

# **PRESS RELEASE**

## **Vocational orientation for school pupils with CEWE COLOR**

### **Taster course for the managers of the future**

**Oldenburg, 10 February 2010 – A look into the world of business could hardly be deeper. For the twelfth time, CEWE COLOR organised the corporate planning game "Management Information Game" (MIG) for school pupils. The scholars were given the unique opportunity to take over the management of a fictive company for a week and to deal in detail with issues relating to an enterprise listed on the stock exchange.**

The time had come again at the end of January: divided into three fictive competing companies, participating pupils from the Liebfrauenschule in Oldenburg dealt with the real management questions of a public limited company for a whole week. The aim here was to sell a new wristwatch with medical functions to a supplier of sanitary articles for exclusive marketing.

#### **Exciting tasks of a manager**

The range of relevant aspects was similar to that of a real company. The three companies Technology Deutschland AG, Sonic Light Technology AG and Meditec thus had to deal with management questions concerning corporate strategy, financial statements, marketing, human resources, research and development and information technology.

The crowning finale of the MIG, as every year, was the presentation of the results of the teams' work to around 60 guests, the parents, brothers and sisters and of course the "genuine" CEWE COLOR directors. And the results were impressive. The objectives relating specifically to the companies were precisely described in all three cases and then implemented in corresponding plans and strategic decisions. The pupils presented their professionally designed flyers and commercials quite in line with modern standards. It was not only the best team, Technology Deutschland AG that won; all those who took part were winners, since 21 pupils gained valuable information for the future - information that they can use to help them decide on their choice of career later on.

#### **CEWE COLOR is committed to young talent**

As every year, the planning game was organised by Europe's leading photo service company CEWE COLOR, the Employer's Association of Oldenburg and the Bildungserk der niedersächsischen Wirtschaft (BNW, the education institute for businesses in Oldenburg). Dr. Reiner Fageth, member of the Board of Management of CEWE COLOR HOLDING AG responsible for Research and Development, knows how important it is to be well-prepared for the professional world: "Today we have almost 2,700 employees and we train around 80 young people in different professions. The Management Information Game is a declaration of our social commitment. Our own interest lies in offering qualified talents the best opportunities for professional training and for getting their career off the ground." At Europe's leading photos services company, CEWE COLOR, young adults can train in professions such as industrial business management assistant, photo media laboratory assistant, photographer, industrial electronics engineer, book binder and computer specialist.



**Dr. Reiner Fageth**, Member of the Board of Management of CEWE COLOR HOLDING responsible for the Research & Development Division



The pupils presented commercials produced in a high quality at the MIG 2010.



Participants in the 2010 MIG were able to test their rhetoric skills during business MIG game.



Teamwork was high on the agenda among all the participants in the 2010 MIG game.

**Should you have any queries, please contact:**

**CeWe Color AG & Co. OHG**

Hella Hahm

Tel.: 0441 / 404 - 400 (Secretary - 234) or 0171 / 34 50 530

Fax: 0441 / 404 - 421

Email: [hella.hahm@cewecolor.de](mailto:hella.hahm@cewecolor.de), Internet: [www.cewecolor.com](http://www.cewecolor.com)

**About CeWe Color:** Photo service company CeWe Color, with 13 highly technical production operations and a staff of around 2,700 employees in 24 European countries, is both market and technological leader. The company supplied around 2.6 billion photos, more than 2.6 million CEWE PHOTO BOOKS and photo gift articles to more than 50,000 retail partners in 2008. In 2008 turnover amounted to 420.0 million euros. CeWe Color is a "first mover" in the launch of new digital technologies, for example ordering digital photos in the Internet or with the help of order terminals (DigiFoto Makers) in retail stores. Sales of personalised CEWE PHOTO BOOKS are developing extremely well. In 1961, CeWe Color was founded by Senator h.c. Heinz Neumüller. The company went public under the leadership of Hubert Rothärmel in 1993. CeWe Color Holding AG is listed on the SDAX.