

**DOING BUSINESS IN GERMANY  
AUTOMOTIVE TRACK  
PROGRAMME SCHEDULE  
8 – 19 MAY 2023**



Supported by



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



# Day 1 – Sunday 7 May

## COLOGNE

Welcome to Cologne, Germany!

03.00 pm **Check-in at hotel**

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

05.30 pm **Welcome dinner:**

### 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 times of local transport within Cologne



#### **Free Now**

Can be used to book e-scooters from multiple companies as well as taxis, bikes, etc.



#### **Uber**

## Day 2 – Monday 8 May

### COLOGNE

08.20 am Pick up at hotel

Shuttle buses will be provided. Please be on time, they will not wait.

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.

12.30 pm Lunch

01.45 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.

Rest of the day continued on the following page



### 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.

03.15 pm Break

03.30 pm **EWI: e-Mobility Synergie Systems**

**ewi** Institute of Energy Economics  
at the University of Cologne  
Exploring energy markets -  
enhancing their efficiency

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

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

07.30 pm End of day

### **Institute of Energy Economics (EWI)**

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 9 May

### COLOGNE

08.20 am Pick up at hotel

Shuttle buses will be provided. Please be on time, they will not wait.

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

**ewi** Institute of Energy Economics  
at the University of Cologne  
Exploring energy markets –  
enhancing decisions.

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

10.30 am Break

11.00 am **Gateway**

In this two-hour workshop, participants will work together to evaluate an early-stage startup



During the workshop, one founder will pitch their business and participants will have time to ask questions before splitting into three groups to explore different case-specific questions. The idea is that the participants can leverage their expertise and international backgrounds to present meaningful ideas and discuss about challenges, potentials, and international differences.

Through group discussions and conversation, participants have the opportunity to gain a deeper understanding of doing business in Germany.

Rest of the day continued on the following page →

01:00 pm Lunch



03.00 pm **Ford Germany**



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.

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

06.00 pm End of day

## Day 4 – Wednesday 10 May

### COLOGNE

07.40 am Pick up at hotel

09.00 am **EU Commission**

This talk will focus on climate protection and mobility within the framework of the European Green Deal, and the measure the EU is taking to reach its 2030 climate targets. With lengthy experience with putting theory into practice, this speaker will guide you through the milestones, achievements and challenges of this monumental endeavor. Can Europe become the first climate-neutral continent?

**Recommended reading/watching:** [A European Green Deal](#)

10.30 am Break

11:00 am **EWI: Transportation of the future**

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

12.30 pm Lunch

02.00 pm **Travel to Ossendorf**

Rest of the day continued on the following page →

**04.00 pm** **Motorworld** Tour of Michael Schumacher - the private collection  
Location: [Butzweilerhofstr 35-39, 50829 Cologne](#)

MOTORWORLD Cologne | Rhineland presents one of the world's most important collections of motorsport in a permanent exhibition: the private collection of Formula 1 legend Michael Schumacher. You can admire go-karts from his early days, sports cars, trophies, unique memorabilia and, of course, a large part of his F1 bolides, with which he became world champion seven times.

**06.00 pm** **Go-Kart racing at Karting - Le Mans**  
Location: [Kühlstraße 37, 50827 Cologne](#)

**09.00 pm** End of day



## Day 5 – Thursday 11 May

### COLOGNE / WOLFSBURG

07.30 am Luggage drop off - hotel lobby

Luggage will be transported and securely stored for you at the university for pick up or transfer to train station later in the day.

07.45 am Pick up from hotel

09.30 am **Tesla Automation - Factory Tour**

You will visit the main Tesla Automation factory in Germany during this visit. This visit will focus on the development and production of Tesla's famed battery technology. This is a very exclusive visit, so please note the following:

- NDAs will be required for each visitor.
- Cellphones are not allowed. Visitors will be removed from the premises if they are used.

