

About DMAN

Deutsche Management Akademie Niedersachsen (DMAN) qualifies specialists and managers for the success on international markets. We offer practice-oriented knowledge transfer and exchange of experiences. We support companies in their strategic development and help them tap new business potentials at home and abroad. We also provide public institutions with insight into current modernisation projects.



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Founded in 1989 by the Federal State of Lower Saxony and industry shareholders as a non-profit limited liability company, DMAN has its headquarters in Celle castle and representative offices in Moscow and Shanghai.

Geographically, DMAN's activities initially focused on Russia and the other CIS states. China was added as a target region in 1998. Today, the academy is active in numerous countries across Central and Eastern Europe, Asia and the Middle East.

Practice-oriented qualification

The academy offers its qualification measures as **customer-specific programmes** for a defined group of participants, the content, format and agenda of which are closely coordinated with the client. And as **open seminars** on general management topics, in which anyone interested can participate.

Almost 30,000 people have taken advantage of the opportunity to develop their expertise and leadership skills through DMAN programmes, and around 1,000 more are added each year. One third of them participate in the **Manager Training Programme** of the Federal Ministry of Economics and Energy, for the implementation of which DMAN is an approved training centre of the Gesellschaft für Internationale Zusammenarbeit (GIZ).

International business contacts



Informational visits to companies in Lower Saxony are an integral part of the DMAN programmes for foreign groups. They complement the knowledge transfer in the seminar by giving the participants the opportunity to study the best practices of German companies on site. During these visits - just as during trade fairs, events and study tours - valuable business contacts are made. Many a cooperation has already been established in this way.

Market entry support

It's not just during company visits that DMAN customers benefit from the many years of experience our employees have and their many contacts to companies, regions and institutions in Germany and throughout the academy's partner countries. Paired with the expertise and market knowledge of our team, this network forms the basis for the market entry support we offer. In Russia and China in particular, this includes practical help in establishing local contacts and sales structures.