

Excursion IMA & IMUK Summer 2019 -United Arab Emirates-

organized by the professors Martin Stirzel and Jörg Vogt

Overview

The excursion for talented students of IMA and IMUK of the faculty IM included Dubai and Abu Dhabi in the United Arab Emirates.

With 4 days in Dubai and one day in Abu Dhabi, the group got insights into local business life, intercultural topics and work on research elements of a mobility study conducted at HNU.

Besides the daily business and research meetings, the participants also had the opportunity to explore the local merchant roots and the life in desert of bedouins, from camels to Toyota Landcruisers.

Local Business Life in the Emirates

The group visited the chamber of industry and commerce in Dubai in order to learn typical aspects of the local business world. Mrs. Didszuhn (managing director of the local office in Dubai) gave insights into business etiquette, legal particularities and living conditions of foreigners in the area. She also gave an introduction into the automotive commercial world in the region.



W Motors – First Supercar Manufacturer in the UAE

One of the most exciting workshops took place in a workshop with the local supercar manufacturer W Motors from Dubai.

The supercar „Lykan“ offered by W Motors, with a price tag of more than 3 M. Euro, has been for some time the most expensive serial production supersports car in the world. It became particularly famous with the Hollywood movie „Fast and Furious 7“, in which it played the pivotal role, driven by Vin Diesel. The movie is famous for the stunt in which Vin Diesel uses the car to jump from one skyscraper to another one in Abu Dhabi.

In future there are further ideas of collaboration. Therefore Prof. Stirzel – who maintains the relationship with Ralph Debbas (CEO of W Motors) and further luxury car manufacturers – is convinced there will be joint activities in the future.



Daimler Middle East – A Well-Established Distribution Organisation

To get to know how an established distribution company with experience from many decades in the market, the group visited the local market performance center (dealer network and innovation management) of Daimler AG in Dubai.

Mr. Sascha van Ryßen, who is head of the dealer network management in the region, presented current challenges and new ideas for the future of car sales. Mr. Christophe Vloebergh, who is responsible for the CASE project and innovations in the region, presented obstacles and enablers of e-mobility in the Emirates and gave an outlook on the future concept Volocopter.



Mobility Study in Dubai and Abu Dhabi

Another highlight was the visit to the sustainable future city Masdar City, where even today autonomous transportation pods are used as people movers.



The mobility study conducted there (under supervision of professors Vogt and Stirzel) broadened the base for further applied research in future mobility.

E-Mobility in the Emirates

Another research aspect was the surveillance of the current state in infrastructure, driver acceptance and usage of e-mobility in the Emirates.

Luxury Car Retail in the Emirates

Based on the theory on luxury goods retail management, the students evaluated both sales and service related to luxury automobiles. This included the retail of Rolls Royce (worldwide first flagship), W Motors, Princess Cars and the luxury car rental company Edel & Stark, offering cars of the Ferrari, Lamborghini, Rolls Royce, Aston Martin, BMW, Audi and Mercedes-Benz.

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