

International Week, 03.04 – 08.04 2022

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, Finance and ICT students in Kolding, Denmark.

The day of arrival is recommended on Sunday 3rd April 2022.

The International Week starts on Monday, 4th of April 2022 at 9am and ends on Friday, 8th of April at approximately 2pm.

Each degree discipline will have a real company project to work on as follows:

- **Marketing students:**
Business analysis on a company working within the brewing industry
- **Finance students:**
Business analysis on a company working within the brewing industry
- **ICT students:**
Creating engaging relations and user experience

Marketing and Finance students will be working on the same topic for the same company, with different challenges and perspectives targeted to their study discipline.

Students will be divided into groups. To maximize internationalization and to challenge group work, groups will be as nationality diverse as possible.

The fee of **250 Euros** includes:

- ✓ Accommodation from **Sunday, 3rd of April to Friday, 8th of April 2022,**
- ✓ Breakfast and lunch each day (Monday to Friday)
- ✓ A farewell dinner on Thursday evening
- ✓ Social and cultural activities for students and lecturers/staff.

Participants are kindly requested to bring traditional goodies (or food) from their home country, for the International “Food Tasting” that is included in participants’ presentations of their school and country.

Registration deadline is 15th December 2021.

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 75541800

Fax. +45 75541802

Email: stay@koldinghotelapartments.dk

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

The rooms are pre-booked for participants of the International week. Students will be divided into apartments pr. gender, and each apartment has capacity for 6 students (two in each bedroom) with shared kitchen and bathroom.

The accommodation is downtown Kolding around 1,5 km away from the IBA (7-10 minutes' walk).

- Please find a link to a map [here](#)

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 around 80 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 2022

The International Team at the IBA.