

UNIVERSITY ALLIANCE RUHR



Transatlantic Ruhr Fellowship Program

August 4 - September 27, 2019





Chrysler Building, New York City

Welcome Transatlantic Ruhr Fellows,

We would like to welcome you as fellows of our Transatlantic Ruhr Fellowship Program 2019.

A counterpart to the Ruhr Fellowship Program that brings students each year from select US universities to the Ruhr area, the Transatlantic Ruhr Fellowship Program provides highly motivated students from the University Alliance Ruhr with a unique experience to expand their portfolio and networks to the New York metropolitan area, North America's most populous area and the center of many industries such as finance, international trade, biotechnology, manufacturing and media.

In a program that combines a one-week summer school, a one-week skills training workshop and a six-week internship, you will learn about topics such as entrepreneurship, global markets and regional labor relations while gaining hands-on working experience during your internships at companies and international organizations in the New York metropolitan area.

For the internship part of this year's program, we are proud to partner with AFS Intercultural Programs, B Braun, Deutsches Haus at New York University, Evonik, the French-American Chamber of Commerce, the German American Chamber of Commerce, MyPostcard and SCHOTT North America.

As part of our program, we will introduce you to some of our UA Ruhr partner universities such as Rutgers, The State University of New Jersey. You will meet business executives, visit start-up companies, and enjoy a picnic and movie in the park.

We are excited to have you on board for our third Transatlantic Ruhr Fellowship Program and hope you will return to the Ruhr area with lots of new insights, transatlantic connections and valuable experiences.

Peter Rosenbaum

Peter Rosenbaum
UA Ruhr New York
Executive Director





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tu technische universität
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Open-Minded

University Alliance Ruhr

The academic hub for research, teaching, studying, and networking in Germany's vibrant Ruhr area

The University Alliance Ruhr is an alliance between the Ruhr University Bochum, TU Dortmund University, and the University of Duisburg-Essen, the three largest universities in Germany's thriving Ruhr area. Each of our institutions has a strong tradition of breaking down walls between disciplines. We believe in the benefits of collaboration on all levels of scholarship and research, which is one of the reasons we came together in this unique university alliance.

More than 120,000 students, of which 19,000 are international, as well as over 1,300 professors study and work within the UA Ruhr universities.

Together, the three universities have 850 partnerships with universities in over 130 countries, which provides our students and researchers with virtually unlimited possibilities for exchange and resources for development. To support our already strong global network of international exchange and collaboration, UA Ruhr has also created academic liaison offices for North America, Latin America, and Russia.

The Ruhr area is not only Germany's largest academic hub, but also an epicenter of innovation that fosters close interaction between academia and the private sector – and our alliance provides students and researchers from around the world with an open gateway to our region.

We invite you to learn more about the UA Ruhr alliance and our universities, and we look forward to welcoming you in the Ruhr area soon!





Flatiron District, New York City

Program

Sunday – August 4, 2019

Arrival: New Brunswick, NJ

GLOBAL MARKETS SEMINAR Monday – August 5, 2019

10:00 am-12:00 pm Welcome and Orientation
Session, Peter Rosenbaum
(UA Ruhr)

All seminars will take place at Janice H. Levin
Building, Room 102

12:00 pm-1:00 pm Lunch, Janice H. Levin
Building, Room 102

1:00 pm-4:00 pm Seminar: Work in the
21st Century, Prof. Givan

7:00 pm Welcom Dinner with
colleagues and students
of Rutgers University
Harvest Moon Brewery &
Café, 392 George Street
New Brunswick, NJ 08901

Tuesday – August 6, 2019

9:00 am-12:00 pm Seminar: Rights at Work:
Labor & Employment Law,
Prof. Katz

1:00 pm-4:00 pm Seminar: Diversity in the
Workforce, Prof. Sutton

7:00 pm Bowling at Bowlero,
1 Carolier Ln,
North Brunswick, NJ 08902

Wednesday – August 7, 2019

9:00 am-12:00 pm Seminar: Leadership,
Prof. Ferio

1:00 pm-4:00 pm Seminar: Entrepreneurship,
Prof. Sopranzetti

Thursday – August 8, 2019

Conference: “Lifelong Learning in Times of Digital
Transformation”, Hasso Plattner Institute New York,
10 Hudson Yards, 48th Floor, New York, NY 10001