11.30 am Transportation to university

Small packed lunch will be provided, please bring additional snacks.

01.30 pm **Accenture** Direct: The future of automotive sales 

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 re-think 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 →

- 04.00 pm** Transfer to Cologne main train station  
Large luggage will be transferred to station for you.
- 05:48 pm** Train to Wolfsburg
- 09:15 pm** Check-in at hotel



## Day 6 – Friday 12 May

### WOLFSBURG / BERLIN



09.30 am Meet in hotel lobby

10.00 am Volkswagen: Lead the way! People and Innovation enablement at Volkswagen



11.30 am **Lunch and Explore Autostadt**

To visit the Autostadt is to journey into the world of mobility. To date more than three million vehicles have been handed over at this, the world's largest car delivery centre. In addition this extraordinary automobile theme- and experiential park has become a favourite excursion destination for young and old.

Covering more than 28 hectares, the Autostadt offers many opportunities to experience Volkswagen Group brands in special pavilions, or discover exhibitions focusing on sustainability and other themes. Explore the ZeitHaus museum and glass CarTowers, or stroll through the beautiful park and lagoon landscape.

From museums, brand experiences and SIM mobility experiences, there is something for everyone.

Day passes will be provided. We recommend checking out their website in advance and making note of what you would like to see. Note, some experiences may require reservations in advance!

02.30 pm **Volkswagen Factory Tour**

Rest of the day continued on the following page →

04.00 pm Free time to explore Autostadt

06:00 pm Autostadt closes

07.19 pm Train to Berlin

09.00 pm Arrival at hotel



## Day 7 – Saturday 13 May

BERLIN

All day    Leisure time

## Day 8 – Sunday 14 May

BERLIN

All day    Leisure time

## Day 9 – Monday 15 May

BERLIN

08.20 am    Meet in hotel lobby

**VDA** | Verband der  
Automobilindustrie

09.00 am    **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, climate-neutral 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.

11.30 am    Lunch

Rest of the day continued on the following page →

## 12.30 pm **Siemensstadt - Talk & Tour**

# 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.

### **Tour: Siemensstadt**

Just opened this year, you will be one of the first groups ever to explore the new grounds in Spandau!

## 06:30 pm **Bundestag visit**

Access to the top of the Bundestag and tour

## Day 10 – Tuesday 16 May

### BERLIN / STUTTGART

- 08.20 am Meet in hotel lobby
- 09.00 am Group presentations
- 12.00 pm Lunch
- 01.00 pm Group presentations
- 04.30 pm Meet at Berlin main train station
- 05.04 pm Train to Stuttgart
- 11.00 pm Arrival at hotel



# Day 11 – Wednesday 17 May

## STUTT GART

08.10 am Meet in hotel lobby and transport to event location

09.30 am **Mercedes-Benz-Strategy**



This will be a case study, you will receive the prompts ahead of time to familiarise yourself with the task. You will not have to finish preparations ahead of time, rather the case study is designed to be completed during our visit.

### **Inspire – The Leaders' Lab**

Get an insider look at how Mercedes Benz aims to integrate and support international leaders into their company and a practical look at how they do business in Germany. „Inspire – the Leaders' Lab“ is an international fast-track leadership program with the goal to have participants take over a management position directly after their participation.

12.30 pm Lunch (provided on site)

02:00 pm **Tour of Mercedes-Benz Windkanal**

With this visit, we will see how they test their e-cars and with a bit of luck see a live test.

03:30 pm End of day



## Day 12 – Thursday 18 May

### STUTTGART

09.15 am Meet in hotel lobby

10.00 am **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.

03.00 pm Depart from museum to Farewell event

04.00 pm **Farewell event**

End of programme

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 19 May

### STUTTGART

12.00 pm Check-out



Photos: Patrick Schöpfflin (1-14), ZIB WiSo (7, 9, 12, 15), KoelnDiLuse / Pixabay (4)

## Programme management

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

