



**November 18<sup>th</sup> 2021**

KlosterCampus Gengenbach HSO  
Barocksaal G 0.16 // 3:00 - 6:00 pm

with a live stream to Silicon Valley

# UNTERNEHMEN ZUKUNFT<sup>+</sup>

Managing international  
projects successfully

Source: Excursion of the MBA program General Management to  
San Francisco and Silicon Valley

Our strengths are application-oriented research, innovation and technology transfer.  
The focus is on new technologies and innovative fields of application.

**Campus Research & Transfer [CRT]**

Diversity in research and development

 **Hochschule Offenburg**  
offenburg.university

 **KTUR**

# Presentations

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## Managing international projects successfully

The Ortenau region is not only located in the border triangle with short distances to France and Switzerland, but also on one of the EU's external borders. In addition, the economically strong Upper Rhine region is home to so many hidden champions, technology and market leaders that contact with international suppliers, customers and cooperation partners - now all over the world - is part of everyday business.

*What does this mean for us on a day-to-day basis?*

Communication and contract drafting in English. Invoicing in dollars, long distances, additional costs, different standards, ... and hundreds of other challenges in technical, commercial, cultural and legal areas. But also numerous possibilities and potentials are added to the necessity of internationalization. Therefore, in addition to building up know-how, it is important to exchange experiences on a regular basis. This is where we would like to offer you our support.

We look forward to your participation

Prof. Dr.-Ing. Thomas Seifert and  
Prof. Dr.-Ing. Steffen Rietz

Offenburg University stands for innovative projects and close links with companies in the region. With our event series „Unternehmen Zukunft+“, Offenburg University and the stakeholders of KTUR are building bridges between applied research and the innovation challenges of local companies. Our versatile competences and experience offer the best prerequisites to develop new technologies and solutions in a practice-oriented manner.

# Program

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- 3:00 pm // Welcome adress  
Prof. Dr.-Ing. Thomas Seifert  
Prof. Dr.-Ing. Steffen Rietz
- 3:10 pm // Variety and diversity of challenges in the international project environment  
Prof. Dr.-Ing. Steffen Rietz
- 3:35 pm // Bidding phases in international calls for proposals for customer-financed projects  
Dr.-Ing. Manfred Nolle
- 4:00 pm // Public promotion and funding of international activities  
Prof. Dr. Andreas Klasen
- 4:25 pm // Break
- 4:40 pm // Legal disputes within the framework of contracts: prevention and handling of disputes  
Thorsten Vogl
- 5:05 pm // TechnologyScouting in Silicon Valley - Overcoming German Angst  
Dr. Mario Herger  
Live-Schaltung in das Silicon Valley
- 5:30 pm // Summary  
Prof. Dr.-Ing. Thomas Seifert  
Prof. Dr. Ing. Steffen Rietz
- 5:35 pm // Meet & Greet

# Speakers



Dr. Mario Herger  
Author and technology scout in the Silicon Valley



Prof. Dr. Andreas Klasen  
(Hochschule Offenburg)  
Mgr. Institute for Trade and Innovation (IFTI)



Dr.-Ing. Manfred Nolle  
GPM, German Society for Project Management,  
Head of the Committee for Technical Work



Prof. Dr.-Ing. Steffen Rietz  
(Hochschule Offenburg)  
Scientific director, Black Forest Business School



Prof. Dr.-Ing. Thomas Seifert  
(Hochschule Offenburg)  
Vice Rector Research & Transfer



Thorsten Vogl  
Swiss Permanent Organisation of Arbitration  
(SGO), Member of the Board



Within the framework of the INTERREG project KTUR, six universities and six universities of applied sciences from the Upper Rhine region have established a cross-border network with business associations and companies. Through regular exchange, the partners share their knowledge and their expertise and jointly develop trinational structures and activities.



# Registration

crt@hs-offenburg.de – Fax: (0781) 205 45 4695

Unternehmen Zukunft +  
– Int. Projektmanagement –

18<sup>th</sup> Nov. 2021 // 3:00 - 6:00 pm

Location: Barocksaal KlosterCampus Gengenbach, Raum G 0.16

Klosterstraße 14, 77723 Gengenbach

- Registration required -  
This is requested by 04 Nov 2021.  
The 3 G rule applies.  
On-site registration is required.

# Contact

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with the kind support of:

