



# University of Cologne



**Doing Business in Germany  
Automotive & Mobility  
10 – 21 May 2021**

Today's ideas. Tomorrow's impact.

# Cologne

- 4th largest city in Germany with 1 million inhabitants
- Home to 4th largest trade fair in the world, focus on film & TV production



# The University of Cologne

## Who are we?

- Founded in 1388
- Largest German university

## Accreditations

- Founding member of CEMS
- Top 3: Business Administration  
(Wirtschaftswoche ranking 2018)
- Top 4: Economics  
(Wirtschaftswoche ranking 2018)
- Top 5: Research Management Faculties in Germany  
(Handelsblatt rankings 2000 – 2017)





# DBi programme

## What can you expect?

- Up-to-date academic insights
- First-hand interaction with key players in Germany's Automotive & Mobility sectors
- Expand global network
- Overview of current topics with top researchers, firms and institutions



Photo: JIB WiSo



# DBi programme

## **Do I need to know anything about Automotive & Mobility to participate?**

No, this programme is designed for newcomers to the field to learn and be just as successful as those who have previous knowledge.

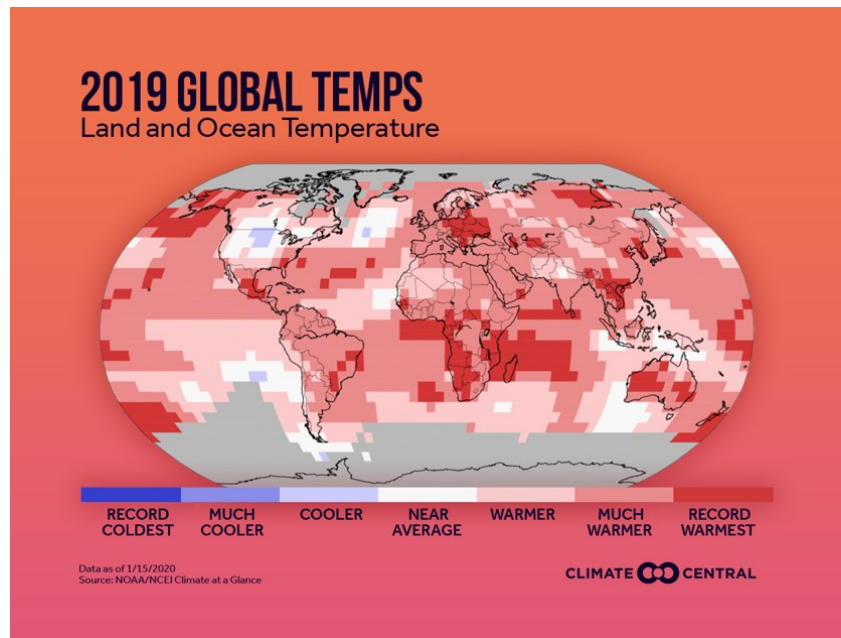
## **I have a background in Automotive & Mobility, how will this experience benefit me?**

You will be able to get exclusive face time and 1:1 opportunities with key players in the field. As well as an in-depth look at how this sector looks in Germany and the EU.

