



## **Core Competence leaves CeBIT on a positive note**

**Hanover, March 9, 2009 – Core Competence GmbH presented its innovative training method, Adventure-based Learning™, for the first time at CeBIT, the world’s largest IT exposition, in Hanover, Germany. In the Learning and Knowledge Area in Hall 6, the company attracted a large number of prospective customers and qualified for the coveted Innovation Prize–IT 2009.**

“We can be very pleased with our achievement at this year’s CeBIT,” says Karl Berger, Managing Partner of Core-Competence GmbH, regarding its first appearance at the exposition. Since 2007, the Munich company has been able to offer its customers an innovative and unique training method: Adventure-based Learning™. With its interactive role plays individually tailored to the customer’s needs and by targeting certain groups such as sales and service divisions, companies can train their employees and partners more efficiently and less expensively than with traditional education methods. These advantages proved of great interest to the visitors at the stand in Hall 6, reports Karl Berger. The team had been able to establish contact with a number of high-level executives. The Core Competence Managing Partner thought that with potential contracts in the pipeline, attendance at CeBIT had been a clear success from a business point of view.

The CeBIT visit was also a success because it enhanced the company’s reputation. Core-Competence GmbH and Adventure-based Learning™ were short-listed from among 2000 participants for the Innovation Prize–IT 2009 awarded by Initiative Mittelstand. On their very first attempt, the team assembled by Managing Partner Karl Berger rose to obtain one of the top nominations.



The Innovation Prize, which this year was under the patronage of Germany's Ministry for Trade and Technology, has now been awarded for the sixth time by Initiative Mittelstand for the most innovative products, solutions and services from the area of information technology that is best suited for SME companies. "By applying for the Innovation Prize companies show that ideas are not only being generated in Germany. They are also being implemented, and are spurring growth and employment," said former German Trade Minister Michael Glos.

**For more information please contact**

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Core-Competence GmbH was founded in 2007 by the present managing partner Karl Berger and is the industry leader in the field of Adventure-based Learning™. The specialists at Core Competence use this method to develop individually tailored interactive simulations and learning games for their customers. The solution, which is accessed via a browser and deployed through a software-as-a-service model, improving the knowledge of employees and partners more efficiently and less expensively than traditional training and eLearning methods. Today, corporations such as Microsoft and Deutsche Telekom have already opted for Adventure-based Learning™.