



PROGRAMME SEQUENCE ANNUAL PRESS CONFERENCE FRIDAY, 25 JANUARY 2019 PARKHOTEL GÜTERSLOH

- 11.00 - 11.30 a.m. **Opening and corporate report Mestemacher Group**
- Albert Detmers**
Managing Shareholder Mestemacher Group
- 11.30 - 11.50 a.m. Value-enhancing marketing investments
Yesterday, today and tomorrow
- Prof Dr Ulrike Detmers,**
Managing Shareholder
Member of the management board
Speaker of the Mestemacher Group
- 11.50 a.m. - 12.20 p.m **Press Briefing**
- Albert Detmers**
Prof Dr Ulrike Detmers,
Fritz Detmers
Managing Shareholder Mestemacher Group
- 12.20 - 12.50 p.m. Speech
- "Are family businesses Germany's secret weapon?"**
- Prof Dr Christina Hoon**
University of Bielefeld
Endowed Chair of Business Administration,
esp. management of family businesses
- Photo session**
- Albert Detmers**
Prof Dr Ulrike Detmers,
Fritz Detmers
Helma Detmers
Managing shareholder Mestemacher Group
Prof Dr Christina Hoon

Afterwards, we invite you for lunch in the restaurant of the Parkhotel Gütersloh.