



EXECUTIVE LEARNING JOURNEY GERMANY

29 Nov – 5 Dec 2020

This highly exclusive **Executive Learning Journey** has been specially developed for the Burmese business elite.

During this impactful 6-day **VIP industry visit** you will get **exclusive access** to leading German brands and personally learn from **German top management**.

To maximise the impact, the Executive Learning Journey includes a two day **Executive Excellence CEO Training**.

To complement this unique trip you will visit some of the top sights of Germany like the **fairy tale castle of Neuschwanstein**, the **BMW Welt** and the world famous **Nuremberg Christmas Market**. There will also be time for shopping at the **Outlet Stores** of Herzogenaurach.

To secure your slot now visit:
www.sonnenkind.com.sg/learningjourneys



Sonnenkind
Unforgettable Experiences



DAY 1 – WELCOME TO GERMANY

- Arrival at Munich Airport (morning)
- Pickup by Sonnenkind Team
- Scenic drive through winter wonderland (1.5 hrs)
- Check into hotel, refresh and lunch
- Visit world famous **castle of Neuschwanstein**
- Welcome dinner and walk through town
- Overnight in the Olympic skiing town Garmisch-Patenkirchen



DAY 2 – BMW HEADQUARTERS

- Learn all about **quality management** at **BMW** and enjoy a behind the scenes visit of the **plant**
- Experience lunch in the workers' canteen
- VIP visit of the **internal BMW Brand Centre** at **BMW Welt** with head of **global brand strategy**
- Visit traditional **Xmas market** in Munich centre
- Bavarian dinner with traditional pork knuckles
- Overnight in Munich



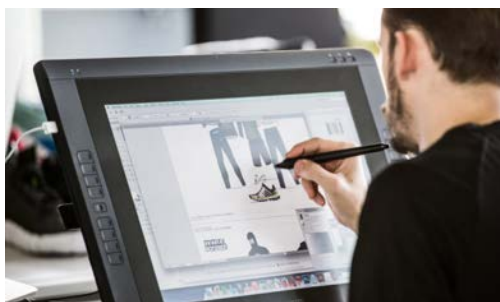
DAY 3 – AIRBUS HELICOPTERS

- Transfer from Munich to Donauwörth (1 hrs)
- Enjoy a **highly exclusive VIP visit** to the production facility of **Airbus Helicopters**, the world's leading helicopter manufacturer
- Exclusive exchange with top management on the **processes** behind a **zero mistake strategy**
- Drive to famous **Nuremberg Xmas Market**
- Overnight in historic town of Nuremberg



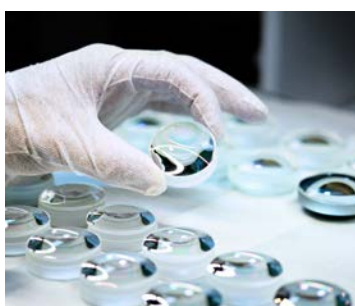
DAY 4 – ADIDAS HEADQUARTERS

- Deep dive into the world of Adidas
- Exclusive visit of the **product experience centre** and meeting with top management
- Shopping at outlet stores of Adidas, Puma, etc
- Drive to Wetzlar (2.5 hrs)
- Walk through town and dinner in the historic medieval centre of Wetzlar
- Overnight at Leitz Park Wetzlar



DAY 5 – LEICA CAMERA / LEITZ PARK

- Exclusive **tour** through the impressive Leitz Park – the brand new **global brand centre** of Leica – and VIP visit of the **manufacturing facility**
- Meet with top management and learn **how to build the world's best camera** and how to build **a leading global brand**
- Dinner in the historic medieval town of Wetzlar
- Overnight at Leitz Park Wetzlar



DAY 6 – EXECUTIVE CEO TRAINING

- Highly impactful **Executive Excellence CEO Training** with special focus on **German Management Strategies** and **Leadership**
- Training conducted by **top level German trainer**
- Farewell dinner together with your group as well as the trainer
- Overnight at Leitz Park Wetzlar



DAY 10 – EXECUTIVE CEO TRAINING

- Day two of the impactful **Executive Excellence CEO Training** with in depth workshop sessions
- **Award ceremony** with handover of personalised **certificates** for the exclusive two day **Executive Excellence CEO Training**
- Transfer to the airport for evening flight back to Myanmar
- **Farewell** from Germany



SONNENKIND PTE LTD

- Award winning Singapore agency: “Most Inspirational Branding & Marketing Thought Leader 2020”
- Regularly featured in the international press
- Trusted by the best: LandRover, Lamborghini, Leica, BMW
- German Founder & CEO Sonja Piontek to host this tour
- Sonnenkind is the business partner of Value Welfare Travel & Tours Myanmar



CEO TRAINING “EXECUTIVE EXCELLENCE”

- Highly impactful and specially curated CEO training by acclaimed German training institute “Executive Excellence”
- Special focus on German Leadership and Management strategies & practices
- Personalised and hand-signed certificate for each participant



THE TOUR

- Highly impactful and specially curated CEO Learning Journey
- Exclusive access to top German brands
- Personal meetings with top German management
- Powerful networking opportunities
- Deep insights into the success behind “Made in Germany”
- 2 days of Executive Excellence CEO Training
- Personalised certificate of achieving “Executive Excellence CEO Training”
- International standard business hotels, single rooms
- 3 full meals per day
- Land transportation including soft drinks / snack during the drives
- Invitation letters for visa application
- Exclusive: flight, visa cost, travel insurance, drinks, shopping,...
- Normal price per person ~~USD 6,900.00~~
- **Special introduction price per person only USD 4,900.00**

To find out more and to secure your slot in this highly exclusive program:
www.sonnenkind.com.sg/learningjourneys