

From: <cc-conference@fh-steyr.at>
Date: 11 April 2016 at 17:36
Subject: Invitation Cross-Cultural Business Conference 2016
To: andra.dragotesc@ri.uvt.ro

Dear Sir or Madam,

The Cross-Cultural Management and Emerging Markets Centre at the University of Applied Sciences Upper Austria, Campus Steyr in cooperation with the Campus Hagenberg, at the study programme "Global Sales and Marketing" kindly invites you to the **Cross-Cultural Business Conference 2016** from the **19th to the 20th of May 2016!**

The "CCBC 2016" is embedded in the annual **International Week** (from the 17th to the 18th of May) and provides an opportunity for lecturers and researchers to advance knowledge and discuss the latest developments in the field of Global Business, Marketing, Sales, and Service Management, Higher Education Research, Higher Education Teaching and Learning and Human Resources Management.

As a special highlight, on our second conference day, the so called **Practitioners' Day** will be especially welcoming participants in global management positions from the areas of marketing, sales, export and business development. International experts from industry and academia will be providing insights into how to do business in countries such as Ukraine, Russia, Brazil, Japan, South Korea, Myanmar, South Korea, Canada, USA, Mexico and Brazil, targeting topics like the economic setting, market entry modes and business etiquettes in the respective country.

The Practitioners' Day is being organized in cooperation with the Austrian Federal Economic Chamber (WKO) and Business Upper Austria.

We are looking forward to an exciting program including approximately 40 presentations, interesting workshops, the conference dinner at the monastery in St. Florian, the international fair and a lot more! Get prepared for inspiring conversations and presentations in an international setting with visitors from countries as such as China, Japan, Algeria, Mexico, Germany, Russia, Finland, India, the Czech Republic, Sweden, the Netherlands, Serbia, the USA, France and Belgium.

For further information, please check the invitation attached and/or visit our website:
<http://www.fh-ooe.at/ccbc2016/>

Please register at <https://www.conftool.net/ccbc2016/> as a participant of the Cross-Cultural Business Conference .

We look forward to seeing you in Steyr!

Best regards,
The Cross-Cultural Conference Team 2016

FH-Prof. DI Dr. Margarethe Überwimmer
Teresa Gangl, MA