

ERA's MISSION

Today's Competition needs Cosmopolitans



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The international academic network European Retail Academy - ERA was founded at EuroShop 2005, the Global Retail Trade Fair held in Düsseldorf, Germany. ERA's mission is to act as a communication platform and an initiator of workshops, seminars and conferences on retail research and retail education and to promote the international transfer of know-how between the business and the academic world.

Two years after its foundation, ERA results are quite successful. The most important factor within the academic network is the number of professors associated with it; until now 79 teachers from 32 countries have been linked through the ERA-Homepage, www.european-retail-academy.org. Moreover, ERA is proved to be a communication platform for the academic community that is interested in exchange of knowledge, joint research projects and exchange of professors and students. Some examples: in 2006 about 150 students from the Regional Economy and Tourism Management in Kielce, Poland, were exchanged to Greek hotels. During the preparation stage at Kielce, basic Greek was an elective topic. In addition, the Academy of Economic Studies in Bucharest runs several exchange projects to improve the skills of its students.

every side, which sometimes can result to a long-term success story. Franziska Traeger from Berlin, Germany, had been exchanged to Moscow where she wrote her thesis about the change of Russian retail. Having returned to her home country, she was offered a post at the REWE Trading Group to monitor the expansion possibilities in Central and Eastern Europe. Jitka Odehnalova from Prague, the Czech Republic, was invited to present her MA thesis at an ERA conference and was invited to go on with a PhD thesis in China.



Retail, exhibitions, education sector: in the overall competitive environment

INTERNATIONAL ASSOCIATION OF CONGRESS CENTRES

AIPC Academy's Debut in Brussels

The International Association of Congress Centres – AIPC (www.aipc.org) completed last February its inaugural Academy program at Dolce la Hulpe near Brussels with over 30 participants in attendance. The Academy is a comprehensive education program designed to provide a specialized professional development opportunity for congress centre managers and staff.

"The purpose of the Academy is to provide broad, industry-focused training which will help convention centre staff improve performance in their current positions, and prepare them for more responsibilities within their respective facilities", said Barbara Maple, President of AIPC, who chairs the Academy. "Over the past year, we've worked

academic program, but a living process that reflects current trends and issues based on the exchange of information amongst participants", said Maple. "This keeps it very current and makes sure we use the expertise of our members to full advantage." Based on feedback from students and faculty, the first AIPC Academy sessions will



hard to design a program that deals exclusively with the unique issues, opportunities and operational requirements of congress centre management, and this is something that has never before been available on a global basis." Along with Maple, faculty members from worldwide locations including Germany, France, Singapore, Canada, the US and the UK delivered courses ranging from building operations and financial management to human resources, event management, sales and marketing, community relations, and security. In all cases, these topics were delivered in a congress centre context using relevant examples from actual centre operations. "The Academy is not just an

be fully evaluated in an effort to refine content and help shape the ongoing program. The next Academy is now being organized for delivery again next year in Brussels. "The first ever AIPC Academy has been a huge success in terms of worldwide interest; in fact, we were oversubscribed this year," said Marianne de Raay, AIPC Secretary General. "Excellence in facility management is becoming increasingly important as demands and complexities continue to change and grow. As a result, we believe the program will become the industry standard for training in international convention centre management, and we look forward to it being an integral part of training in our sector for the years ahead."