

**INTERCULTURAL LEARNING BETWEEN
SMALL AND MEDIUM SIZED COMPANIES AND GLOBAL PLAYERS
BERLIN, ISTANBUL, BEIJING - COMPARING LOCATIONS FOR INNOVATION**

**TURKISH GERMAN UNIVERSITY TDU ISTANBUL
UNIVERSITY STUDIES MASTER "INTERCULTURAL MANAGEMENT" IKM
WORKSHOP / RESEARCH SEMINAR**

MAY 16 – 18, 2016



Due to the comprehensive structural change within the knowledge-based economy, the emergence of new locational factors is becoming increasingly clear. At the turn of the millennium, the American economist Richard Florida postulated that three elements will be decisive for the competitiveness and the innovative performance of metropolises, regions and whole countries in the 21st century. He called them the three Ts: talent, technology and tolerance.



Istanbul as a metropolitan area is characterized by its multiethnic population, resulting from its history, geographical position and the location of global enterprises. For an area like this, the structural changes imply that a multi-faceted process has to be initiated in order to create the general conditions for the unfolding of the creative and innovative potential of human resources. Moreover, measures to manage those potentials have to be developed. Thus, support programs, business development banks and cooperation structures within public-private partnerships have been created on a municipal and regional level. Concerning businesses, the interplay between training facilities for human resources, small and medium sized enterprises (SMEs) and the branch offices of global companies will be crucial. In order to enhance innovation and creative potential, intercultural learning and management is in demand in several respects: on the one hand differences (languages, behavior, conventions, etc.) have to be bridged, on the other hand, in the light of different professional cultures, educational backgrounds and special fields, it is necessary to constantly address and approach “otherness”.

During this three-day seminar for students of the TAU, firstly a theoretical introduction into intercultural learning against the background of industrial innovation processes will be given. Secondly, using three business cases (Berlin, Istanbul, Beijing), strategies and interventions that are employed on a municipal level to create general conditions fit for intercultural cooperation and entrepreneurial added value are demonstrated. Thirdly, business examples from internationally operating German companies and SMEs cooperating with Turkish SMEs will show how the interplay between business-processes and business culture is working right now.

Experts:

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