



TRANS
CULTURAL
CARAVAN

KNOWLEDGE

NETWORK

EXCHANGE



TRANSCULTURALITY or HYBRIDITY in Hong Kong?

Kick-Off Event: Transcultural Research Group

Ross from Hong Kong will introduce his research project to Zeppelin students, who are interested in joining a transcultural and transdisciplinary research group, aiming to answer questions of transcultural cooperation and the relating determinants and processes in Hong Kong through field study and observation. Ross is looking for collaborators to support his project on policy, communication or business aspects – a perfect match for Zeppelin University Students!

Transcultural Research Groups represent one way of conducting research with the Transcultural Caravan – a hub of global thinking initiated by the Leadership Excellence Institute Zeppelin | LEIZ. The group is academically led by Prof Dr Josef Wieland, director of LEIZ, and Julika Baumann Montecinos, project manager of the Transcultural Caravan.

**Find out everything at our Kick-Off Event
21st of April, 11⁰⁰ – 12³⁰, Alfred Colman Forum**

www.transcultural-caravan.org/projects

A PROJECT BY

LEADERSHIP EXCELLENCE INSTITUTE ZEPPELIN