12:45 pm-3:00 pm Discover and Experience
Design Thinking

3:30 pm-7:00 pm Concepts for Lifelong
Learning, Strategies
for Lifelong Learning

7:00 pm Networking Reception

9:00 pm Return to New Brunswick, NJ

Friday – August 9, 2019

9:00 am-12:00 pm Seminar:
Talent Management,
Prof. McCune

12:30 pm-3:30 pm Seminar: Entrepreneurship II,
Prof. Schulze-Cleven

3:30 pm-4:00 pm Certificate Ceremony

Saturday – August 10, 2019

9:00 am Checkout and Trip to
New York

around 1:00 pm Arrival: Pod 39 Hotel,
145 East 39th Street
New York, NY 10016

SKILLS SEMINAR Monday – August 12, 2019

9:00 am-10:00 am Introduction to the German
American Chamber of
Commerce (GACC), NYC
80 Pine Street, 24th Floor
New York, NY 10005

10:00 am-11:00 am Overview of Different Teams
and Their Tasks at GACC

11:00 am-12:00 pm Intercultural Orientation
(GACC)



Westfield Center, New York City

Program (continued)

Monday – August 12, 2019 (continued)

- 2:00 pm-3:30 pm Round-table Conversation with DAAD, DFG, Consulate General, Permanent Mission of Germany to the U.N.
871 United Nations Plaza, New York, NY 10017
- 7:00 pm Welcome Reception
Anable Basin, 4-40 44th Drive, Long Island City, NY 11101

Tuesday – August 13, 2019

- 9:00 am-10:30 am Guest Speaker Robert Napoli: How to Stand Out in a Hyper-Connected World?
- 11:00 am-12:00 pm Workshop: Securing a Job
- 2:00 pm-3:30 pm Visit MSD Capital, L.P.
645 Fifth Avenue, 21st Floor, New York, NY 10022

Wednesday – August 14, 2019

- 9:00 am-10:30 am Guest Speaker Anna-Lena Baumann (BMW Group): U.S./German Cultural Differences in the Workplace
- 11:00 am-12:00 pm Visit German Accelerator
433 Broadway, New York, NY 10013
- 2:00 pm-3:30 pm Guest Speaker Steven Sokol, American Council on Germany
- 6:30 pm Movie in the Park: Life of Pi
Pier 1 Riverside Park South, West 70th Street, New York, NY 10023

Thursday – August 15, 2019

- 9:00 am-10:30 am Business Differences – Start-up Culture (GACC)
- 11:00 am-12:00 pm Guest Speaker John Sarno: Employer-Employee Expectations and Lifelong Learning
- 2:00 pm-4:00 pm Visit Becker, Glynn, Muffly, Chassin & Hosinski LLP
299 Park Avenue
New York, NY 10171

Friday – August 16, 2019

- 9:00 am-10:30 am Workshop: “Tell Your Story” – Elevator Pitch
- 11:00 am-12:00 pm Feedback Round
- 2:00 pm-4:00 pm Introduction to the Hasso Plattner Institute (HPI)
Presentation: How to Build Your International Career (Joann Halpern, HPI)
10 Hudson Yards, 48th Floor
New York, NY 10001

Monday – August 19 - Friday – September 27: Internship Program

Friday – September 27, 2019

- 7:00 pm Farewell Reception



Jannik Blecher



Annette Britner



Susanne Fronia



Katharina Helmchen

Participants

Jannik Blecher

is an undergraduate student in Business and Economics at TU Dortmund University. Before beginning his studies, he worked and traveled in Australia and Asia for one year. He is interested in entrepreneurship and politics and has already gained work experience in a startup. In addition to his studies, he works part-time in the accounting department of a medium-sized engineering company, and is also a student tutor. Jannik has a passion for travelling and enjoys doing voluntary work for his hometown's soccer club and church. Sports is an important part of his life, particularly running and soccer.

Annette Britner

is a student in the master's program in Biochemical Engineering at TU Dortmund University. While doing her B.A. she worked as a laboratory assistant and gained experience as an intern for the engineering infrastructure team at Bayer Pharma AG. This will be her first time visiting the United States and she is excited about the fellowship program. Having been exposed to different cultures while growing up, Annette is interested in discovering new countries and cultures to broaden her horizons. She enjoys exploring nature as well as traveling and dancing.

Susanne Fronia

is a Business and Economics student in the master's program at TU Dortmund University with a major in Marketing and Human Resources. She works in human resources and social media marketing for a start-up in Essen. Before starting her Bachelor studies, she spent time in the United States as an au pair. Born and raised bilingual in a multicultural region, she has always been open-minded and loves new intercultural experience and travelling.

Katharina Helmchen

is in the final year of her M.Sc. program in Management at Ruhr University Bochum. Her research interests lie in the fields of marketing, sales, and strategy. Last year, she spent a semester abroad in Norway, where she studied innovation management and strategic entrepreneurship. She has also gained work experience as a student worker at a global organization, in a start-up, and as a science researcher. Katharina enjoys reading, outdoor sports and doing voluntary work for the student initiative Enactus.



