

PRESS RELEASE

Training for corporate successors starts a new round at the profine Partnerakademie

On 20 January 2012, the seminar series “Top management knowhow for corporate successors and junior executives” started a new round.

This programme for the partner companies of the KBE, Kömmerling, and Trocal brands provides participants with specific and comprehensive support in preparing themselves properly for a successor role at the company. In doing so, it communicates a modular overview of the entire theory and practice involved in corporate management specific to the sector.

“The highlight of the program this year is the ‘generation coaching’ module that treats the highly sensitive and key process of transferring corporate leadership. Here, the participants then enter the ring together with the representatives of their senior generation,” explained Kerstin Lotter, responsible for the Partnerakademie on the profine side.

Developed specifically for the window making sector, this ten month series of training courses has already been held twice at the profine Partnerakademie to great success in recent years, and will be held again this year following this resounding response.

This year too, the curriculum will be providing the established modules of strategic marketing; customer orientation and management; controlling and financing; management and leadership; process optimisation; and, to cap off, a corporate planning game.

This year, Lotter is impressed by the high proportion of women in the round of participants. Herself responsible for the course of training, she summed up her convictions as follows: “Our mix of directly applicable knowhow, extensive sharing of experience, and sector networking appears to fulfil our modern day needs, and we intend to continue on this path.”

Further details on the “Top management knowhow” series of seminars are available from the profine Partnerakademie, on 06331 56-1526, by email partnerakademie@profine-group.com, or at www.profine-kompetenzcenter.de/akademie.

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Starke Marken:





The participants at this year's "Top management knowhow for corporate successors and junior executives" seminar series, here the opening event at the Künzelsau Marketing Institute on 20 January 2012:

From left to right: Prof Dr Dirk Hass (Head of the Künzelsau Institute for Marketing), Daniel Rieder (Joleka), Martin Hebel (Hebel), Axel Krause (Krause), Regina Kneitschel (Kneitschel), Daniel Kochs (Kochs), Sarah Pfeil (Pfeil), Ingo Haerder (Schaumann), Kathrin Zaszczynski (Fenster Art).

About profine:

profine GmbH – International Profile Group – is a worldwide leading manufacturer of PVC-U profiles for windows and doors and a renowned provider of shutter systems and PVC sheets. With its KBE, KÖMMERLING, and TROCAL brands, the Group has an excellent international standing at 28 sites in 21 countries. profine Group manufactures at production facilities in Germany, France, Italy, Spain, Russia, Ukraine, the USA and China. With its head office in Troisdorf, North Rhine-Westphalia, and a payroll of 3200, the Group recorded a turnover of about €700m in 2011.

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