

# 不来梅科技大学 Hochschule Bremen

Programme: September 20 - October 08



## Science in the City - 城市中的科学中心

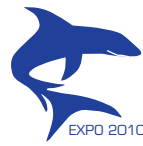
How will we want to live and work in the city in the future? Where is the connection between the skin of a shark and the paint on a ship? These and other topics on sustainability are being presented by the Bremen University of Applied Sciences at the Bremen-Stand – vividly and hands-on, like a university of Applied Sciences.



Science in the City – has now also come to Shanghai. This metropolitan city has become a familiar place to us due to our long-standing cooperative relationships with academic institutions and businesses in the area. Nevertheless, we continue to view intercultural understanding as an on-going process and challenge. It is this experience that we would also like to share with you, for example, in one of our intercultural training sessions.

Take a look at our research activities shown at the permanent exhibition at the Bremen-Stand. Meet our students from Bremen and Shanghai, our staff and professors, and our president personally from September 20 until October 8 at the Bremen-Stand. We would be delighted to see you.





Programme: September 20 - October 08

	Mon 20 Sept	Tue 21 Sept	Wed 22 Sept	Thu 23 Sept	Fri 24 Sept
<b>Special Days</b>					
11:00	Who we are	Who we are	Who we are	Who we are	Who we are
12:00				Participatory Exhibitions	Participatory Exhibitions
13:00					
14:00				Betaville	Betaville
15:00	Tests	Tests	Tests	MaX	MaX
16:00	Who we are	Who we are	Who we are	Who we are	Who we are
17:00				Infra-lightweight House	Infra-lightweight House
18:00					
19:00					
20:00					
21:00					

	Sat 25 Sept	Sun 26 Sept	Mon 27 Sept	Tue 28 Sept.	Wed 29 Sept
<b>Special Days</b>	<b>Sustainability Day</b>	<b>Sustainability Day</b>			
11:00	Who we are	Who we are	Who we are	Who we are	Who we are
12:00	Participatory Exhibitions	Participatory Exhibitions	Participatory Exhibitions	Participatory Exhibitions	
13:00					
14:00	Betaville	Workshop: Design for Learning			
15:00	MaX		Tests	Tests	Tests
16:00	Who we are	Who we are	Who we are	Who we are	Who we are
17:00	Infra-lightweight House	Infra-lightweight House	Infra-lightweight House	Infra-lightweight House	
18:00	Reception: Hochschule meets Corporate Partners	Reception: Hochschule meets University Partners			
19:00					
20:00					
21:00					

	Thu 30 Sept	Fri 01 Oct	Sat 02 Oct	Sun 03 Oct	Mon 04 Oct
<b>Special Days</b>			<b>Interculturality Day</b>	<b>Interculturality Day</b>	
11:00	Who we are	Who we are	Who we are	Who we are	Who we are
12:00		Intl. Graduate Center	Intl. Graduate Center	Intl. Graduate Center	Intl. Graduate Center
13:00			Symbols in Tourism	Symbols in Tourism	Decisions and Culture
14:00		Knowledge Management	Knowledge Management	Knowledge Management	Knowledge Management
15:00	Tests	Tests	Tests	Tests	Tests
16:00	Who we are	Who we are	Who we are	Who we are	Who we are
17:00			Workshop: Management Dialogue	Workshop: Campus Cultures	Intercultural Training
18:00			Reception: Hochschule meets Corporate Partners		
19:00				Reception: Hochschule meets University Partners	
20:00					
21:00					

	Tue 05 Oct	Wed 06 Oct	Thu 07 Oct	Fri 08 Oct
<b>Special Days</b>		<b>Hochschule Bremen meets Partners</b>		
11:00	Who we are	Who we are	Who we are	Who we are
12:00	Intl. Graduate Center	Intl. Graduate Center	Intl. Graduate Center	
13:00	Decisions and Culture	Decisions and Culture		
14:00	Knowledge Management	Knowledge Management	Knowledge Management	
15:00	Tests	Tests	Tests	Tests
16:00	Who we are	Who we are	Who we are	Who we are
17:00		<b>Event: Hochschule Bremen meets Partners</b>		
18:00	Intercultural Training			
19:00		Reception: Hochschule Bremen meets Partners		
20:00				
21:00				

## The presented contents focus on sustainability and interculturality



Bremen-Stand - Hochschule Bremen

Who we are:

Hochschule Bremen – An International University of Applied Sciences

Innovative, international and practically-oriented degree courses and research characterize this institution – which enjoys a long tradition dating back to 1799. We have 8,000 students enrolled in over 60 degree courses in areas such as engineering, natural sciences, business and social sciences. We cooperate internationally, especially with Chinese universities, with whom we have worked for more than two decades. Learn more about us every day at the Bremen-Stand.

