

## LECTURE OFFER to OUR PARTNERS



### TOPIC 1 :

#### **« Doing business in France and on French speaking markets »**

A series of 3 lectures (over a period of one month) in the field of international marketing focussing on France and on « francophone » countries in Europe and in the world :

- France
- European countries speaking French (Belgium, Luxemburg, Switzerland...)
- Canada
- North Afrika (Maghreb)
- Francophone countries in West and Central Africa



Lectures given by Laurent Dorey, specialized in international marketing and management and teaching in the EKLYA Master program on international business.

### Planning TOPIC 1 :

3 sessions of 1,5 hours = 4,5 hours

<b>Timeslot 1</b>	Monday	11:00 – 12:30 (French time)	
Dates (April)	5/04	12/04	19/04

<b>Timeslot 2</b>	Monday	18:00 – 19:30 (French time)	
Dates (April)	12/04	19/04	26/04

## **TOPIC 2 :**

### **« An introduction to France and Germany, key countries in Europe's past and present »**

A series of 3 lectures (over a period of one month) on historical, socioeconomic and (inter-)cultural aspects to better understand the common points and differences between France and Germany, between the French and the Germans.

- History
- Economy
- Current social and political issues
- Everyday life and work
- Intercultural differences between France and Germany
- Manage personal and professional relations with French and Germans



Lectures given by Martin Klotz, head of international departement at EKLYA/HYBRIA, living and studying in Germany until the age of 26 and working in France for more than 30 years.

### **Planning TOPIC 2 :**

3 sessions of 1,5 hours = 4,5 hours

<b>Timeslot 1</b>	Tuesday	11:00 – 12:30 (French time)	
Dates (end of April / May)	27/04	11/05	18/05

<b>Timeslot 2</b>	Tuesday	17:00 – 18:30 (French time)	
Dates (May)	11/05	18/05	25/05