



FREJDAHL

DANISH LUXURY BEERS
BY LYNGVILD & BEHNKE
TRADITION SINCE 1885



International Marketing Week, Denmark

Theme: Micro breweries – the survival of a niche

Denmark, Kolding

Denmark

- More than 5 million inhabitants
- Capital City – Copenhagen
- Form of state – monarchy (the oldest uninterrupted European monarchy)

Kolding

- 7th largest city of Denmark (population 58,000)
- Regional center of creativity, innovation and design
- Student and tourist hub
- Only 45 kilometres from the airport in Billund.



International Business Academy (IBA)



IBA's degrees cover a wide range of levels:
Applied Professional, Bachelor, Master's and
MBA



Students from 20 countries

1500 full time students



Theme outline; Survival of a industry niche



Danish micro breweries have had golden years. Over a decade the number of breweries grew rapidly from under 20 to over 120.

It has become a very competitive market and many micro breweries struggle.

How can Frejdahl micro brewery position themselves and are there international opportunities?

Partner; Frejdahl



OUR FREJDAHL BEER HAS NOTHING TO HIDE

Well, nothing except for the small secrets that contribute to render the beer such a completely divine beverage.



Frejdahl beer is rooted in the Nordic heritage, and Vestfyen Brewery (Parent company) has created a brand that unites taste, design and Nordic history.

Many of the raw materials and ingredients draw inspiration from the Vikings, and the names of the beer series is from Nordic Mythology – such as Valravn, Nidhug and Gudmund.



READ MORE



Exsperience Kolding local brewery and learn about the process and industry



Tuesday is our field experience day. We will visit a local brewery and learn about the brewery process and the industry.

First we will visit where it all startet at the great Viking Monument build by the first Viking King Harald Bluetooth in Jelling. The monument he build for his parents was the biggest off its time, and also contains the baptism of all Denmark.

We will also show you the 750 year old city of Kolding. Kolding is surrounded by beautiful nature and water. Even though it's not a big city, you can still get the big city feeling. We'll show you some cultural experiences, the rich café and bar life, student life and give you an impression of the city which lies in the mittle of it all, only 2 hours away from Hamburg or 2 hours away from Copenhagen.



Subjects involved

- Market research
- Consumer behavior
- Marketing Strategies
- Economy



What to expect



- Work on a real case together with the involved company.
- Work in international teams with students from different countries
- Participate in different social arrangements during the week

Assignment

Pre-assignment

- Documentation of beer culture in your country

Assignments during IMW

- Development an international marketing strategy for Frejdahl.
- Develop a creative communication platform



Awards

Awards are given in two categories

- **The overall winner**
(coherence between marketing plan and video)
- **The most innovative & creative communicative platform**

Every student receives a certificate for participating in the project and a mark is given.



The IMW 2016 winners

The price includes

225
Euros

- Social activities
- Accommodation from Sunday to Friday
- Breakfast and lunch every day
+ Two dinners



Time for party! IMW in Denmark is also about meeting new friends.

Accommodation



Kolding Hotel Apartments

- In hotel apartments in the city centre
- 5-6 people per apartment
- 3 bedrooms per apartment and one bathroom
- 10 minutes walk from the school
- Beautiful location by the lake



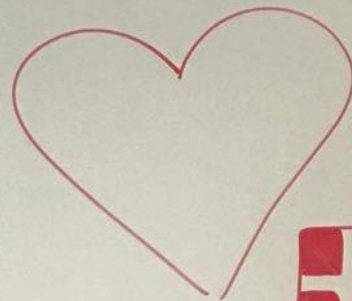
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When, where, how..?

- IMW in Kolding, Denmark. April 8th – 12th 2019
- Price 225 euro
- Up to 5 students from each university
- Deadline for enrollment; January 15th 2019
- Registration form enclosed



Join us in 2019
Do you accept the challenge?



#IMWKolding

Video made by a participating student (4:03 min)