Timo Henning



Jan Leukefeld



Aileen Ludwig



Judith Staemmler

Participants (continued)

Timo Henning

is an undergraduate student with a major in Business Administration at the University of Duisburg-Essen. His study places a strong focus on strategic management and competitive dynamics. He is interested in the fields of digital economy and entrepreneurship, which is also why he decided to work as a student assistant to Prof. Dr. Kollmann at the Chair of E-Business and E-Entrepreneurship. Both his student assistantship and his work as a student business consultant have enabled him to apply the theoretical knowledge he has gained in his studies. In his leisure time, Timo enjoys traveling, cooking with friends and doing outdoors sports such as skiing and running.

Jan Leukefeld

A Mechanical Engineering major at Ruhr University Bochum, Jan Leukefeld is about to finish his master's program this year with a focus on energy and chemical engineering. Having participated in several exchange programs and being actively involved in welcoming international students at his university, Jan became passionate about international relationships and career opportunities. During his studies, he broadened his horizon by completing several internships in research, development, and consulting. During his free time, Jan enjoys playing ice hockey, watching football and cooking.

Aileen Ludwig

At the University of Duisburg-Essen, Aileen Ludwig is enrolled in the master's program in Cultural Studies and Business Administration with a focus on the analysis of cultural and economic conditions in metropolitan regions. She currently works for CBRE, a global real estate company, and volunteers at a local public charity. Her interests in other cultures have taken her to England where she completed a study-abroad program. In her free time, she likes cooking, yoga and music festivals.

Judith Staemmler

is a third semester student at Ruhr University Bochum where she is enrolled in the master's program in Management and Economics. Her interests and strengths lie in the field of operations research, logistics, and production management. She has gained work experience as a student worker in performance management and Controlling at thyssenkrupp AG. After a year of work and travel in Australia and New Zealand, Judith has become interested in learning about new cultures and countries. She also enjoys the outdoors, sports, and attending cultural events.



Vera Tessarolo



Roderich Wallrath

Participants (continued)

Vera Tessarolo

Having grown up in a small town in northern Italy, Vera Tessarolo moved to Germany after high school where she follows her passion for foreign languages and new cross-cultural encounters. She is now in the final year of her undergraduate program in Cultural and Business Studies at the University of Duisburg-Essen. In keeping with her academic interests, she completed an internship at the Office for International and European Cooperation at Düsseldorf's City Hall where she worked on intercultural programs. A passionate traveler, she loves backpacking through new countries and experiencing different ways of living.

Roderich Wallrath

studies Chemical Engineering in the final year of his master's program at TU Dortmund University. His interests are in process modeling and optimization. He participated in exchange programs at the University of Pennsylvania and at the Politechnika in Warsaw, Poland. He completed an internship at Bayer AG and helped to launch a new product line. In his free time, Roderich plays handball and badminton, and he also likes video editing and photography. Born and raised near Düsseldorf, Roderich considers himself a true "Ruhr Fellow" who likes to take on new challenges.

Partner

We would like to thank our partner companies and organizations for their support in providing our students with the opportunity to gain valuable hands-on experience in a range of industries in the Tri-State area.



AFS Intercultural Programs is an international, voluntary, non-governmental, non-profit organization that provides intercultural learning opportunities to help people develop the knowledge, skills and understanding needed to create a more just and peaceful world. In 2016, more than 12,000 Generation Z students and Millennial young adults from 60+ countries participated in programs such as our flagship AFS High School Program (now entering its 70th year), as well as innovative short school-based and young adult opportunities. AFS exchanges include unique structured intercultural learning journeys or Global Competence Certificate programs—and are supported by more than 50,000 AFS volunteers worldwide.

www.afs.org



B. Braun is one of the world's leading providers and manufacturers of healthcare solutions today. Every service that B. Braun provides incorporates the entirety of our knowledge and skills, the company's deep understanding of users' needs, and extensive expertise since 1839. With its constantly growing portfolio of effective medical care solutions, B. Braun makes a substantial contribution towards protecting and improving people's health. In total, the B. Braun product range comprises 5,000 different products, 95 percent of which are manufactured by the company. By offering supplementary services and consulting, B. Braun is a system supplier that develops the best solution for patients in close partnership with our customers, making a significant contribution to medical advancements.

www.bbraun.com



Deutsches Haus at NYU is New York's leading institution for culture and language of the German-speaking world. Located in the historic Greenwich Village district, Deutsches Haus is an integral part of New York University. Since 1977, it has provided New Yorkers with a unique forum for cultural, intellectual, and artistic exchange with Germany, Austria, and Switzerland through its three pillars: the language program, the cultural program, and the children's program.

