

Certificate

Efim Shliamin

participated in the cooperation project
between HTW Berlin and Mercedes-Benz AG.

As part of the 8 weeks project, the students
developed innovative solutions for the topic:

*How can Mercedes-Benz develop its
ecosystem to make customers/fans love to
stay and lock them in?*

The results were presented to representatives
of Mercedes-Benz Cars top management on
5th June 2024.

Mercedes-Benz AG would like to thank the
students for their outstanding effort.

Berlin, 05.06.2024

Carolin Strauß

Head of Strategy Mercedes-Benz Cars

