

## Contact

Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen  
 Program Coordinator Sybille Reimer  
 c/o MBA International Management  
 Neckarsteige 6–10, 72622 Nürtingen  
 Tel. 07022 201-393, info-im@hfwu.de  
 Further information can be found at: [www.bit.ly/hfwu2im](http://www.bit.ly/hfwu2im)

Please sign-up using the link:

[www.bit.ly/im-sign-up](http://www.bit.ly/im-sign-up)

In case you are not a member of the Hochschulbund Nürtingen-Geislingen e.V., please consider to join for an annual fee of 30 Euros: [www.hfwu.de/hochschulbund](http://www.hfwu.de/hochschulbund).

Supported by



Stand: 12/2019, Gedruckt auf 100 % Altpapier, ausgezeichnet mit dem blauen Umweltengel.

[www.hfwu.de](http://www.hfwu.de)



 Hochschule für  
Wirtschaft und Umwelt  
Nürtingen-Geislingen

# 20TH ANNIVERSARY MBA INTERNATIONAL MANAGEMENT

MBA IM 2000 – 2020 – 2040

Saturday, January 25, 2020

K3N Stadthalle Nürtingen

## Meet us again in Nürtingen!

Dear All,


20 years of MBA International Management - let's celebrate!

The anniversary event will be held in the context of the IBA 2027 (Internationale Bauausstellung - International Building Exhibition). The intention is, rather than looking back at the past, to venture into the future as to what "life" of an MBA will be like in the year 2040. Based on brainstorming sessions with alumni and current MBA students at our Alumni Summer Event we came up with a workshop idea relating to topics of the IBA 2027.

The event will begin at 1 p.m. on Saturday, 25 January, with a welcoming address and introduction, followed by a keynote speech by Andreas Hofer, director of the IBA 2027 Stuttgart, intended to stimulate creativity by an innovative impulse. The workshops will be introduced by a short briefing of the teams on the basis of which the groups will develop future scenarios. The results will be presented and discussed in the auditorium. The day's activities will be rounded off with socializing such as a group get-together, dinner and a student-style IM-party.

We are looking forward to welcoming many of the HfWU MBA International Management alumni, students, lecturers, members of the advisory board, and friends of the program to participate in the anniversary event. The event will provide a great opportunity for meeting people working in an international environment.

Best Regards,



Prof. Dr. Erskin Blunck  
Program Director  
Vice Dean  
MBA International Management

## Event program

- |       |  |
|-------|--|
| 12:00 | Registration   |
| 13:00 | Welcoming address and introduction at K3N, Stadthalle Nürtingen          |
| 13:30 | Keynote Speaker:<br>Andreas Hofer,<br>Director of the IBA 2027 Stuttgart |
| 14:15 | Discussion   |
| <hr/> |  |
| 14:30 | Briefing Interactive Workshop  |
| 14:45 | Workshop in teams  |
| 16:00 | Coffee break   |
| 16:30 | Presentation and discussion of results                                   |
| <hr/> |  |
| 17:00 | Alumni meets Alumni and current students                                 |
| 18:15 | Closing remarks  |
| 18:45 | IM-Welcome Back Party<br>at Provisorium, K3N Stadthalle Nürtingen        |

