

EPHEC 9th International Marketing Week 20-25 MARCH 2016

We are happy to announce that **EPHEC University College** in Belgium is organizing the **9th edition** of its “**INTERNATIONAL MARKETING WEEK**” on the topic of **Packaging and sustainable development** from **20th March to 25th March 2016**.

Mixed international teams will have to face a challenge put forward by a leading Belgian distribution company namely design a new sustainable packaging for several very well-known Belgian products. To achieve this, lectures, working sessions, creativity sessions and coaching sessions are organized. Students are also expected to draw upon their knowledge of several business disciplines. Therefore, **guest students** are expected to currently and preferably be enrolled at least in Year 2 of their study programme and have significant **notions related to Marketing or International Trade**.

Cultural (a visit to Brussels) and other recreational activities are included.

The participation of the students will be assessed and certificates will be issued, possibly granting them **2 ECTS** credits.

Participation costs for students amount to **199 euro**.

Interested **lecturers** and **student applicants** (*maximum 5 per participating institution*) are invited to examine the attached poster and check the **specialty dedicated website** <https://imweek.wordpress.com/> which contains detailed academic as well as practical information, along with pictures and testimonials from previous editions.

Registrations for all participants will be **exclusively through this website** and should reach us, as well as the payments, **by MARCH 1st**.

If you wish to send us an **accompanying lecturer** for part or the whole of the week, you are of course welcome to do so, possibly covering the expenses with ERASMUS+ STA funds.

He/she could coach all students and participate in the evaluation process as well as network with other colleagues.

Our organizing team will inform and assist you with the accommodation plans.

Registrations should be processed by International Coordinators from your Institution, **not directly by the students**.

This is to avoid a lack of overall view per institution as well as potential confusion.

All questions concerning this event should be addressed directly to imw@ephec.be

We thank you in advance for your interest and confidence and look forward to welcoming your staff and students in Belgium this forthcoming spring 2016.

Best wishes,

Jean-Michel

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