

**Transnational firms,  
markets and institutions**

# European International Business Academy (EIBA)

## 39<sup>th</sup> Annual Conference

12<sup>th</sup> – 14<sup>th</sup> December 2013



### Destination Bremen

Bremen, home to the world famous Town Musicians, puts itself on the map as the pulsating, multifaceted heart of North West Germany.

Bremen helps Germany wake up in the morning and wind down after work: every other cup of coffee that is drunk in the country originates from Bremen, and the city is home to the famous Beck's brewery.

A popular hub of heritage, science, high technology and space industry keeps up with the pace of innovation. The 1,200 year old Hanseatic city has a quality that ensures a unique metropolitan experience – from rejuvenated Schlachte Promenade on the River Weser to attractions like the Universum Science Center. Bremen's Roland is one of the oldest and most impressive of the Roland statues, which were erected during the Middle Ages as symbols of liberty and trading rights.

Together, the City Hall and the Roland statue bear testimony to the history of the Free City Republic of Bremen, from the 9<sup>th</sup> century through the present day. Both are located directly on the old market square near the Dome. The City Hall, which is on the list of UNESCO world heritage sites, will be the location of our Evening reception.

Bremen's oldest district, the Schnoor quarter is just a walk away and owes its name to the string ('Schnur' in German) of pretty little houses from the 15<sup>th</sup> and 16<sup>th</sup> centuries that line its mazy streets.

### Conference Program

The 39<sup>th</sup> EIBA Conference will take place in Germany hosted by the University of Bremen from Thursday, December 12<sup>th</sup> until Saturday, December 14<sup>th</sup>.

On Thursday, the Doctoral consortium and the Board Meeting will take place. The historic "Obere Rathaus-halle" will host our opening reception on Thursday evening. From there, you are welcome to take a stroll over the Christmas market into the Schnoor Viertel or Schlachte promenade to finish the evening with a delicious dinner.

On Friday, plenary and parallel sessions will be hosted on Campus. Sessions will take place in our newly renovated function rooms and our caterer will provide coffee and soft drinks on site. Buffet lunch will be served in a separate area on campus only a 2 minute walk away from the conference location. Friday evening will be free but several offers by our tourism-partner BTZ will be available.

Following Saturday's plenary and parallel sessions the Gala-Dinner will take place in the extravagant atmosphere of the Park Hotel, once a Duke's country residence, now a superb hotel and event location.



## Social Program

Together with our touristic partner, BTZ, we can provide you and your accompanying partner various sightseeing tours, guided walks or a boat trip on the river Weser to experience the Hanseatic flair of Bremen.

If you are culturally inclined you may want to take a guided tour through the Schnoor quarter or visit one of our unique museums, like

The Paula Modersohn-Becker Museum

The Kunsthalle Bremen

The Weserburg – Museum of Modern Art

or the famous artists' colony of Worpswede located just 15 km away from Bremen.

*"Looking forward  
to meeting you  
in Bremen in 2013!"*

## Contact Information

Detailed information about the conference will be published on the conference website. Any queries can be sent to: [eiba2013@uni-bremen.de](mailto:eiba2013@uni-bremen.de)

### Conference chair:



Professor Sarianna M. Lundan

Conference website:  
[www.eiba2013.org](http://www.eiba2013.org)

## Accommodation

A range of hotel rooms in various price categories have been pre-booked for the conference.

Most of the hotels are situated in the very center of the city and the conference is easily accessible by tram line 6 (about 15 min ride). Free tram-tickets for all conference days will be provided for registered participants. More information will be soon available on the conference web site.

## Accessibility

Bremen is the town of short distances. Although the campus of the University is not directly located within the city center, it is easily accessible with tram line 6, the most frequent and modern tram line within Bremen. Departure is every five minutes from the airport directly to the campus via the city center and the main station.

The airport is located very close to the city center and is served by major carriers like Lufthansa (Star Alliance) and Air France KLM (Sky Team). Additionally, smaller airlines like OLT (Switzerland and Scandinavia) and discount carriers like Germania and Ryanair fly directly to Bremen Airport.

