

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)

12:00-2:30 **Registration & Welcome**

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:** [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** (Double-Session)
[Julian Faust](#) (Marburg)

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

6:00-7:30 **Keynote:** [Prof. Hans Näder](#), [Ottobock GmbH](#) (Adam-von-Trott-Saal, Alte Mensa)

8:00 **Conference Dinner** (Bullerjahn Restaurant)

Thurs. 8/30: Regional Perspectives: Cases from Asia and Latin America (*Verfügungsb. 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** (Double-Session)
[Andrea Lluch](#) (Bogota), [Paloma Fernandez](#) (Barcelona – remote by Skype)

Friday 8/31: The Company Perspective: A Practical Case Study (*Wolfenbüttel*)

10:30-12:00 **Session 10: Globalization of a Mittelstand Brand: Jägermeister**
[Florian Eisenblätter](#) (Wolfenbüttel)

1:00-3:00 **Excursion 2:** Tour of [Mast Jägermeister](#) (Wolfenbüttel)

8:00 **Farewell Dinner** (Fellini Restaurant, Göttingen)

Saturday 9/1: Student Session (*Main Building, ZHG 1.141*)

9:00-12:00 Student Session (MA Project Presentations / Business Plans)

12:00 **End of Summer School**