

KUBRI

EuroArab Career
& Education Fair

المعرض الأوروبي للعربي للمهن و التعليم

Fair Report 2011



27 – 28 May 2011
M,O,C, Event Center
Munich, Germany

Supported by

DAAD

DAFG

جمهورية الإمارات العربية المتحدة
Deutsch-Arabisches
Freundschaftsgesellschaft e.V.



Landeshauptstadt
München

STRABAG

Die bayerische Wirtschaft

vbw

Organised by



About KUBRI

KUBRI is the first EuroArab Career and Education Fair. Its first edition took place in Munich, 27 – 28 May 2011. European and Arab companies and educational organisations were given the opportunity to advertise their vacancies, especially on the Arab markets, present their organisations to an international public and make valuable contacts with students, recent graduates and young professionals, focusing on business, engineering and Arab studies.

It is one of the main objectives of KUBRI to set the basis for a deepened cooperation between Europe and the Arab World, in terms of economic development and academic as well as cultural exchange.

To this end, the representatives of companies and educational organisations from both regions, are given several opportunities also to make contacts among each other, as for instance at the “Exhibitor Evening” taking place the day before the public opening of KUBRI.

Besides interesting contacts and attractive career and education opportunities KUBRI provides its visitors with an appealing additional programme, where supplementary activities related to EuroArab business, education and culture receive a wider stage. Exhibitors have the opportunity to host workshops, panels and discussion rounds, emphasizing once more on their objectives and attracting increased attention among visitors through their exposed position.

Finally, experts from the European and Arab educational sector as well as personalities of the economic and cultural scene help to create a well balanced additional offer for all participants of KUBRI.



Organiser of KUBRI, Norbert Hoffmann, delivering his Opening Speech on 27 May 2011



Organiser of KUBRI, Ulrich Mayer, speaking at the Exhibitor Evening in Munich's Hotel Bayerischer Hof on 26 May 2011



KUBRI

EuroArab Career & Education Fair

المعرض الأوروبي العربي للمهن و التعليم

Exhibitors



Exhibiting Organisations at KUBRI 2011

ALLWEILER AG / Allweiler Farid Pumps Co. SAE

ARABTERM Technical Dictionary

DAAD - German Academic Exchange Service

Alumniportal Deutschland

ECAR - Economic Change in the Arab Region

University of Marburg / Damascus University

German as a Foreign Language in an Arab-German context

Herder-Institute, University of Leipzig /

Ain Shams University Cairo

German Jordanian University

INEMA - International Education Management

University of Education Ludwigsburg / Helwan University Cairo

IUSD - Integrated Urbanism and Sustainable Design

University of Stuttgart / Ain Shams University Cairo

IWRM - Integrated Water Resources Management

University of Applied Sciences Cologne / University of Jordan

REMENA - Renewable Energy and Energy Efficiency for the MENA Region

University of Kassel / Cairo University

DAFG e.V. - German-Arab Friendship Society

ERASMUS Mundus Programme Gulf Countries

University of Deusto

Sultan Qaboos University

University of Nizwa

ERNE FITTINGS GmbH

EuroArab Centre for Education OHG

ICRC - International Committee of the Red Cross

IIFE - International Institute for Family Enterprises

Kremser Nahost Forum

LEONI AG

PSUAD - Paris-Sorbonne University Abu Dhabi

STRABAG International GmbH



Represented Countries at KUBRI:

Austria, Egypt, Germany, Jordan, Morocco, Oman, Spain, Switzerland, Syria, UAE



KUBRI.

EuroArab Career
& Education Fair

المعرض الأوروبي للعربي للمهن و التعليم

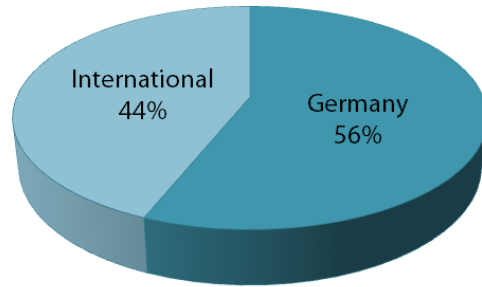
Visitors



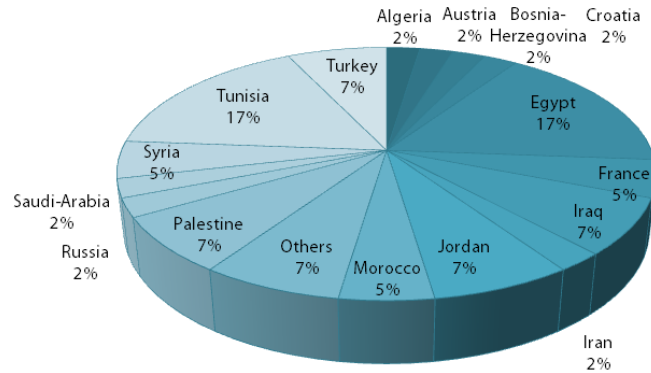
The Visitors of KUBRI 2011

Answers based on a visitor query, conducted at KUBRI, on 27 – 28 May 2011 (sample = 100).

