Chazzen Spring Study Tour
Germany
March 12 – 20, 2016

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Agenda

- Why Germany?
- Vision
- Itinerary
- Typical Days
- Visits
- Logistics
Why Germany?

- Culturally rich
- Export-oriented economy
- Home to *Hidden Champions*
- EU’s largest innovation system
- Variety of internationally competitive firms
Vision for the trip

Explore Business environment
Focus on Innovation and Entrepreneurship
Compare American and German models
Discover Culture
Tentative Itinerary

NYC → Munich → Stuttgart → Berlin → NYC

- Fri, Mar 11: NYC
- Sat, Mar 12: Munich
- Tue, Mar 15: Stuttgart
- Thu, Mar 17: Berlin
- Sun, Mar 20: NYC
Munich
Stuttgart
Berlin
Typical days - Examples

Sun, 13 Mar
Munich

Wed, 16 Mar
Stuttgart

Thu, 17 Mar
Berlin

Morning

Afternoon

Evening
5 Themes on Innovation

1. From Scientific Research to Business Solutions (Munich)
2. How Family Business Dominate World Markets (Munich)
3. Economies of Scope in the Automotive Ecosystem (Stuttgart)
4. Copy & Paste? The Berlin Tech Startup Scene (Berlin)
5. Customer Centricity as a Key to Success (Berlin)
Tentative Visits - Academic Institutions

- Entrepreneurship
- Future Prediction
- Cooperation with companies
Tentative Visits - Companies

Global Corporations
- DAIMLER
- SIEMENS
- BOSCH

Mittelstand
- bulthaup
- FESTO
- gestalten

Startups
- ROCKET INTERNET
- HPI
- GOBUTLER
Logistics

- Prof. travelling?: Yes
- # of organizers: 3
- # of students: 23 + 2 ’17 J-termers Only full time & without holds
- Significant others?: No
- Approx. Budget: $1800 - $2,100
- Selection through: Chazen bidding
  (https://chazentours.gsb.columbia.edu)
- Bidding until: Nov 16 at 4 pm. Results posted Nov 17
- Deposit: $500 Non-refundable
- Visa: Check Shengen rules
- Company meetings: Mandatory
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