

**in cooperation with
WHU and the Kellogg School of Management
Joint EMBA Alumni Associations**

Conference Series (Working) Agenda 2005

“Cultural Diplomacy in International Business”

1st Conference - in Frankfurt- April 5th (Introduction, 100-150 Participants)

17:30-18:00	<i>Welcome Reception</i>
18:00-18:10	<u>Introduction</u>
18:10-18:30	Definition of Cultural Diplomacy and its impact
18:30-20:00	<i>Panel Discussions</i>
20:00-	<i>Evening Reception</i>

“Cultural Barriers of Expanding Business Abroad I”

2nd Conference – in Bucharest – May 10th (40 Participants)

9:15-9:30	<u>Introduction</u>
9:30-10:30	<u>Keynote 1</u> <i>Perceptions of Culture in International Business</i>
10:30-11:00	<i>Coffee Break</i>
11:00-12:00	<u>Keynote 2</u> : <i>Perceptions of Culture in International Business</i>
12:00-13:30	<i>Lunch</i>
13:30-14:30	<u>Case Study 1:</u>
14:30-15:30	<i>Session 3</i> <u>Case Study 2:</u> <i>Focus on: Corporate Culture</i>
15:30-16:00	<i>Coffee Break</i>
16:00-17:30	<i>Session 4</i> <u>Panel Discussion</u> of the day's speakers, moderated
17:30-18:00	<u>Synopsis</u>

“Cultural Barriers of Expanding Business Abroad II”

3rd Conference – in Frankfurt – June 7th (40 Participants)

9:15-9:30	<u>Introduction</u>
9:30-10:30	<u>Keynote 1</u> <i>Cultural Barriers to Expanding Business Abroad</i>
10:30-11:00	<i>Coffee Break</i>
11:00-12:00	<u>Keynote 2</u>
12:00-13:30	<i>Lunch</i>
13:30-14:30	<u>Case Study 1:</u>
14:30-15:30	<i>Session 3</i> <u>Case Study 2:</u>
15:30-16:00	<i>Coffee Break</i>
16:00-17:30	<i>Session 4</i> <u>Panel Discussion</u> of the day's speakers, moderated
17:30-18:00	<u>Synopsis</u>