

Presse release Starrag 05-2018

The first Christian Belz Marketing Award



First award ceremony of the Christian Belz Marketing Award

(from left to right):
Marcus Schögel (University of St. Gallen),
Walter Börsch (Starrag AG), Christian Belz
(University of St.Gallen), Carsten Paulus
(Gallus Ferd. Rüesch AG), Sven Reinecke
(University of St. Gallen), Daniel Frutig
(Starrag AG)

Picture: Jean-Claude Jossen

St. Gallen

On 9 May 2018, Starrag AG and the Institute for Marketing at the University of St. Gallen awarded Dr Carsten Paulus with the first „Christian Belz Award for Reality-Oriented Marketing“. In his research, he critically examined the optimisation of marketing communication in the industrial investment business and made ground-breaking findings that are of enormous importance for both research and practice alike.

Starrag is donating CHF 10,000 for the prize, which will be awarded every two years, in order to promote application-oriented marketing research. This topic was always a major concern for Professor Christian Belz, which is why the prize bears his name.

Professor Christian Belz has worked at the University of St. Gallen for more than 40 years, and in this time he has been especially dedicated to the subjects of sales and marketing in the industry. He gave his farewell lecture on 8 May 2018 at the University of St. Gallen. The prize will also emphasise the strong partnership between Starrag and the University of St. Gallen.

University of St. Gallen (HSG)

The University of St. Gallen (HSG) is the university of the canton St. Gallen and the university of economics for Switzerland. Internationality, practical relevance and an integrative view have characterised education at the HSG since its founding in 1898. Today, the university educates over 8,500 students from 84 states in subjects including business administration, economics, law, social sciences and international relations. With success: The HSG is one of Europe's leading business universities, coming fourth place in the Financial Times European Business School Ranking in 2017. The Financial Times also named the master's in Strategy and International Management (SIM-HSG) as the best master's programme in management for the seventh year in a row. The university has received an international hallmark of excellence with its EQUIS and AACSB accreditations. Alongside the various degree levels – bachelor's, master's, doctorate and PhD – the HSG also offers high-quality, comprehensive opportunities for further education. The focal points for research at the HSG are its 41 institutes, research sites and centres, which are a mostly autonomous, integral part of the university and are largely self-financed.

The Institute for Marketing is one of the oldest and largest institutes of the University of St. Gallen.

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For further information

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Company profile Starrag Engineering precisely what you value

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The products are marketed under the brand Starrag and include the product ranges Berthiez, Bumotec, Dörries, Droop+Rein, Ecospeed, Heckert, Scharmann, SIP, Starrag and TTL. Headquartered in Rorschach/Switzerland, the Starrag Group operates manufacturing plants in Switzerland, Germany, France, the UK and India and has established a network of sales and services subsidiaries in the most important customer countries.

Starrag Group Holding AG is listed on the SIX Swiss Exchange.

For further information

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