

TRANSCULTURAL
PERSPECTIVES
ON

TRANSFORMATIONS

Transcultural
Leadership
Summit 2025

A PROJECT POWERED BY BODENSEE INNOVATION CLUSTER X TRANSCULTURAL CARAVAN NETWORK

2025/11/14

QUESTION

ENERGY

IDEA

WHAT TRANSFORMATION ARE YOU BRINGING TO THE TABLE?

INSIGHT

PERSPECTIVE

SKILL

CULTURE

SOLUTION

EVENT OVERVIEW FOR HFU STUDENTS AND PARTNERS

Topic: Transcultural perspectives on transformations

As technological, social, and ecological transformations accelerate, the upcoming years will demand innovative approaches to business models, leadership, organizational strategies, and collaboration across various stakeholders. The event offers a unique platform to explore these transformations and transitions through a transcultural lens, bringing together best practices and insights from different regions.

4th November 2025, 05:30-08.30 pm, HFU Campus in Schwenningen

Schwenningen Leadership Forum "Triple Transformations in the Black Forest region" (panel discussion & workshops)

14th November 2025, 01:00-05.00 pm, Zeppelin University & online access

Transcultural Leadership Summit

Language of the event: English

AGENDA



4th November 2025 | Schwenningen Leadership Forum (at Schwenningen Campus)

Time	Topic & Speaker
05:30 pm	Welcome and Introduction
05:45 pm	Triple Transformations in the Black Forest Region Panel Discussion and Q&A with Steffen Erath (Head of Innovation & Sustainability at Hansgrohe SE), Thomas Brugger (CEO of Brugger Magnete), Prof. Dr. Michael Hepp (Professor of Digital Transformation and Strategic Management at HFU), further panelists to be confirmed.
6:30 pm	Cold drinks, Snacks & Culture Break
7:00 pm	Triple Transformations – Best Practices Interactive workshops with company representatives from the region and beyond
8:00 pm	Wrap-up and Goodbye

AGENDA

14th November 2025 | Transcultural Leadership Summit (at Zeppelin University Campus & Online)

Time	Topic & Speaker
13:00	Welcome Address
13:15	Transformations - How to engage with all of them? Impulses and discussion with Steffen Erath (Head of Innovation & Sustainability, Hansgrohe SE) and James Bridle (Artist, Writer & Technologist)
14:00	What are you bringing to the table? Transcultural World Café with all participants online and onsite
15:30	Coffee, Cake & Culture Break
16:00	Transformations - What to expect at the workplace? An Interview with Cawa Younosi

16:15	Glimpses from the Transcultural Caravan Network
16:20	How do we address digital transformation in different regions? Panel Discussion and Q&A with Eva Simone Lihotzky (Global AI Lead Serviceplan Group), Prof. Bonza Majozi (University of Pretoria), Prof. Gabriel Cogo (FGV EAESP, tbc.), Sook-Jung Dofel (Director General of Academy for International Cooperation, GIZ) and Prof. Dr. Matthias Weiss (Zeppelin University).
17:20	Transformations - What next?
17:30	End Casual get-together with food & drinks

PROGRAM HIGHLIGHTS

14th November 2025

- World Café – interactive break out session with discussions on transformational questions
- Impulse Creation – concise takeaways from TCN partner universities
- Interview – Cawa Younosi on workplace transformations
- Panel Discussion – practice and theory perspectives across professional sectors
- Networking – connect across cultures, disciplines, and industries

SPEAKER HIGHLIGHTS

14th November 2025



James Bridle
Artist, Writer
& Technologist



Eva Simone Lihotzky
Global AI Lead for the
Serviceplan Group



Prof. Dr. Matthias Weiss
ZEPPELIN-Lehrstuhl für
Innovationsmanagement
& Transformation



Prof. Dr. Vukosi Marivate
KI Researcher at the
University of Pretoria



Steffen Erath
Head of Innovation &
Sustainability, Hansgrohe SE



Cawa Younosi
Author & Managing
Director of Charta der
Vielfalt e. V.

WHO STANDS BEHIND THE EVENT?

Transcultural Caravan Network (TCN)

The TCN is a global alliance of universities dedicated to fostering international and interdisciplinary research projects as well as transcultural learning experiences. Organized by the Leadership Excellence Institute Zeppelin (LEIZ) at Zeppelin University the TCN emphasizes transcultural leadership and collaborative exchange. It brings together students, educators, and practitioners to address global challenges through dialogue, joint projects, and cooperation across cultural boundaries.

Bodensee Innovation Cluster (BIC)

The BIC was founded on the conviction that the Lake Constance region, as one of Europe's most innovative technology hubs, holds unique expertise and knowledge on digital transformation in business and industry. Initiated by the LEIZ, the BIC strengthens the future viability of highly industrialized regions by connecting stakeholders, promoting innovation, and creating formats for mutual learning. With a focus on digital transformation and organizational change, the BIC builds bridges between research, business, and practice.

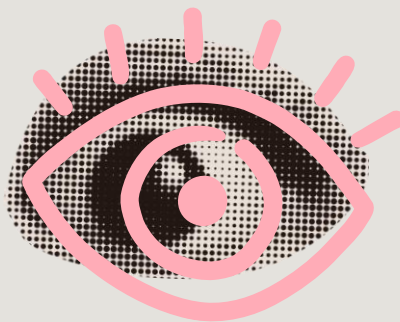
WHAT WILL BE YOUR TAKEAWAYS?



practice-oriented insights,
actionable strategies



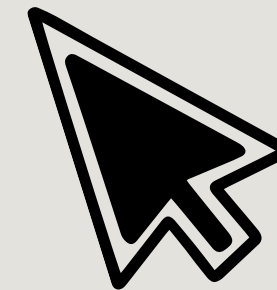
an transcultural learning
and exchange platform



transcultural learning as a
key competence for transformations

Register now for free for 14th Nov!

[TLS 2025](#)



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