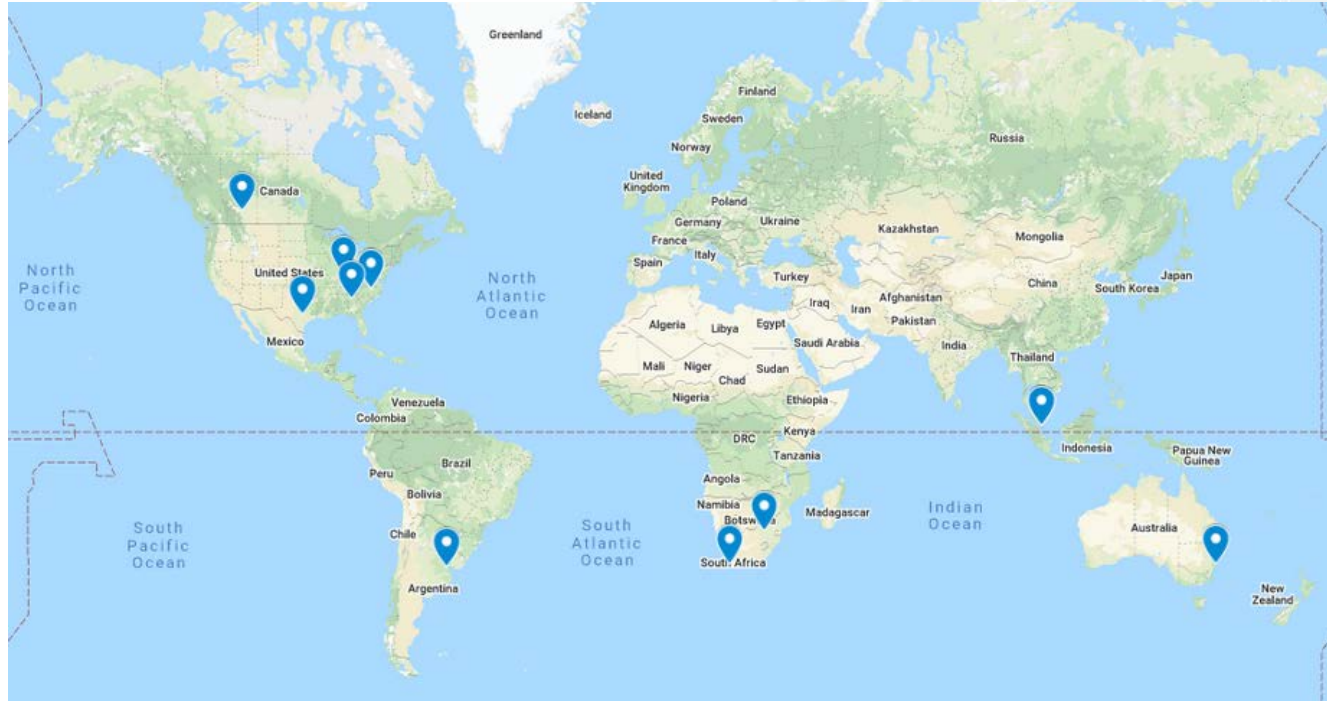
# DBi programme

## Why is this topic relevant?

- The Earth's average surface temperature has risen about 1.62 degrees °F (0.9 degrees °C) since late 19th century
- These trends led to the Paris Agreement & new CO2 goals (reduce greenhouse gas emissions by at least 40% by 2030)
- Businesses in all sectors are seeing 'green' investment as one that is also profitable



# DBi participating universities\*



\*Representative of 2021 but still subject to change





Eine Idee weiter



Photo: ZIB WiSo

## DBi partners\*

### Producers / suppliers

- BMW
- Daimler
- Ford
- Siemens

### Policy & planning

- Inzell Initiative
- VDA

### Start-ups & e-tech

- EVUM Motors
- The Drivory

### Research

- Autogefühl: Thomas Majchrzak
- Dena
- Prof. Dr. Günther Beck (Uni Siegen)

### Mobility

- Nürburgring (Formula 1 Racing)
- Deutsche Bahn

\*Representative of 2021 but still subject to change



# Programme 2021\*

**When?** 9 – 21 May 2021

**Format:** Digital (via Zoom)

**Size:** 20 participant maximum

**Key topics:**

Future of Mobility, Production, Green Technology,  
Interconnectivity, Policy



\*Subject to change



# Programme 2021\*

## Grading

- Majority of grade will be based on a group presentation
- 5% GoGreen Challenge

## Contact hours & ECTS

50 contact hours, 6 ECTS

## Cost

390 € (includes: company lectures, company networking opportunities and other administrative fees)

\*Subject to change

# GoGreen Challenge

- UN 17 Sustainable Development Goals
- Challenges & questions throughout the programme
- 5% of grade



# Programme 2021\*

	3.00 pm	3.30 pm	4.00 pm	4.30 pm	5.00 pm	5.30 pm	6.00 pm	6.30 pm	7.00 pm	7.30 pm
Sun										
Mon	Orientation		DBi Germany Presentation		Coffee Break/Network		Automotive Representative			
Tue	Automotive Representative				Coffee Break/Network		Production Representative			
Wed	GoGreen Challenge/Team Building				Coffee Break/Network		Automotive & Mobility in Europe: Pt I			
	1:1 G1									
	1:1 G2									
Thu	GoGreen Challenge/Team Building				Coffee Break/Network		Automotive & Mobility in Europe: Pt II			
	1:1 G3									
	1:1 G4									
Fri	Policy Representative				Coffee Break/Network		1:1 Check-in & Share			
Sat										
Sun										
Mon	Automotive Representative				Coffee Break/Network		Presentation Prep			
							1:1 G1			
							1:1 G2			
Tue	Presentation Prep				Coffee Break/Network		Consulting Representative			
	1:1 G3									
	1:1 G4									
Wed	Future of Mobility Representative				Coffee Break/Network		1:1 Check-in & Share			
Thu	E-Technology Representative				Break		Presentation Prep			
Fri	Presentations						Debrief/Eval			

Events for all students (mostly academic)

Event for individual groups (company visits)

Graded events

\*Exact topics and presenters will be announced at a later date





## How to apply

- Talk to your home university – application requirements and formalities differ
- Once selected, your home university will formally nominate you to our programme
- First contact from UoC: week of 1 February 2021
- Payment deadline: February 2021