



Institute for cultural diplomacy

Cultural Barriers of Expanding Business Abroad II

Thursday, September 15th, 2005

Hosted by the Romanian Embassy Berlin

Co-sponsored by the Ost-Ausschuss der Deutschen Wirtschaft
and AT Concepts

- An Initiative of icd Advisory Services -

- 08:30-09:00 **Registration**
- 09:00-09:30 Introductory Remarks: **Ambassador Adrian Vierita**, Romanian Ambassador to Germany; introduction by **Mr. Mark C. Donfried**, Executive Director and Founder, *institute for cultural diplomacy e.V.*
- 09:30-10:00 Commentary: "Rumänien - europäische Kultur und EU-Integration", **Dr. Anneli Ute Gabanyi** of SWP, Berlin
- 10:00-11:00 Lecture: "Culture and Operational Risk Management - a new model", **Mr. Matthew B. Murrell**, CFO & Executive Director, *institute for cultural diplomacy e.V.*
- 11:00-11:30 **Coffee Break**
- 11:30-12:30 Case Study 1: "Wintershall in Romania", **Mr. Illo Vogelhaupt**, Marketing & Business Development, *WIROM*
- 12:30-14:00 **Lunch**
- 14:00-15:00 Case Study 2: "Business Development und Einkauf in Rumänien", **Mr. Bogdan Craja**, *Craja Consulting*
- 15:00-15:30 **Coffee Break**
- 15:30-16:30 Joint Presentation: "Looking East Beyond the Bilateral Relationship" **Mr. Timm Beyer** of *Skill Deal* and **Mr. Mika Krieger** of *Team Venture* (Awaiting Final Confirmation)
- 16:30-17:00 Closing Remarks: **Mr. Radu Anghels**, Managing Director, *AT-Concepts*, **Mr. Mark Donfried**, Executive Director and Founder, *institute for cultural diplomacy e.V.*

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Institute for cultural diplomacy

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The *institute for cultural diplomacy e.V.*, in cooperation with the *Ost-Ausschuss der Deutschen Wirtschaft* and *AT-Concepts*, and with the generous support of our sponsors, are proud to invite you to the third and final stage of our three-conference series addressing issue of Cultural Barriers and their impact on international business expansion.

Increasingly, the private sector finds itself facing the difficult situation of having to balance the political issues of their home governments, the cultural perceptions of their new markets, and the economic realities in which they operate. We invite you to join us for what will certainly be an interesting day of learning and discourse as we address these timely and relevant issues.

For security reasons, we request that you register early, by **September 8th**, under the following:

Advance Registration (received by Sep 8th, 2005)

Fee for Members of Ost-Ausschuss der Deutschen Wirtschaft, BVMW and "Friends" of icd: EUR 100;

General Admission: EUR 125

Late Registration (received after Sep 8th):

Late Registration Fee: EUR 135

Payable to: institute for cultural diplomacy, e.V.
Deutsche Bank
KTO: 288 000 303
BLZ: 100 700 24

Fax: (030) 30 10 60 59

E-mail: september15@culturaldiplomacy.org

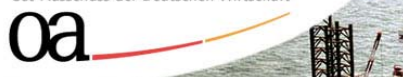
We are looking forward to seeing you!



BERLIN



Ost-Ausschuss der Deutschen Wirtschaft



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