

Global Master School Doing Business in Europe



TH Aschaffenburg
university of applied sciences

16 – 23 May 2026

Think global, act local

Sustainable Business Stories



Foto: Julius Spielmann



Škoda Auto University



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Global Master School Join us!



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Join our Global Master School hosted by Aschaffenburg University of Applied Sciences, where global business meets regional entrepreneurship and sustainability.

This year's Global Master School focuses on sustainable growth, promoting regional and environmentally friendly products and thereby contributing to the United Nations Sustainable Development Goals (SDGs).

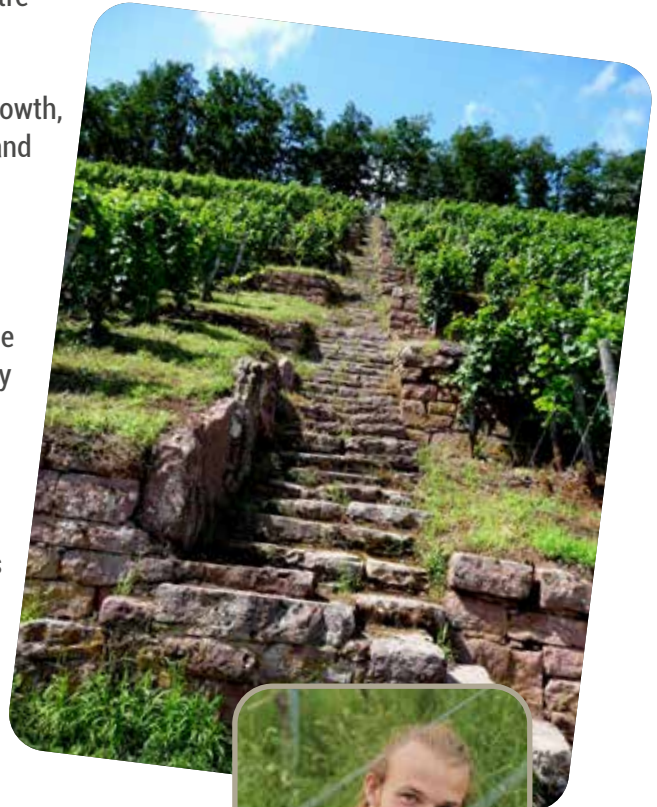
Set in the picturesque European wine landscape of Lower Franconia, students gain first-hand insights into sustainable business practices, regional value creation, and eco-friendly winemaking and tourism.

Working in international teams, participants develop internationalization strategies and tourism collaboration concepts for a regional winery and entrepreneur, who serves as this year's Global Master School business partner. Experts from the fields of winemaking, business, and academia from around the world support the students by sharing their expertise.

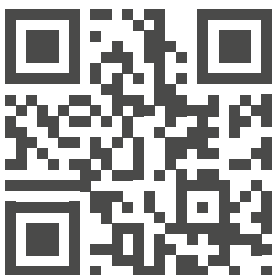
Beyond the classroom, students experience the region through an attractive social programme, including a visit to our business collaboration partner "Alte Grafenschaft" in Kreuzwertheim, as well as extensive networking opportunities with fellow students and industry experts.

We look forward to having you with us to discover how to do business in Europe – sustainably, collaboratively, and globally.

[Contact/ More information:](#)



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