

# Your application to "BACK to the FUTURE of INNOVATIVE INDUSTRY"

Why am I interested to go to a city in the Ural Mountains, somewhere between Siberia and Kazakhstan, where you either have to fight the bears or the temperatures?

Well, I'm quite curious to see, whether Ekaterinburg can compete with my experiences of Canadian Winter, frozen Lakes of Sweden, or glaciers in Iceland and Norway. I bet it can ;-)

I've found my way through the very northern parts of our beautiful planet by meeting new people, and warming up myself by making friends inside their frame houses and enjoying the time. I love the feeling of adventure, and consider myself to be a very enjoyable companion.

You'd probably also like to have some background information about myself: I'm from Karlsruhe, Germany; 22 years old; almost done with my bachelor degree in mechanical engineering; I love to play the piano and I like the sports rugby, parkour and the martial arts Ninjutsu and Judo. Since I am a volunteering firefighter in my hometown, I like everything that is related to fire protection.

Regarding the topic of the course I could mention, that I'm very interested to work for the global leader of fire protection products: Rosenbauer (which is an Austrian company, with a branch office in Russia), and that it is important to understand the fields of international business, regarding innovation, technology and production process.

But I think, that every future engineer should be interested in those fields anyways, because that's what it's all about, if you want to establish a product at the global market. So of course I'd like to learn more about it, to see production processes of big companies and to work with other enthusiastic students on topics around it.

One more thing to say: Since I've been approached in Russian (by Russians) several times in my lifetime, you can imagine, that I'm very excited to find out, if I really look alike the people there. Maybe I can even grab some words, so that I'll be able to respond in Russian in the future?

Hugs, Falk

## Activity specific questions

**Remember the most significant innovative project (up to you), which has been implemented in any industrial European company for the last 5 years. Explain why this project was so meaningful (give a complete answer).**

Can you imagine enjoying your time with friends in London, and just about an hour later, meeting up some people in New York? Sounds like future, doesn't it? Well, one of the biggest industrial European companies already has a patent on that. What I admire so much on this project is, that the Airbus engineers believed in their dreams, and created an

aircraft, that can handle all the problems that occur, when dashing at more than Mach 4 at a height of about 35km. They are already testing the different types of engines that are used to shoot the aircraft up into the air like a rocket, for traveling by almost breaking the laws of physics, and then rushing down again to the destination, without making the passengers feeling uncomfortable. I can understand if you'd like to hear much more about it. Maybe on the plane to Ekaterinburg?

**Let's imagine that you are CEO of the huge industrial European company and you are going to Russia for business negotiations. Which tips and tricks of communicating with Russian businessman you will take into consideration before applying them during official meetings?**

Learning some Russian phrases will definitely score some points for me! Also not sticking too much with the typical western habits, or easily feeling offended would be a good tip I guess, since expressions may vary, from how I use them. It would also be a good idea to enjoy everything Russia has to give. Try their special food, and drinks and everything else. The traffic may be different, but it works - so in my opinion it would be a "NoGo" to complain about it, or about anything else, that's different from the western culture. I'd probably also prepare some topics for small-talk, in my case maybe Judo/Sambo, which is quite popular in Russia.

**Why first "blin" is always "comom"?**

Because once you already have something to improve on, you at least know the direction to go. But at the very first try it needs a lot of courage and effort to go for something, if you don't know where you gonna end up.