



## Prof. Dr. Carl Hahn

Chairman Emeritus of Volkswagen AG



### CSA CELEBRITY SPEAKERS

Dr. Carl Hahn is the renowned former Chairman of the Volkswagen Group. Under his chairmanship the VAG Group expanded from producing 2 million cars in 1982 to 3.5 million capacity in 1992, also acquiring SKODA in the Czech Republic. His celebrated career with Volkswagen Group led him to several senior positions including CEO of Volkswagen of America Inc.

#### One of the leading figures in international business

##### In detail

Carl Hahn studied Business Administration at the University of Cologne and Zurich, Economics in Bristol and Paris. He also graduated as a Doctor of Economics at the University of Bern, Switzerland. As Chairman of the Volkswagen Board of Management he drove Volkswagen to the heights of success, with heavy investments in the "Golf", now one of the most successful cars ever built. He now serves on numerous boards in Europe and the USA, including Perot Systems Corp (US), Benetton (Italy), Gerling-Konzern, Thyssen (Germany).

##### What he offers you

Dr. Hahn shows decision makers how to develop and implement business strategies to create competitive advantage and to enhance brand image.

##### How he presents

An astute corporate manager and business guru, Dr. Hahn is now highly sought-after as a speaker at leading conferences around the globe.

##### Languages

He presents in English and German.

##### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

##### How to book him?

Simply phone, fax or e-mail us.

#### Topics

Manufacturing, Wealth Creation and the Economy  
The Importance of Manufacturing in a Robust Economy  
Managing Change in the Global Market Place  
The Global Dimension  
How To Smarten Up In A Knowledge-Based Society  
How To Build Competitive Advantage