



In the middle of May 2011 we have visited a nice country Germany. Much time have passed since that trip, but there are a lot of impressions to share with you.

I would like to start with those places which impressed us a lot – BMW factory, brewery Reudnitz, VolksWagen manufacture and department of development of Saxony economy.

Our trip started in Leipzig, exactly in BMW factory, where a nice guide met us with his radiant smile. At the factory we learnt a lot of interesting things about the process of car making as well as some secret of the company.



In couple days we arrived to Dresden to the VolksWagen manufacture. The special features of that manufacture was that it was situated in the center of the city near the park, which was known among citizens as “green lungs” of Dresden. We were impressed by the engineering and logistics decision of organizing production process. For those, who were interested in cars, it was great opportunity to try VolksWagen Faeton, Touareg and others cars of that brand.

The brewery Reudnitz surprised us by its marketing strategy. The point was that that company did not spend any money for advertisement, ipso facto decreasing the price of its beer, and work only for local market. It was interesting, that it did not plan to launch to new markets in spite of its high competitiveness in the region and ability to cover big demand of consumers.



Our business trip finished in the department of the development of a Saxony economy. Many participants of our group were impressed by the quality of preparing of employees for our visit. The experts of that department not only told us about history and development of the economy in Saxony, but also gave us interesting brochures and CD disk about Saxony.

Resuming all mentioned above, we can say that our trip was quite informative. It seems necessary to mention the hospitality of employees of the Chamber of Trade and Commerce in Leipzig, Dresden Technical University, Department of development of Saxony economy and their ability to speak Russian fluently. Of course, there were some weak side of that trip but it is so called another story.

*This report was written by:
1st year Master student
Olga Rodionova*