

Visit of MCI to WU Vienna
„Doing Business in CEE/Russia“

Central & Eastern Europe seen from a Western Multinational Firm Perspective

Lecturer: Ass.Prof. Dr. Arnold Schuh
Director of the Competence Center for Emerging Markets & CEE

Program Structure:

Friday, 19.5.2017: Clubraum LC.2.400

- 14:00-16:00 Intro & Overview
What is CEE? Selected characteristics of CEE. Transition from a centrally-planned to a market economy.
- 16:00-16:30 Coffee Break
- 16:30-17:45 Guest Speaker: Dr. Christian Poschik
- 17:45-19:00 Entry & Marketing strategies

Saturday, 20.5.2017: Clubraum LC.2.400

- 09:00-10:00 Entry & Marketing strategies
- 10:00-11:00 Discussion Case Study "IKEA in Russia"
- 11:00-11:30 Coffee Break
- 11:30-13:00 Vienna as a Regional Hub. Future Challenges of CEE

The Clubraum is located in the Library & Learning Center (LC), 2nd floor, [LC.2.400](#).



How to get to WU?

<https://www.wu.ac.at/universitaet/campus/orientierung-anfahrt/>

How to find lecture room?

<http://campus.wu.ac.at/>

Contact:

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