



EUROPEAN MANAGEMENT ASSISTANTS (EUMA)
kindly invite you to attend the

38th EUMA International Conference

28 September 2012

Hilton Reykjavik Nordica Hotel
Iceland

The Conference Theme: Culture and values

We will explore the world's cultural dimensions and differences, our national values, the connection between corporate culture and values, as well as our individual values.

The Conference Venue

The contemporary Hilton Reykjavik Nordica Hotel is situated in the financial district of the capital and is only 5 minutes' walk from the outdoor park, Laugardalur and a complimentary shuttle bus journey from the city center. All of Reykjavik main attractions are just minutes away, making the hotel ideally placed to get the very best from Reykjavik.

Hotel Accommodation

Rooms will be available at the Conference Hotel as well as in other nearby hotels at special negotiated rates.

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Conference Program

Thursday 27 September 2012

- ❖ Welcome Reception

Friday 28 September

- ❖ Conference Registration
- ❖ Trade Fair
- ❖ Keynote Speeches
- ❖ Interactive Workshops
- ❖ Wrap-up
- ❖ Conference Dinner at the Blue Lagoon

Pre and Post Conference Tours

- ❖ Various half-day and full-day Tours
 - Discover Reykjavík
 - The Blue Lagoon
 - The Golden Circle
 - West Iceland (Snæfellsnes Peninsula)
 - North Iceland (Lake Myvatn)
 - South Iceland (Eyjafjallajökull)



Furter information:

If you wish to receive any further details on the conference or the trade fair exhibition, please do not hesitate to contact the Conference Organising Team at eumaisland@gmail.com

For more information on EUMA visit our websites:
www.euma.org and <http://www.euma.org/iceland>