

Mittelstand goes Global: Local Roots and Internationalization Pathways of SMEs

*Erasmus Mundus GLOCAL Summer School
Local Conveners: Hartmut Berghoff & Jan Logemann
University of Göttingen, August 27 – September 1, 2018*

Monday 8/27 Introduction (Vortragsraum, Historisches Gebäude SUB Göttingen)

1:00 pm **Registration**

2:00-2:30 **Welcome**

Thomas Kneib (Dean Faculty of Business and Economics)
Jeffrey Fear (GLOCAL Coordinator, Glasgow)
Hartmut Berghoff (Convener, Göttingen)
Jan Logemann (Convener, Göttingen)

2:30-5:00 **Session 1: "European" Varieties of Family Capitalism: Four Country Studies**
[Hartmut Berghoff](#) (Göttingen), [Duncan Ross](#) (Glasgow), [Paloma Fernandez](#) (Barcelona), [Ben Wubs](#) (Rotterdam)

6:00-7:30 **Key-Note Address: Understanding Family Businesses in Germany**
Secrets about Family Businesses and Business Families
[Tom Rüsen](#), [Witten Institute for Family Business](#)

7:00-9:00 **Reception** (Historisches Gebäude SUB Göttingen)

Tuesday 8/28 Beyond Large Multinationals: The German Case (Verfügungsgebäude VG 2.101)

9:00-10:30 **Session 2: Hidden Champions: German Mittelstand and Global Markets**
[Jeff Fear](#) (Glasgow)

11:00-12:30 **Session 3: Political and Regional Support Systems of SMEs in Germany**
[Kilian Bizer](#) ([Institute for Small Business Economics IfH](#), Göttingen)

2:00-4:00 **Excursion 1: Tour of Sartorius AG** (Göttingen)

4:30-6:00 **Session 4: German Family Business between Local and Global Ties**
[Ingo Köhler](#) (Göttingen)

Wed. 8/29 Doing Business in India: Adaptations of European Companies to Local Conditions
(Verfügungsgebäude VG 2.101)

9:00-12:30 **Session 5: Doing Business in India: The Company Perspective**
[Julian Faust](#) (Marburg)

2:00-5:00 **Session 6: Doing Business in India: The Local Perspective**
[Douq Haynes](#) (Dartmouth), [Sebastian Schwecke](#) (CEMIS Göttingen)

- 6:00-7:30 **Keynote: Ottobock goes Future: From Local Startup to Global Med-Tech-Unicorn**
[Prof. Hans Näder, Ottobock GmbH](#) (*Hannah-Vogt-Saal, Alte Mensa*)
Introduced by Hiltraud Casper-Hehn (Vice President for Internationalization) and
Kilian Bizer (Institute for Small Business Economics)
- 8:00 **Conference Dinner** (Bullerjahn Restaurant)
- Thurs. 8/30 Regional Perspectives: Cases from Asia and Latin America** (*Verfügungsbld. VG 2.101*)
- 9:00-10:30 **Session 7: A different approach? Japanese Internationalization as a Comparison**
[Takafumi Kurosawa](#) (*Kyoto*)
- 11:00-12:30 **Session 8: European Companies in the Chinese Market**
[Fabian Froese](#) (*Göttingen*)
- 2:00-5:00 **Session 9: Entrepreneurial Families from Spain and Latin America and Global Markets: a Long-term Perspective**
[Andrea Lluch](#) (*Bogota*)
- Friday 8/31 The Company Perspective: A Practical Case Study** (*Wolfenbüttel*)
- 9:30-12:00 **Session 10: Globalization of a Mittelstand Brand: Jägermeister**
[Florian Eisenblätter](#) (*Wolfenbüttel*) (Bus Departure 07:30 a.m.!!!)
- 1:00-3:00 **Excursion 2: Tour of Mast Jägermeister** (*Wolfenbüttel*)
Stina Barrenscheen (Organizer, Göttingen)
- 8:00 **Farewell Dinner** (Le Feu, Göttingen)
- Saturday 9/1 Student Sessions** (*Main Building, ZHG 1.141*)
- 9:00-10:30 **Barcelona Placement Projects**
Innovation on SMEs in Barcelona. An Institutional Approach, *Laura Murcia*
FoodLAB – A Concept, *Robin Lee, Yasha Sharma, Louise Sträuli*
COWOCAT - A Coworking Company, *Diego Mendez*
- 10:45 -12:00 **Thesis Concepts**
Entrepreneurship and institutional constraints in developing countries. Innovation
and internationalization of SMEs in employment generation and sustainable growth
in Sub-Saharan Africa, *Agata Petrelli*
Creative and cultural industry policy in local and regional perspective, *Lía Barrese,*
Annie Heslinga
Musiconomics: How Sweden's Global Music Factory Works, *Shima Trisna*
- 12:00 **End of Summer School**