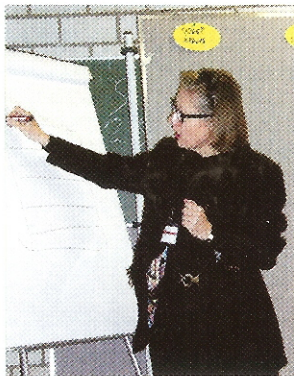


Marianne Friese Consulting Joins World Business Dialogue in Cologne

Under the patronage of Dr. Frank Walter Steinmeier, the Federal Minister for Foreign Affairs of Germany, top speakers such as Franz Fehrenbach, Chairman of Robert Bosch, and Adidas CEO Herbert Hainer discussed with 300 entrepreneurs and 300 students from all over the world about the topic of Integrated Challenge – China, Resources & Customer Revolution. The international congress on 1st-2nd April in Cologne provided inspirations and ideas on the market power of China, the effects of resource shortages and the changing demands of customers – especially in the light of the current global economic crisis.



Marianne Friese actively supported this initiative as a speaker on target groups, marketing and branding in China. The 12th World Business Dialogue was the first international congress focusing on solutions with the help of international entrepreneurs and companies as well as students from all over the world.
