

International Week, 28.03 – 03.04, 2020 **International Business Academy, Kolding, Denmark**

Dear Partners,

On behalf of the IBA we would like to invite you to participate in our International Week for marketing and finance students in Kolding, Denmark, 28. March (arrival day) to 03.04 2020 (finished around 13 o'clock).

The project will be:

- for **marketing students:**
Business analysis on a Company working within the brewing industry
- for **finance students:**
Business analysis on a Company working within the brewing industry

Marketing and Finance students will be working on the same topic for the same company, but with different challenges and perspectives.

The international week will start on the Monday 29th March 2020 at 9:00 and finish on the Friday 03rd of April around 13:00 o'clock.

Students will be divided into groups; in each group there will be as many nationalities as possible, to maximize internationalization and to challenge group work.

The fee of **235 Euros** includes accommodation from

Sunday March 28th to Friday April 3rd 2020,

Breakfast and lunch for the whole week are included beside farewell dinner on Thursday.

Included in the price are also social and cultural activities for students and lecturers/staff.

In addition, we would like to ask **all the participants** to bring traditional food/goodies from their home country, because International Food Tasting will be a part of the participants presentation of their school and country.

Registration deadline is 15th of December 2020.

For further information, feel free to contact us at sisi@iba.dk

Kind Regards,

The international team at the IBA

Accommodation



Kolding Hotel Apartments

Address: Kedelsmedgangen 2

DK-6000 Kolding

Tel. +45 75 54 18 00

Fax. +45 75 54 18 02

Email: stay@koldinghotelapartments.dk

Website:

<http://koldinghotelapartments.com/apartments/>

IBA International Office will book the rooms for the participants. Students will be divided into apartments according to gender.

The apartments have places for up to 6 people per apartment.

The accommodation is down town Kolding with only 7-10 minutes' walk to the IBA. Please find a link to a map here below:

<https://map.krak.dk/m/TrjZv>

Kolding City

Kolding today is a thriving industrial and commercial center, while retaining its charm and history through the famous castle and a pedestrianized city center. An art gallery, a shopping mall, cafes and boutiques are all part of what Kolding has to offer.

Although the city is not large according to international standards, with a population of around 70,000, Kolding has the seventh biggest urban population in Denmark. It is designated as an "education hub" with several higher education institutions beside the IBA, which contributes to its multi-cultural and lively environment.

Kolding is situated in the center of rail and road connections on the mainland of Denmark, just 30 minutes from the German border and 2,5 hours from Hamburg. The capital of Denmark, Copenhagen, is 2 hours away and the two largest cities after Copenhagen, Odense and Aarhus are an hour away.



Transportation:

Billund Airport (http://www.bll.dk/?sc_lang=en) is the closest one to Kolding, about one hour by bus. There is a direct bus to Kolding nr. 166, but please be aware that bus transportation is not very frequent in the evening. <https://www.sydtrafik.dk/forside>

Copenhagen Airport (<http://www.cph.dk/en/>) is about 2,5 hours away from Kolding with frequent train transportation (<http://www.dsb.dk/om-dsb/in-english/>).

IBA



With its roots going back with more than 100 years, the IBA is today a major higher education institution in the heart of Denmark, offering programmes in business, marketing, finance, management, multimedia and entrepreneurship & design.

With nearly 10 lectures and 40 staff members within administration and student counselling, we are offering a wide range of subjects and services for our 1500 students.

The IBA offers a co-host system, which includes communication before arriving in Kolding through FB or any other communication channels, pick up service at the train station and general support throughout the week.

We are looking forward to welcoming you on the International Week 2020

The International Team at the IBA.