www.nyu.edu/deutscheshaus



Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Profitable growth and a sustained increase in the value of the company form the heart of Evonik's corporate strategy. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. Evonik benefits specifically from its innovative prowess and integrated technology platforms. Evonik is active in over 100 countries around the world. In fiscal 2015 more than 33,500 employees generated sales of around €13.5 billion and an operating profit (adjusted EBITDA) of about €2.47 billion.

www.evonik.us



The French-American Chamber of Commerce is the most important private organization of its kind. For more than a century, the FACC has actively promoted strong economic and commercial relations between the United States and France and helped its broad and diverse network of member companies to develop their business on both sides of the Atlantic Ocean. The FACC boasts 20 Chapters in all major U.S. cities, including Boston, Chicago, Dallas, New York, San Francisco, Seattle and Washington, DC. FACC staff welcomes the opportunity to facilitate targeted connections between member companies in New York and the staff of other Chambers.

www.faccnyc.org



The German American Chamber of Commerce, Inc. in New York (GACC NY) was established more than 70 years ago as an impartial promoter of commerce between Germany and the U.S. The GACC NY, together with its branch office in San Francisco, and chapters in Philadelphia, Phoenix and Pittsburgh, has distinguished itself as an innovative and relevant service provider as well as a reliable partner in German- American business inquiries. The German American Chambers of Commerce in Atlanta, Chicago and New York collaborate under the umbrella AHK USA. With more than 2,500 member companies and an extensive national and international business network, AHK USA offers a broad spectrum of activities and

www.gaccnyc.com

services. Comprised of a highly qualified and dedicated team of professionals, the GACCs support companies by facilitating market entry & business development, legal services, intern visas, recruitment and startup guidance.

Partner (continued)



MyPostcard is the #1 app to send photos directly from your smartphone as real postcards and greeting cards worldwide. We do all the work, from printing the cards to mailing them. No e-cards here! The app has over 2+ million app downloads and is available in 10 languages for use on iOS, Android, and web. Over 100k cards are sent on average every month. Our company is part of the German Accelerator Incubator, as well as Facebook's FbStart program.

www.mypostcard.com



SCHOTT Corporation, with its subsidiary SCHOTT North America, Inc., is the North American headquarters and holding company of North American subsidiaries of the SCHOTT Group. With 16 divisions and subsidiaries in the United States, Canada, and Mexico, SCHOTT Corporation employs approximately 2,000 people for the manufacture and distribution of special glass and glass-related systems. SCHOTT employs over 15,000 people worldwide and has sales of approximately US \$2.21 billion.

www.us.schott.com

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Alfried Krupp von Bohnen und Halbach-Stiftung

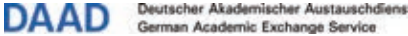
The non-profit Alfried Krupp von Bohnen und Halbach-Stiftung is the bequest of the late Dr.-Ing. E. h. Alfried Krupp von Bohnen und Halbach, the last sole proprietor of the firm of Fried. Krupp. By testamentary disposition he provided for the "conversion of the firm into a corporation, ownership of which will be vested in a foundation reflecting the Krupp tradition of serving the public benefit."

Upon his death on July 30, 1967, his entire assets passed to the Stiftung, which entered into activity on January 1, 1968. This was made possible after his only son, Arndt von Bohnen und Halbach, had renounced his inheritance. In accordance with the will of its founder, the object of the Alfried Krupp von Bohnen und Halbach-Stiftung is to use the revenue deriving from its assets exclusively and directly to serve the common good. With its funds it supports

projects in Germany and abroad in five areas laid down in its Articles: Science in research and teaching; education and training; health services; sport; literature, music and fine art.

In sponsoring projects in these areas, the Alfried Krupp von Bohnen und Halbach-Stiftung endeavors to stimulate new developments and encourage creativity and commitment in the service of the common good. The Stiftung provides funds for programs and projects principally of its own initiation. In addition, however, support may be granted to exemplary third-party projects commensurate with the Stiftung's objectives. Support funds in the total amount of 667 million Euros have been made available since the Stiftung took up its work in 1968.

www.krupp-stiftung.de



Since DAAD was founded in 1925, more than 1.9 million scholars in Germany and abroad have received DAAD funding. DAAD is a registered association and its members are German institutions of higher education and student bodies. Its activities go far beyond simply awarding grants and scholarships. DAAD supports the internationalization of German universities, promotes German studies and the German language abroad, assists developing countries in establishing effective universities and advises decision makers on matters of cultural, education and development policy.

www.daad.org

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in cooperation with



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