Participatory Exhibitions:

Marine Bionics and environment friendly innovations in shipbuilding



Participatory Exhibitions

Ever increasing numbers of huge ships call at the ports. While the ships attract citizens and tourists they bring along unordered cargo: poisonous emissions. The increased pollution poses a threat to health and environment. A brand-new interactive exhibition in Bremen shows how Marine Bionics and environmental friendly technologies will allow human well-being in the ports of the future.

*Dr. des. Steffi Kollmann*

Betaville – Virtual Urban Design – The new Sculpture



Betaville

Our vision of the new urbanity is the smart city, a city where you wish to live in, a city for your kids, a city of art, a city designed by its inhabitants. Their wishes and needs for their life are expressed through virtual communication and creation. Betaville is a tool for the next step in such a mass participatory urban design, art and development reality.

*Martin Koplín & Simone Müller*

MaX - Museums at Public Access and Participation



Infra-lightweight Concrete House

In MaX, a unique partnership will unlock the potential of social media for museums and accelerate their growth in the digital age. MaX will link the European museums' and academic worlds. Social media, the exchange of virtual exhibitions, and the direct participation of visitors in the cultural processes of European museums are integrated through a new digital "European Corner".

*Martin Koplín & Simone Müller*

Infra-lightweight Concrete House Berlin – Future-orientated Construction in Concrete

Infra-lightweight concrete makes it possible to build a monolithic structure without additional insulation. Such houses show their supporting structure uncovered. Here the much-debated architectural decoration as an applied ornament is unnecessary because structural components are not dressed, but formed directly. Thus a reference to traditional solid structures is created. The presented project is an attempt to use this construction method in a modern form.

*Prof. Dr. Clemens Bonnen*



International Graduate Center

Design for Learning: A Dialogue among Designer, Educator and Learner

How to bridge formal and informal learning environment? How to take advantage of the resources out of classroom? How to improve the learning outcome through exhibit design? This workshop provides a platform for exhibit designers, educators, and educational researchers to discuss the students' science learning in the designed environment from different perspectives.

*Dr. des. Steffi Kollmann*

International Graduate Center - MBA & Master Courses in Bremen

The International Graduate Center (IGC) was founded by the University of Applied Sciences Bremen as a Graduate School for Management and Leadership. With ten Master programmes the IGC has among the largest range of courses of all Graduate Schools in Germany. For applicants with a first Degree the International Graduate Center offers several MBA and Master degrees in the area of international business and management.

*Prof. Dr. Tim Goydke*

“Better exchange, better life”:

#### Knowledge Management in Sino-German Business Cooperation

China rapidly transforms into a knowledge based economy. For local and foreign companies alike knowledge gets ever more valuable for doing business. But how is knowledge understood and dealt with by employees of various cultural, social and organizational backgrounds? Especially in German-Chinese cooperation? We present different knowledge concepts to you and provide suggestions for knowledge management.

*Dr. Renate Krieg & Constanze Müller (www.ip-china.de)*



Knowledge Management

#### Symbols in Tourism

Places, landscapes, landmarks, holiday activities as well as people may have symbolic significance for tourists. Symbolism can be generated through historic events, personal experiences and through tourism marketing. In the context of differing cultures, results of a research project are discussed, which employed qualitative methods to identify symbols of travel and tourism recognized by Chinese and Germans respectively.

*Prof. Dr. Felix Herle & Lu Liu*



Symbols in Tourism

#### Management Dialogue:

##### Chinese and foreign managers share their experiences

With China's economic importance rising and people's living standard increasing, the working environment and with it leadership and management are undergoing great change. What do Chinese and foreigners working for international companies in China expect? What are the characteristics of successful leadership today? The Management Dialogue invites you to share your experiences and discuss our research results.

*Prof. Dr. Monika Schädler*



Management Dialogue

#### Campus Cultures: How to cope with cultural differences on Chinese and German campuses?

International cooperation is increasing. More and more Chinese students decide to study in Germany. There, they have to cope with different values and learning styles of eastern and western culture. It is crucial to be prepared for these differences in order to be able to successfully complete a study programme in Germany. Chinese and German campus cultures are subject to discussion in the workshop.

*Prof. Dr. Jutta Berninghausen & Katrin Nissel*

#### A cultural perspective on decisions – Chinese and western approaches

A decision is a rational choice between options; this is the understanding of western management. To come to a decision we need targets and a plan, means and purposes. The Chinese way is different. It is important to understand and to go with the forces within a situation. This difference creates problems in cross-cultural interactions.

*Prof. Dr. Joachim Freimuth*



Intercultural Training

#### Intercultural Training at Hochschule Bremen

Once leaving his home-culture, people find themselves living and working in a radically different cultural environment. Understanding cultural differences and knowing how to deal with them has therefore become crucial for international cooperation. The training provides an introduction to content and methodology of intercultural training at Hochschule Bremen with special focus on the cultural differences between Germany and China.

