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Business meets sport
Overcoming barriers in international markets

High performance athletes and entrepreneurs have more in common than you think: both have to overcome some obstacle in international competition to achieve success.

Therefore, MEP and the business network „Pro Hanover Region“ organized in the Olympic Training Center of Hanover a new event called **„Overcoming hurdles - Your way to success in international markets “**

At the event entrepreneurs can find out how to operate successfully on international markets.

It is treated by different approaches: foreign contacts, marketing strategies, intercultural, international finance and international law. The entrepreneurs will meet four athletes, who have chances to participate on the Olympic summer games in 2012 in London and they can compete with this athletes in practice training sessions.

“We want to show the common ground in business and sporting action. And we want to provide information on the highly efficient ways of sports sponsorship” said Dr. Thomas Vinke, managing director of mep Projects and head of the international working group of the PHR-business network in Hanover.

Date of the event: 12/02/2010

More information and program: www.p-h-r.de

