

## Discover the cross-border business world

Five one-hour webinars/seminars hosted by the Fontys research group Cross-Border Business Development

Use the QR-code or the URL to register\* for one or more of the Cross-Border Business Development webinars / seminars.

\*Are you a Fontys student and participating in the context of the SCM program? Register via the SCM portal as well in order to get your SCM points.



### „WENN DEUTSCHLAND NIEST SIND DIE NIEDERLANDE ERKÄLTET“

Das sagt man zumindest. Doch wird diese Abhängigkeit zunehmend in Frage gestellt. Das Lektorat Cross-Border Business Development geht der Frage nach: Wie integriert sind die niederländische und die deutsche Wirtschaft tatsächlich? Wie sieht dies besonders in den Grenzregionen aus? Und insbesondere: Kann eine Vernetzung mit dem Nachbarland durch grenzüberschreitendes wirtschaftliches Handeln eine Quelle von Stabilität und Wachstum für die Unternehmen in den Grenzregionen sein?

WEBINAR 1: DR. JAN LUCAS

Wo?

Online, weitere

Datum?

23 april 2020

Anweisungen werden folgen

Zeit?

16-17.15u

## WILL YOU START UP ACROSS THE BORDER?



More and more start-ups are crossing national borders to tap into a new market. Do you already have or do you want to establish your own business somewhere in the Dutch-German border region? And are you still ignoring Europe's largest economy? Or are you already active in Germany and still ignoring the entrepreneurial Dutch culture? A missed chance if you ask me. But, you have to be well prepared. This webinar will help you to realize a successful cross-border adventure.

Curious about the opportunities and the investment climate across the border? Then make sure you are there on May 14th!

**Where?** Online, further instructions will follow

**Date?** 7 May 2020

**Time?** 16-17.15h

**WEBINAR 2: DR. VINCENT PIJENBURG**



## CROSS BORDER RETAILING: GERMAN COFFEE AND DUTCH DIAPERS

Did you know that right across the border there is an entirely different food culture? This food culture is clearly visible in how we (and "they") eat every day, what supermarkets sell, and how food is marketed on different sides of the border. Are you able to spot these differences?

If you aren't familiar with cross-border retailing, joining this seminar is your chance to get to know this special kind of retailing and its target group. During this seminar you will not only learn about cross-border retailing, a bordershop's business model will be presented by a retailer from the euregion and you will taste the differences during the cross-border product tasting!

**Where?** Online, further instructions will follow

**Date?** 2 juni 2020

**Time?** 16-17.15u

**WEBINAR 3: CARLA ARTS**



## COMPETENCES IN CROSS-BORDER RECRUITMENT: ARE YOU COMPETENT TO CROSS THE BORDER?



Do you want to apply for jobs across the border? There are enough possibilities. And in both German as Dutch vacancies they ask for 'team players, integrity or leadership'. But do these competences mean the same for German and Dutch companies? What do you think these mean?

Learn more about cross-border recruitment and join the competence game to discover how competences are explained in different countries!

**Where?** Fontys Venlo

**Date?** 22 september 2020

**Time?** 16-17.15u

**SEMINAR 4: PIETER VAN GOINGA**



## WHETHER YOU LIKE IT OR NOT: YOU ARE A EUROPEAN

How does living in a border region influence you? Does it change you? Do you become a better European? And does this help you in doing business across the border? Or do you 'ignore' the other side and hardly see any changes?

In this seminar we discuss if there is such a thing as a 'cross border identity' and what this means for the residents and business culture of the Euregion Rhine-Meuse-North. Curious about your identity? Join the seminar and learn about the influences of living in a border region!

**Where?** Fontys Venlo

**Date?** 19 november 2020

**Time?** 16-17.15u

**SEMINAR 5: MARTINE SIMONIS**



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