

Invitation: 5th International Week 10th – 13th June 2024

Dear partners and friends,

It is our pleasure to present the new Technical University of Applied Sciences Augsburg and our School of Business to your teaching and non-teaching staff, and to invite you to participate in our International Week from 10th – 13th June 2024 at:

Technical University of Applied Sciences Augsburg School of Business

Our main objectives will be to share ideas, strengthen our partnerships and to have extracurricular activities and networking events, like the Go Abroad Fair. Your contributions – lectures from your field of expertise and presentations of your home university – are highly appreciated! Topics from the following areas are possible: Finance, Innovation Management, Marketing, HR & Strategy, Taxation & Accounting, Controlling, Logistics, Economics, Law, Digital Business and Data Science, Intercultural Skills. Lectures should be in English or German. Upon prior request, we may also integrate lectures in Spanish, French or Italian into our language courses. Please send your abstract and a short CV to: iweek.wirtschaft@tha.de

Augsburg is one of Germany's most beautiful and historically significant places. It was founded by the Romans 15 BC., and it is the oldest city in Bavaria and second oldest German town. Augsburg is the home of German Renaissance and Rococo style, furthermore it's globally unique water management system has evolved over centuries and was finally designated a UNESCO World Heritage Site in 2019. It used to be a center of industrialization and possesses significant



monuments of Europe's industrial legacy. Please confirm your attendance until February 15th, 2024 by filling in the online registration:

<https://www.tha.de/Wirtschaft/International-Week-2024.html>



Due to the latest budgetary restrictions, we have to charge a small conference fee of EUR 100 for the program package. This fee includes:

- sightseeing tour of Augsburg
- typical "Bavarian Brotzeit"
- snacks and coffee
- lunch at our Mensa on Tuesday and Wednesday
- guided company tour
- guided brewery tour
- Dean's Dinner at Brauhaus Riegele
- #bigpicturemarketing conference day
- assistance throughout the week

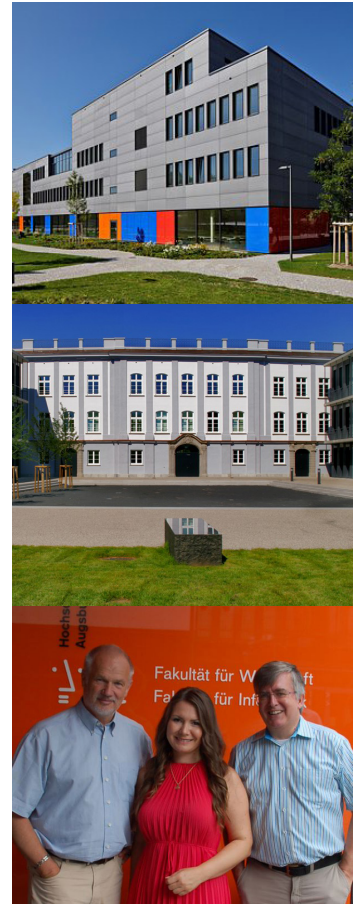
We will get back to you as soon as possible after the registration deadline.

We look forward to welcoming you and your colleagues to Augsburg!

The International Team of School of Business:

Prof. Dr. Michael Feucht
Prof. Dr. Michael Freiboth
Helene Wetzel (MBA)

Contact: iweek.wirtschaft@tha.de



SHAPING THE WORLD TOGETHER

