

## MBA Study Trip Warsaw (Poland) and Berlin (Germany)

15 – 22 March 2025



This study trip will bring us to two different centres of economic and political power in Europe. We will start in **Warsaw**, the capital of Poland, which transformed rapidly after the fall of the iron curtain in 1989 from a low-income communist country with an economy dominated by big state-owned companies into a high-income, free market economy dominated by many SME (GDP/capital of 18'000 US\$). We will get insights both in Swiss and local companies and discuss possibilities and challenges for the Swiss companies in Poland.

Besides the impressive economic development Poland is also known as the inventor of Vodka, the home of Nobel Prize winner Marie Curie, Copernicus, Frederic Chopin, and Pope John Paul II.

After Poland, one of the upcoming political centres of Europe, we will go to **Berlin**, the old centre of power in Europe. We will focus on getting insights into the vibrant start-up scene in Berlin. We will have the chance to interact with founders and actors of the ecosystem. Berlin is also a cultural hotspot with a big number of museums, galleries, theatres, events, open airs, and cultural start-ups.

<b>Participants</b>	Students / Alumni MBA FHNW, Swiss-International MBA, MBA-MCI, MBA-EBS.
<b>Objectives</b>	Insights into doing business in and with Poland and Germany, the general ecosystem, business practices and cultural aspects.
<b>Dates</b>	The preliminary schedule is as follows: <ul style="list-style-type: none"> <li>- Kick-off in Warsaw on Saturday 15 March 2025 at 2pm</li> <li>- Close in Berlin on Saturday 22 March 2025 at 6pm</li> </ul> Attendance in all activities from kick-off to close is compulsory.
<b>Programme</b>	The programme will be confirmed closer to the time and may include visits to: <ul style="list-style-type: none"> <li>- Swiss and local enterprises (of various industries and sizes)</li> <li>- Start-ups / incubators</li> <li>- Embassy / business hub</li> <li>- NGO</li> <li>- Development initiatives</li> </ul> The programme is designed as a study trip which will be rounded off with selected touristic activities.
<b>Transportation</b>	The study trip begins in Warsaw Poland and closes in Berlin Germany. Participants book transportation (trains, busses, car, or flights) to Warsaw and back from Berlin themselves. Flexible tickets with cancellation option are recommended as we cannot assume any responsibility due to unforeseen circumstances.
<b>Accommodation</b>	We will book single rooms with breakfast from Saturday 15 March to Saturday 22 March 2025. These seven nights are included in the package fee. If you wish to book additional nights you may contact the hotel (tbc) directly.
<b>Coordination</b>	Prof. Dr. Rolf Meyer, Head MBA (Windisch) rolf.meyer@fhnw.ch
<b>Insurance / Visa</b>	Participants are responsible for insurance coverage. No visas are needed for Poland and Germany for Swiss or EU citizens.
<b>Package Fee</b>	CHF 1'790.- which includes hotel and local transport (including transfer from Warsaw to Berlin), some food and touristic activities. The package fee exclusively covers expenses for activities as per official programme. Not included are individual transportation to Warsaw and from Berlin, as well lunches and dinners that are not part of the official programme.
<b>Registration</b>	Participation is conditional on formal registration. Deadline is 31 of July 2024.