PERSATUAN BADAN BERKANUN MALAYSIA

UNIVERSITI TEKNOLOGI MARA

LEADERSHIP, INNOVATION & SUSTAINABILITY TRAINING (LIST) REPORT 2023

SYNERGIZING DIGITILIZATION, INTEGRITY AND SUSTAINABILITY IN ENHANCING VISIBILITY

SWITZERLAND - GERMANY - NETHERLANDS

9 MARCH - 19 MARCH 2023



Training Day 7 : 15 March 2023 (Wednesday)

MODULE 5: INSIGHTS DISCOVERY ON LEADERSHIP COMPETENCY DEVELOPMENT

Cologne & Dusseldorf, Netherlands

Participants were amazedto discover rich history, vibrantculture, and impressive architecture in Cologne. The city's iconicCologne Cathedral, a UNESCO World HeritageSite, is one of its most famouslandmarks. Other notable landmarksinclude the Hohenzollern Bridge, which is covered in love locks, and the mediaevalOld Town, whichis a home to several historic churches and museums.Cologne is also known for its culturalofferings, with numerous theatres,galleries, and museums,including the MuseumLudwig, which houses an impressivecollection of contemporary art. In addition to its cultural offerings, Cologneis an important economic centre,with a strong focus on media, finance,and tourism. It is home to severalinternational companies, includingthe headquarters of the mediacompany RTL Group and the chemical company Lanxess AG.







Then, participants were brought to discover Düsseldorf City, which is also a city well connected to Cologne. Similar to Cologne, Düsseldorf City is located on the banks of the Rhine River. This city is a home to several museums and galleries, including the Museum Kunstpalast, the Kunsthalle Düsseldorf, and the North Rhine-Westphalia Art Collection. It is also known for its numerous festivals and events, such as the famous Carnival celebrations, the Rheinkirmes fair, and the Christmas markets. Besides the cultural offerings, Düsseldorf City is also well known as an economic centre that strongly focuses on finance, advertising, and telecommunications. It is a home to several international corporations, including the German headquarters of companies such as E.ON, Henkel, and Metro AG.











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