

SEGA Trainee Is Finalist in Ideas Competition for German Students

Philipp Maier, a 20-year-old trainee at SEGA, has successfully put his business skills to the test in the Generation-D ideas competition for German students from all academic fields. Mr. Maier, a student at the Hamburg School of Business Administration (HSBA) since 2007, and three of his classmates designed a new approach to effectively integrate Germany's economic and educational systems. Their "Business Integrated Education" project impressed a panel of professors, students, and company representatives, earning Mr. Maier and his team the chance to participate in the competition finals as one of the top 10 teams from November 20 to 22, 2008 in Berlin.

As project leader, Mr. Maier summed up the experience by saying, "For me and my team, the Generation-D competition was a great chance to combine economic studies with social responsibility and the overall

Philipp Maier
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Mr. Maier, SEGA trainee and business administration student at HSBA, presents his "Business Integrated Education" project



aim to create new ideas for the future generation."

The Hamburg Chamber of Commerce and the Foundation of Market Economy in Berlin are now looking into further developing the Business Integrated Education approach. For more information, please see the German-language Web site <http://www.gemeinsam-anpacken.de/projekte/2008/bie.php> or e-mail Philipp.Maier@sharp.eu