

Press release

Informing potential new students online

Every year the University of Mannheim, Business School hosts its Online Information Fair and thereby responds to the change in user behavior of potential new students. The next online fair takes place on March 15th 2018.

Arriving at the fair, walking from booth to booth, standing in line: Such an exhibition visit can be costly and time consuming. But not at the Online Information Fair of the University of Mannheim, Business School, which decided to once again host its online fair on March 15th 2018 due to the high demand in recent years.

On the event date, interested parties can log into the virtual exhibition center conveniently from their own computer and learn more about the bachelor and master programs in business and the Mannheim student life.

“In the age of tablets and smartphones a lot of young people prefer to inform themselves online and from their homes about potential academic programs. With the online fair, we want to increase the awareness of our business programs on a national and an international level. At the same time, we aim at positioning ourselves even more successful in an internationally competitive environment to attract the most qualified students”, explains Prof. Dr. Dieter Truxius, dean of the business school.

Interested parties from all over the world can now register for free.

- **Date:** Thursday, March 15th 2018 (10 AM – 6 PM , CET)
- **Languages:** English and German
- **Registration:** www.bwl.uni-mannheim.de/online-messe
- **Participation fee:** free of charge

About the University of Mannheim, Business School:

With its 42 professors, more than 150 research assistants and 4,000 students, the Business School is one of the largest and most prestigious Business Schools in Europe. Key features of the Mannheim success story are research and teaching on a top-tier level, continuous quality management, internationality, extended practical orientation an excellent study environment. Together with the Business School gGmbH the University of Mannheim, Business School is among the one percent of Business Schools accredited by the three leading business education institutions(AACSB International, EQUIS and AMBA).

Press photos:

A photo regarding the online fair is found here:

<https://www.bwl.uni-mannheim.de/fakultaet/bwl-newsroom/presse/>

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