12th Europe Week

htw saar Business School

13 - 17 May 2019
Dear guests,

We warmly welcome you to Saarbrücken and the 12th Europe Week at htw saar. We are delighted that so many of you are participating in our event within the framework of the ERASMUS+ programme. 20 guest lecturers from 9 countries and 12 different universities or enterprises demonstrate the vitality of the scientific community of the Europe Week.

The Europe Week is a great opportunity for sharing knowledge and professional experience as well as getting to know our Business School and our students.

We hope that you will be able to explore and enjoy the beauty and hospitality of our region over the course of the next few days. Our students and ourselves are delighted to gain new insights and experiences by participating in more than 96 international lecture hours offered by all of you.

We are wishing you the most rewarding experience on and off campus and hope you’ll keep excellent memories of Saarbrücken and your time at htw saar!

Your Europe Week Team

Europe Week 2019 is kindly supported by

[Logos of MESAAR and Montan-Stiftung-Saar]
Teaching Schedule

Ongoing, 13 May - 16 May

08:15-17:30  Joined project - Reverse logistics
ESG 1        Suvi Moll | Sebastian Twarog | Anne Steinhaus | Management

Monday, 13 May

08:15-11:30  Pitching
A-1-17       Sampo Kokkonen | Sarp Hepturk | Management

14:15-15:45  Emergency planning for Airline Crews
A-E-03       Doug Fishwick | Petra Garnjost | Aviation

16:00-19:15  Disruptive Marketing and Branding
E-2-02       Alex Lee | Markus Münter | Marketing

Tuesday, 14 May

08:15-09:45  The vehicle routing problem
B-2-06       Christophe Sauvey | Teresa Melo | Yvonne Ewen | Radu Vrincianu | Logistics

08:15-11:30  Performance Measures and Reward systems in a modern environment
A-E-08       Adam Hollingworth | Peter Huber | Controlling

10:00-11:30  New consumer trends and their symptoms in Polish consumer behaviour
E-E-02       Aleksandra Burgiel | Petra Garnjost | Marketing
Teaching Schedule

Tuesday, 14 May

10:00-11:30  The gig economy and its implications
A-1-15  Ron Wells | Tina Bösen-Marxen | Law

10:00-11:30  International tourism marketing - Positioning of a tourism destination
B-1-01  Enrico Zuffi | Achim Schröder | Tourism

10:00-15:45  Lean Game (Lego)
B-2-08  Kaija Haapasalo | Wilhem Hauser | Logistics

14:15-15:45  Emergency planning for Events from a police point of view
A-1-15  Doug Fishwick | Ralf Rockenbauch | Tourism

14:15-15:45  Tourism Mega Trends
A-E-18  Jaana Häkli | Acacia Malhado | Tourism

14:15-15:45  Idea development and creativity
E-2-02  Sampo Kokkonen | Petra Garnjost | Marketing

14:15-15:45  Nordic Business Environment and Key Issues in Project Management
B-2-06  Hannu Räsänen | Daniel Abawi | Management
# Teaching Schedule

## Wednesday, 15 May

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>08:15-09:45</td>
<td>Promoting Intercultural Communication</td>
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<tr>
<td>A-E-14</td>
<td>Joanna Milosz-Bartczak</td>
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<td>A-E-18</td>
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<td>10:00-11:30</td>
<td>Designing Advertising Communication Message to build Brand Equity</td>
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<td>Ron Wells</td>
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</table>
Teaching Schedule

Thursday, 16 May

08:15-09:45 Cultural Differences in Project management and Project Organizations
A-1-04 Hannu Räsänen | Peter Huber | Management

08:15-11:30 Designing a perfect questionnaire: Measurement and scaling
E-E-06 Aleksandra Burgiel | Tatjana König | Marketing

10:00-11:30 Branding Holland as a tourism destination
A-1-15 Inge Gijsbers | Achim Schröder | Tourism

10:00-11:30 Promoting Intercultural Communication
E-1-06 Joanna Milosz-Bartczak | Corinna Huth | Business Skills

10:00-11:30 Project Management Case Study
A-1-04 Hannu Räsänen | Peter Huber | Management

