



## ► Programme for Saturday, 13th September 2008: "BASF Sport Business Excursion"

Within the framework of the EASM Conference 2008, the **BASF Sport Business Excursion** will take place on **Saturday, 13th September 2008**. The excursion will be a trip to famous sport facilities in the metropolitan region "Rhein-Neckar". The participants will meet at the university square in Heidelberg and the group will depart at **8.45am**.



The participants will first visit the **new football stadium in Sinsheim**, home to football club **TSG 1899 Hoffenheim**. During this visit, they can enjoy a presentation by the club's executive **director Jochen A. Rotthaus**. **Time: 9.30am to 10.30am**.

The trip will then lead to Mannheim to visit the **most modern multifunctional arena in Europe**, the so called **SAP Arena**. Its executive **director Daniel Hopp** was asked to give a presentation on this occasion. **Time: 11.30am to 12.30pm**.



The final highlight of this excursion is a trip to the **Formula One racing track Hockenheimring**, where the guests will meet the **executive director** of the Hockenheimring, **Dr. Karl-Josef Schmidt**, who will also give a presentation. There the participants will also be provided with **lunch**. After that and a hopefully impressive excursion, the group will return to Heidelberg. **Time: 1.30pm to 2.30pm**, **Arrival at University Square: approx. 3.00pm**