century. The prestigious rooms in the south and west wings of the former Guelphic residence are equipped with the latest technology. The DMAN cafeteria caters to the well-being of the seminar participants, and an Internet café is available to all our guests.

Celle – learning, working, enjoying

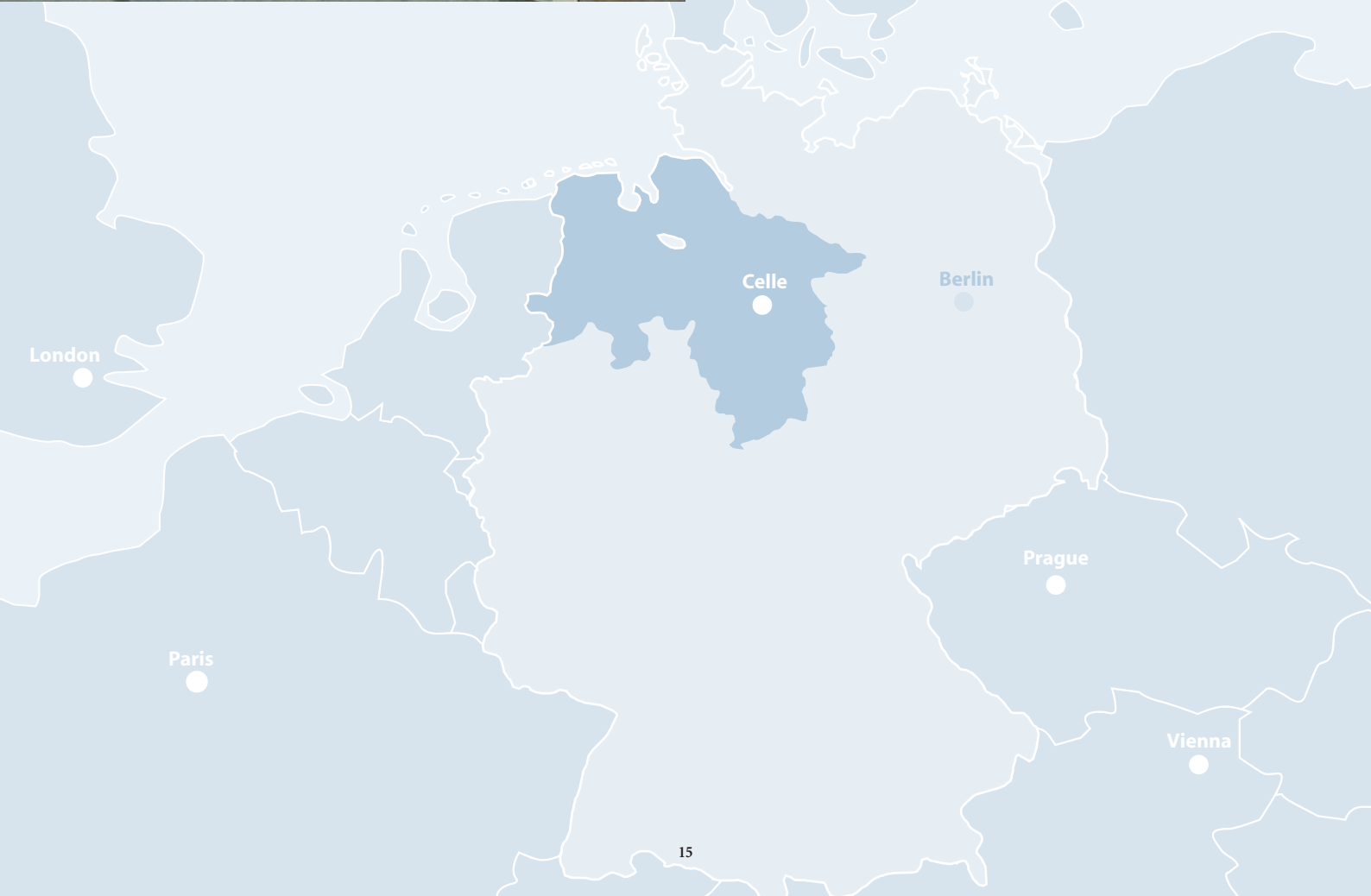
The town of Celle with its 70,000 inhabitants combines traditional architecture with modern business structures. Celle is an East-West competence centre as well as a city where nothing of importance is far away. Visitors and local companies have direct connection to the trade fair centre of Hanover and the international airport of Hanover-Langenhagen. European highways and railway lines are just a few miles away. Last, but not least: With its timber-framed houses, the town is one of the most beautiful medieval cities in Germany.

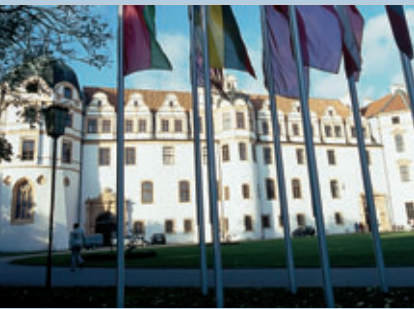




Our services are an offer of qualification and cooperation. At the same time, they are an invitation to enter the future business world – with international partners, new markets and new perspectives. Deutsche Management Akademie Niedersachsen offers you dialogue. We are there for you. Just get in touch with us.

Welcome to Niedersachsen!





Celle

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