11:45-13:15 Smart Mobility initiatives in Helsinki
A-E-03 Kaija Haapasalo | Thomas Bousonville | Logistics

11:45-13:15 Basics of the Meeting Industry
E-2-02 Enrico Zuffi | Birgit Pferdmenges | Tourism

14:15-15:45 Sustainable meetings
E-1-05 Enrico Zuffi | Achim Schröder | Tourism

14:15-17:30 Intercultural Competence and Global Citizenship Workshop
A-1-13 Inge Gijsbers | Jaana Häkli | Kerstin Heuwinkel | Tourism
Participating lecturers from partner universities 2019

Saimaa University of Applied Sciences, Finland
Jaana Häkli, Sampo Kokkonen

Helsinki Metropolia University of Applied Sciences, Finland
Kaija Haapasalo, Suvi Moll, Hannu Räsänen

Saxion University of Applied Sciences, Netherlands
Inge Gijsbers

University of Economics in Katowice, Poland
Aleksandra Burgiel, Sebastian Twaróg

Lodz University of Technology, Poland
Joanna Milosz-Bartczak

HES-SO Valais, Switzerland
Enrico Zuffi

University of Hertfordshire, United Kingdom
Alex Lee, Ron Wells
Participating lecturers and staff from partner companies

Jumi Catering, Finland
Jukka Moilanen

Participating lecturers and partners outside the Erasmus+ Programme

Université de Lorraine à Metz, France
Christophe Sauvey

Georgian Technical University Tiflis, Georgia
Anzor Abralava, Lasha Gorgadze, Keti Kokrashvili, Rusudan Kutateladze

Ara Institute of Canterbury, New Zealand
Adam Hollingworth

Environment Agency, United Kingdom
Doug Fishwick
International BBQ | 14 May 2019 | 6.30 pm

Terrace of the htw saar, Waldhausweg 14
Meet & Eat with international students and lecturers from ERASMUS+ partner universities
Events during the 12th Europe week 2019

Sunday, 12th May

18:30 Arrival and Welcome drink at Hotel Bayrischer Hof followed by informal dinner at the nearby Greek Restaurant „To Steki“, Am Kieselhumes 42b, 66123 Saarbrücken

Monday, 13th May

18:30 Opening Dinner at the ‘Gasthaus zur Linde’, located at the historic market place, St. Arnual, St. Arnualer Markt 8, 66119 Saarbrücken.

Tuesday, 14th May

11:30 Official Europe Week Opening in the Aula.

12:30 ‘Study Abroad Fair’ with ERASMUS+ guest lecturers and students in the lobby.

18:30 Get together and BBQ with colleagues and students at the campus.
Events during the 12th Europe week 2019

**Wednesday, 15th May**

**14:00** Excursion to the Golf Club Saarbrücken for a taster session and putting competition, Oberlimberger Weg 43, 66798 Wallerfangen
Afterwards visit of Saarlouis, the old fortress city of Louis XIV built by France's famous military engineer Vauban.

**Thursday, 16th May**

**19:00** Farewell dinner „Spicy Europe in Saarland“ at the „Rimoco Gewürzmanufaktur“ organised by Saimaa colleagues in conjunction with Europe Week participants and students of htw saar, Talstraße 48, 66119 Saarbrücken.

**Friday, 18th May**

Closing session and feedback of the participants.
Go abroad!
Study Abroad Fair | 14 May 2019
11:30 am | Campus Rotenbühl | Aula
Further Information

- Please join the „htw saar Europe Week“ Facebook group and get news and photos at www.facebook.com/groups/europeweek/

- **Copies** can be ordered and picked up at the main office in room B-1-11.

- You can also get materials such as flipchart paper etc. there.

- We provide internet access and coffee in the faculty room B-1-15, where you can also meet between lectures.

- You can offer information material about your institution on the booths in the hall during the study abroad fair - starting on Tuesday 11.30 am.

- We also offer information in the hall about studying abroad e.g. at the business school information desk.

- For last minute information and changes please visit our website at www.htwsaar.de/europeweek/

We like to thank our co-sponsors for their kind support:
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