*Prof. Dr. Jutta Berninghausen & Katrin Nissel*

#### Test your knowledge:

##### What is your “cultural” personality? What are pitfalls in Germany?

One's personality has an affinity to a certain culture. Find out with our intercultural personality test if you tend to be “linear active”, “multi-active” or “reactive” type of person. If you'll stay in Germany you won't want to act like a fool. So find out, if the Germans really drink beer always at noon? Test your knowledge about cultural peculiarities of the Germans at the Bremen-Stand.

## How to find us:

### Subway:

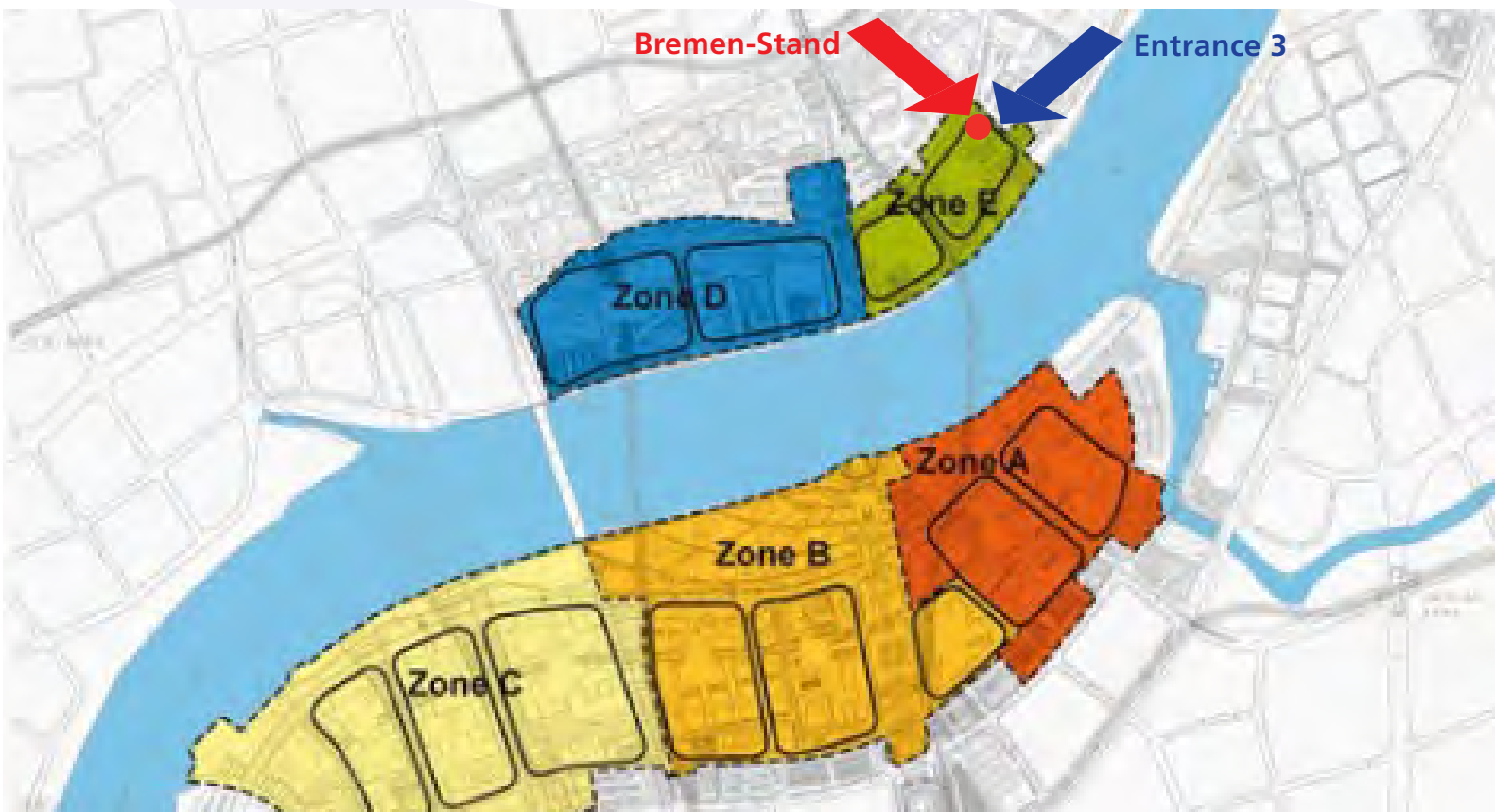
Take Line 8 to "South Xizang Road (西藏南路)", take Exit 2, turn right, walk down Zhongshan Road (South) (中山南路). After about 100 meters, turn right into "Baotun Road (保屯路)" and go straight on.

Entrance No. 3 (3号口) of the UBPA (Area E) appears on your left hand side.

### Taxi:

Tell or show the driver "South Xizang, Expo, Entrance Nr. 3 (西藏南路世博会3号入口)".

The Bremen-Stand is located inside the red building on your left hand side (red point).



For further information visit: [www.bremen-expo2010.de](http://www.bremen-expo2010.de)

or contact Ms. Constanze Mueller: [constanze.mueller@hs-bremen.de](mailto:constanze.mueller@hs-bremen.de)