



International Business Program

Prague – Munich - Berlin

Day 1 PRAGUE

On arrival in Prague, meet your tour director and get transferred by private coach to your hotel for check in.

Transfer by public transport to Prague Castle where you'll enjoy a tour of the Cathedral of St. Vitus as well as the Old Royal Palace. Afterwards, continue the walk uphill to Petrin Tower where you'll enjoy a view of the city and the country beyond. Make your way back down the hill and top off your afternoon with a stroll across Charles Bridge. Dinner at a local restaurant.

Day 2 PRAGUE

After breakfast meet your professor in hotel conference room for morning session. Greet tour director and participate in a walking tour of New Town, Old Town and the Jewish Quarter with your tour director. Highlights include Wenceslas Square, Old Town Square, Church of Our Lady Before Tyn, Church of St Nicholas, Powder Tower, Old New Synagogue, Old Jewish Cemetery and more. Greet a local guide near Powder Tower for an alternative Prague tour where you'll learn from a local about how Czech society has changed since the fall of communism. Highlights include Prague's legal graffiti wall as well and the graffiti and art scene, the Vietnamese community in Prague, a community theater in a former slaughterhouse, a hipster café where Czech designers present their work, steam-punk underground club and the hackers crypto-anarchist institute. Dinner at a local restaurant.

Day 3 PRAGUE – KARLOVY VARY

After breakfast depart for Karlovy Vary by private coach. Morning technical visit to a glassmaking company. Guided tour of factory and museum and afterwards Q&A on Export and Economical Growth. Free time for individual sightseeing and optional lunch in Karlovy Vary. Visit to a spirit producer. Guided visit including information about company history and production process. Return by private coach to Prague for overnight.

Kerstin Wegen
Marktstraße 72
53424 Remagen (Germany)
P: +49(0)2642/958500 or 958501 | M: +49(0)162/8686737
info@wegenkunstreisen.de | www.wegenkunstreisen.de

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Day 4 PRAGUE - MLADÁ BOLESLAV

Meet tour director and coach for transfer to Mladá Boleslav. Technical visit to an automobile factory. Museum and factory tour. Re-board your coach and return to your hotel in Prague. Afternoon meeting with young entrepreneurs of the creative industries for exchange. Overnight at your hotel.

Day 5 PRAGUE – PLZEN - REGENSBURG - MUNICH

Check out of hotel and greet your coach for transfer to Munich via Plzen and Regensburg. Technical visit to brewery in Plzen. Bottling facility, film presentation of the company and the production, visit of the historical and new brew houses and the brewery cellars. Re-board your coach to continue. The group will stop en route in Regensburg to enjoy lunch at leisure followed by time to explore the town at will. Re-board coach for final transfer to Munich. Check in at hotel and enjoy remainder of day at leisure.

Day 6 MUNICH

This morning, greet tour director and coach for transfer to Allianz Arena/FC Bayern München. Students will tour the stadium and will visit the FC Bayern Museum. Continue by private bus to next technical visit of a Truck factory. Film presentation of the company, visit of the production plant, the customer center and the branch competence center. Afternoon guided walking tour of Munich including a visit to Viktualienmarkt, Munich Food Market, where people, colours, smells and sounds all come together. Dinner at your leisure/Overnight in Munich.

Day 7 MUNICH

Greet coach for transfer to technical visit to a media enterprise. Welcome and Introductory Lecture on Investment Strategy with Q&A, afterwards participation in a visit to one of the three production areas (Studio visit, TechLab, Playout Center). Afternoon technical visit to a traditional handicraft manufacture company and Q&A with the owner. Dinner at a local restaurant.

Day 8 MUNICH - BERLIN

Check out hotel and transfer to Munich airport for your flight to Berlin. Arrive in Berlin. Meet & greet with your tour director and transfer to the hotel for check-in. Enjoy a city tour “Essential Berlin” by coach. Highlights include the Brandenburg Gate, Berlin Cathedral Church, Reichstag Building, Alexanderplatz and more. Dinner at a local restaurant.

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DAY 9 BERLIN

Transfer by coach to your technical visit of Berlin's oldest handicraft factory still producing today (porcelain and porcelain painting). Continue to Museum Island, located in the Spree River and a UNESCO World Heritage Site. You'll visit the Pergamon Museum, which brings ancient worlds to life. Enjoy some time exploring the collection with your guide. Walk to a local university for a lecture by a professor "The impact of Brexit on the economy of the EU" and some time for Q&A. Afterwards meeting with business students for exchange. Enjoy the balance of your day at leisure.

Day 10 BERLIN

Greet tour director and coach for transfer to Checkpoint Charlie. Your walking tour will take you through vestiges of the Nazi era as you make your way to the Memorial to the Murdered Jews of Europe. Guided visit to the Memorial to the Murdered Jews of Europe and Information Centre. Transfer by coach to the Berlin Wall Memorial on Bernauer Strasse, formerly East Berlin, where you'll learn about the wall construction, escape attempts and more. The tour will end at Mauerpark; this former site of the Berlin Wall and "death strip" is now a popular public green space and the site of a weekly Sunday flea market. Enjoy some time at leisure. Stroll around the Scheunenviertel (Old Jewish quarter) to the Hacksche Höfe and explore the Berlin of the 1920s and the Jewish life in Berlin. Free time for individual sightseeing. Dinner at your leisure/Overnight at your hotel.

Day 11 BERLIN

Meet your tour director and your coach driver for transfer to Germany's leading business and science park Berlin. Technical visit will include a presentation of the concept of the park, a tour of the park and a company visit. Afterwards optional lunch at local restaurant. Afternoon free for individual sightseeing. Farewell dinner at local restaurant/Overnight at your hotel.

Day 12 BERLIN

After check out greet tour director and coach for transfer to Berlin Tegel airport where you will board your flight back home.

****All services subject to availability at the time of booking! Program can be adapted to your wishes!*

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