ERASMUS Intensive Programme (IP) 2014
in Lisbon Portugal

IP - Scaling up from Local to Global
Co-creating European local food & beverage networks
Participants:
70 students from 7 different nations
(Vorarlberg University of Applied Sciences sends 10 students to Lisbon)

Duration: 2 weeks
Scaling up from local to global
Today’s businesses have to deal with a global market for their products – developing new markets becomes one essential USP – unique selling proposition

Innovative entrepreneurs should not only focus on economical goals but also take responsibility for society and environment.

Entrepreneurship
At the end of the intensive program students will have worked out a detailed business plan (marketing / communication / finance). The result will be a market entry plan for a company from one of the seven countries for one of the other six countries.
What’s in it for you?

- Work in international teams
- New contacts, new networks
- New impressions
- Experience in entrepreneurship
- 4 ECTS credits
- Financial support by the EU
- 2 weeks stay in Portugal
Who can participate?

10 Students…

… from diverse educational backgrounds and disciplines
… with open-mindedness, creativity, motivation and social skills
… with the ability to communicate in English.

(balance between female and male students)
IADE main building (lectures / group work)
IADE Palace (presentations)
Lisbon skyline
Apply! – Now!

http://ip14.fhv.at/

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