Share of National and International Visitors of KUBRI 2011



Allocation of Int'l Visitors



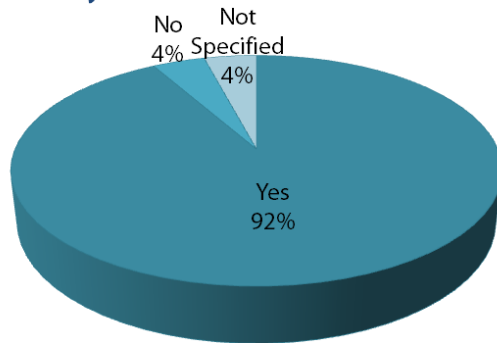
Total Number of Visitors 2011: ca. 1,000

Average age: 26,48 years

Nationalities of Visitors: 17

Algeria, Austria, Bosnia-Herzegovina, Croatia, Egypt, France, Germany, Iran, Iraq, Jordan, Morocco, Palestine, Tunisia, Turkey, Russia, Saudi-Arabia, Syria

Would you recommend KUBRI to others?



Share of visitors who would recommend KUBRI to others : >90 %

The number of visitors at KUBRI 2012 is expected to reach 2,500 – 3,000.



Speakers



Selected Speakers of KUBRI 2011



Eyad El-Khouly
SIEMENS AG



Dr. Wafaa El Saddik
Former Director General Egyptian Museum Cairo



Dr. Tarek Eltayeb
Author



Dr. Werner Thaller
ALLWEILER AG



Christian-Peter Hanelt
Bertelsmann Stiftung



Dr. Alexander Tettenborn, LL.M. (USA)
German Federal Ministry for Economics and Technology (BMWi)



Dr. Gabi Kratochwil
CrossCultures



Prof. Dr. Matthias Weiter
Advisor to the Middle East Department German Federal Ministry for Economic Cooperation and Development (BMZ)

Eyad El-Khouly

SIEMENS AG

Dr. Wafaa El Saddik

Former Director General Egyptian Museum Cairo

Dr. Tarek Eltayeb

Author

Christian-Peter Hanelt

Bertelsmann Stiftung

Mouddar Khouja

AACC - Austro-Arab Chamber of Commerce

Dr. Gabi Kratochwil

CrossCultures

Prof. Dr. Karlheinz Rothenberger

Photographer

Dr. Alexander Tettenborn

Head of Division at the German Federal Ministry for Economics and Technology (BMWi)

Dr. Werner Thaller

ALLWEILER AG

Prof. Dr. Matthias Weiter

Advisor to the Middle East Department of the German Federal Ministry for Economic Cooperation and Development (BMZ)



Programme



Programme Details

Day 1 | Friday, 27 May 2011

11:00 - 11:45 hrs | Workshop
Connecting Cultures in Business Life
Mr. Eyad El-Khouly | SIEMENS AG

12:00 - 13:00 hrs | Panel Discussion
"The Middle East: Region of Opportunity"
Moderator: Mr. Christian-Peter Hanelt | Bertelsmann Stiftung

13:00 - 13:45 hrs | Presentation
German-Arab Virtual University
Prof. Dr. Georg Nagler | Co-founder of the Virtual University of Bavaria (vhb)

14:00 - 15:30 hrs | Panel Discussion
DAAD - German Academic Exchange Service

15:30 - 16:15 hrs | Workshop
German-Arab Economic Relations
Dr. Alexander Tettenborn, LL.M. (USA) |
German Federal Ministry for Economics and Technology

16:00 - 16:45 hrs | Presentation
ICRC - International Committee of the Red Cross

17:00 - 17:45 hrs | Workshop
Cultural Differences in Business Behaviour
Dr. Gabi Kratochwil | CrossCultures

17:00 - 17:45 hrs | Presentation
PSUAD - Paris-Sorbonne University Abu Dhabi

Day 2 | Saturday, 28 May 2011

11:00 - 11:45 hrs | Workshop
The German-Egyptian Joint-Venture Allweiler-Farid
Dr. Werner Thaller | ALLWEILER AG
Mr. Hossam Farid | Allweiler Farid Pumps Co. SAE

13:00 - 13:45 hrs | Workshop
Didactical Experiences from Intercultural Lectures
Prof. Dr. Matthias Weiter | Advisor to the Federal Ministry for Economic Development and Cooperation (BMZ)

14:00 - 14:45 hrs | Presentation
LEONI AG

15:00 - 15:45 hrs | Reading and Discussion
Dr. Tarek Eltayeb | Author

16:00 - 16:45 hrs | Presentation
TAG e.V. – Tunisian Academic Association



Prof. Dr. Dietrich Wildung, Vice-President of DAFG e.V. – German-Arab Friendship Association, speaking at the KUBRI Opening Ceremony on 27 May 2011



Eyad El-Khouly of SIEMENS AG, during his presentation at KUBRI on "Connecting Cultures in Business Life"

KUBRI.
EuroArab Career
& Education Fair

المعرض الأوروبي العربي للمهن و التعليم

Registration
11-12 May 2012

**Don't wait until the
best seats are given
away...**

**Register until
31 August 2011 & earn
20% off regular price!**