



International Management &
Marketing Academy (I.M.M.A.)

APPLICATIO

Through the International Management & Marketing Academy - I.M.M.A., APPLICATIO supports the development and international competitiveness of companies, organisations and institutions through the transfer of adapted know-how and the development of new competences. This applies to managers and junior managers from developing, transition and emerging countries of Asia, Africa and Europe as well as from industrialised countries.

The know-how transfer and the competence development adapted to the target group takes place through:

- Individual seminars and workshops
- Long-term training programmes
- Short-term training programmes.

Short-term, practical successes in further training are only possible due to I.M.M.A.'s many years of experience with the implementation of short- and long-term training programmes and the correspondingly high level of expertise in questions of practice-oriented further training for participants from developing and transition countries.

The range of services offered by I.M.M.A. is supplemented by technical equipment, hardware and software as well as seminar and computer rooms of high standards in the (university) centre of Hamburg.