

Press release

Erfstadt, November 17, 2011



More than 100,000 boards

This year the business simulation MARGA celebrates its 40th anniversary. MARGA is offered since 1971 and it is an initiative with ESMT European School of Management and Technology and VHB Verlagsgruppe Handelsblatt. In 2007 MARGA entered the market as an independent company.

'We are proud of the development of ESMT's first spin-off. MARGA not only teaches entrepreneurial strategy and action, but also puts them successfully into practice. The business simulation conveys managerial knowledge in a hands-on manner and, for this reason, continues to be an integral part of several ESMT executive education programs' says Professor Jörg Rocholl, president of ESMT.

MARGA looks back on forty successful years.

The business simulation imparts complex economical interrelations in an easy and comprehensible manner. In a realistic and current market environment the participant turns into the decision-maker. He experiences his own upcoming possibilities to influence the situation as well as the consequences. This allows for a unique transfer of knowledge towards entrepreneurial thinking and acting.

It is remarkable that MARGA was already based on distance learning in 1971. Since then the business simulation has experienced many developments in regards to content, didactic and in particular to technology. Today the teams work web based, self-directed and independent of location. 'One team, six people on four different continents and one decision to make - it is just great which possibilities we have today' says Anna-Lena Schulz, trainee of Volkswagen. MARGA supports individual learning by a flexible modular system. The business simulation stimulates the participants' interest to understand complex economical interrelations. Taking the individual previous knowledge into consideration, the participants are individually supported by personal coaching, tutorial notes on current management topics, web based trainings and the in-class event 'Management Colloquium'.

So far, MARGA has enthused over 100,000 managers and established itself as a fixed presence in many companies. Former participants are invited to join the alumni network: www.marga.de/alumni.

Further information: www.marga.de/40.

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Digital press material is available at <http://www.marga.de/en/presseservice.html>.

We kindly ask for a specimen copy.

About: MARGA Business Simulations

MARGA's beginnings go back to 1971. Traditionally the business simulation is offered as a learning method so that high potentials and future leaders can learn more about business and management methods and train these in a team and on the job. MARGA is a partner of ESMT European School of Management and Technology and is offered in cooperation with VHB Verlagsgruppe Handelsblatt.

About: ESMT

ESMT European School of Management and Technology was founded in October 2002 by 25 leading global companies and institutions. The international business school offers Full-time MBA and Executive MBA programs, as well as executive education in the form of open enrollment and customized programs. The School also features in-house research-oriented consulting services in the areas of competition and regulation. ESMT is a private university based in Berlin, Germany, with an additional location in Schloss Gracht near Cologne.

About: Fachverlag der Verlagsgruppe Handelsblatt GmbH

The publishing house Verlagsgruppe Handelsblatt GmbH offers specialist technical information with a wide range of magazines, events and electronic online and offline offers with critical knowledge for the economy. Renowned personalities from the science and practice to ensure the competence fields of law and taxation, finance and accounting, business management and personnel management, marketing and technical know-how at the highest level. The most important publications are: DER BETRIEB, absatzwirtschaft, Creditreform, CORORATE FINANCE, Der Aufsichtsrat and KURS.