



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

09. - 21. March 2014

Stenden Hogeschool
Emmen, Netherlands

www.stenden.com/en

Howest, de Hogeschool West-Vlaanderen
Kortrijk, Belgium

www.howest.be

IP 2014
Lisbon
Portugal

IADE – Institute of Visual Arts, Design and Marketing
Lisbon, Portugal
www.iade.pt

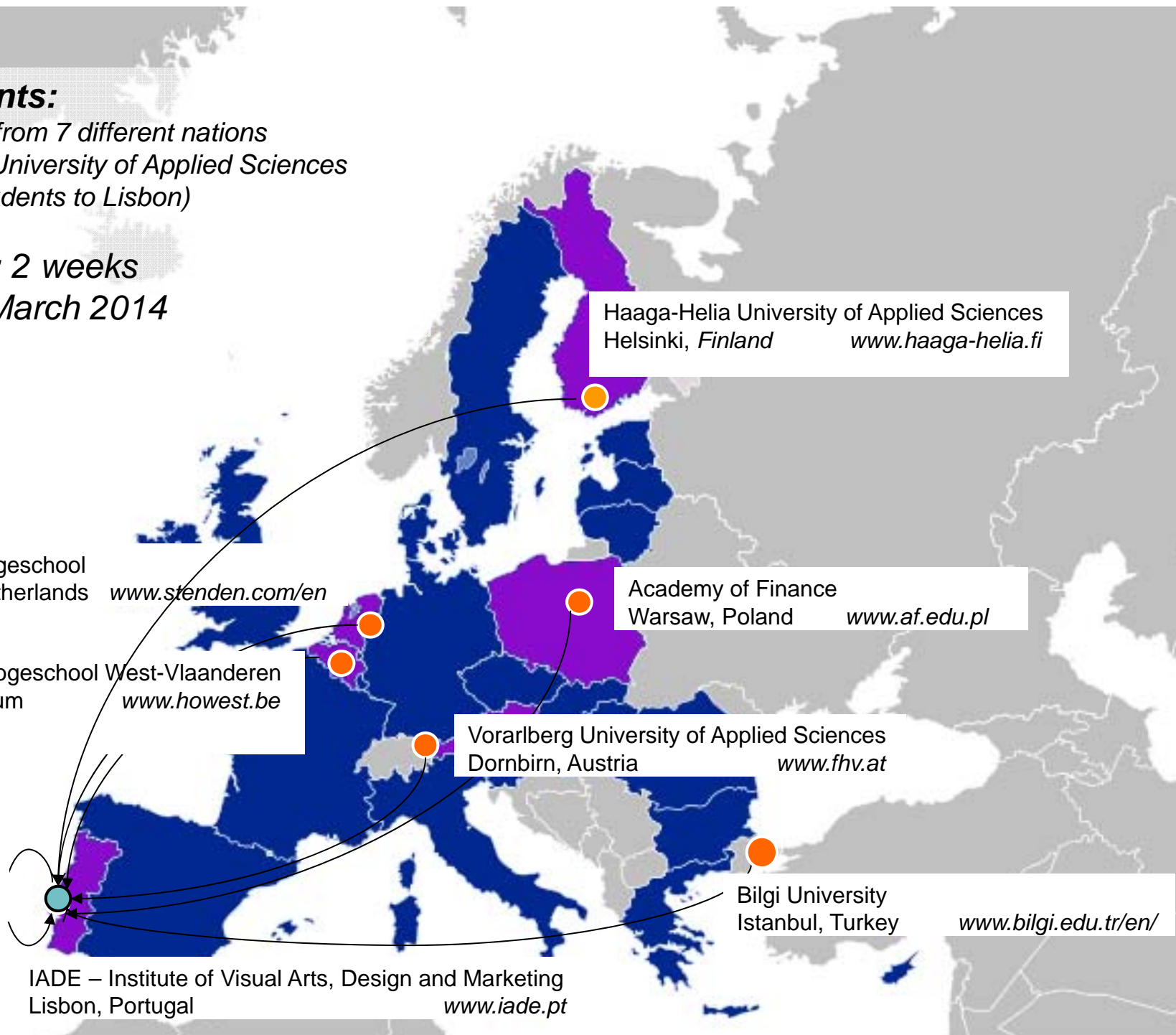
Haaga-Helia University of Applied Sciences
Helsinki, Finland
www.haaga-helia.fi

Academy of Finance
Warsaw, Poland
www.af.edu.pl

Vorarlberg University of Applied Sciences
Dornbirn, Austria
www.fhv.at

Bilgi University
Istanbul, Turkey

www.bilgi.edu.tr/en/



Going Global...

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

Contents...

Business Plan Development

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.

Lectures

Diversity of Europe:	4 hours
Business Plan Development:	4 hours
Entrepreneurial experience	4 hours
Marketing Communication:	2 hours
Strategies	2 hours
Finances:	2 hours
Creativity:	10 hours

preparatory work,
teambuilding,
cultural and social activities
...

What's in it for you?

**2 weeks stay in
Portugal**

**work in
international
teams**

**new contacts,
new networks**

4 ECTS credits

**new
impressions**

**financial
support by the
EU**

**experience in
entrepreneurship**

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.

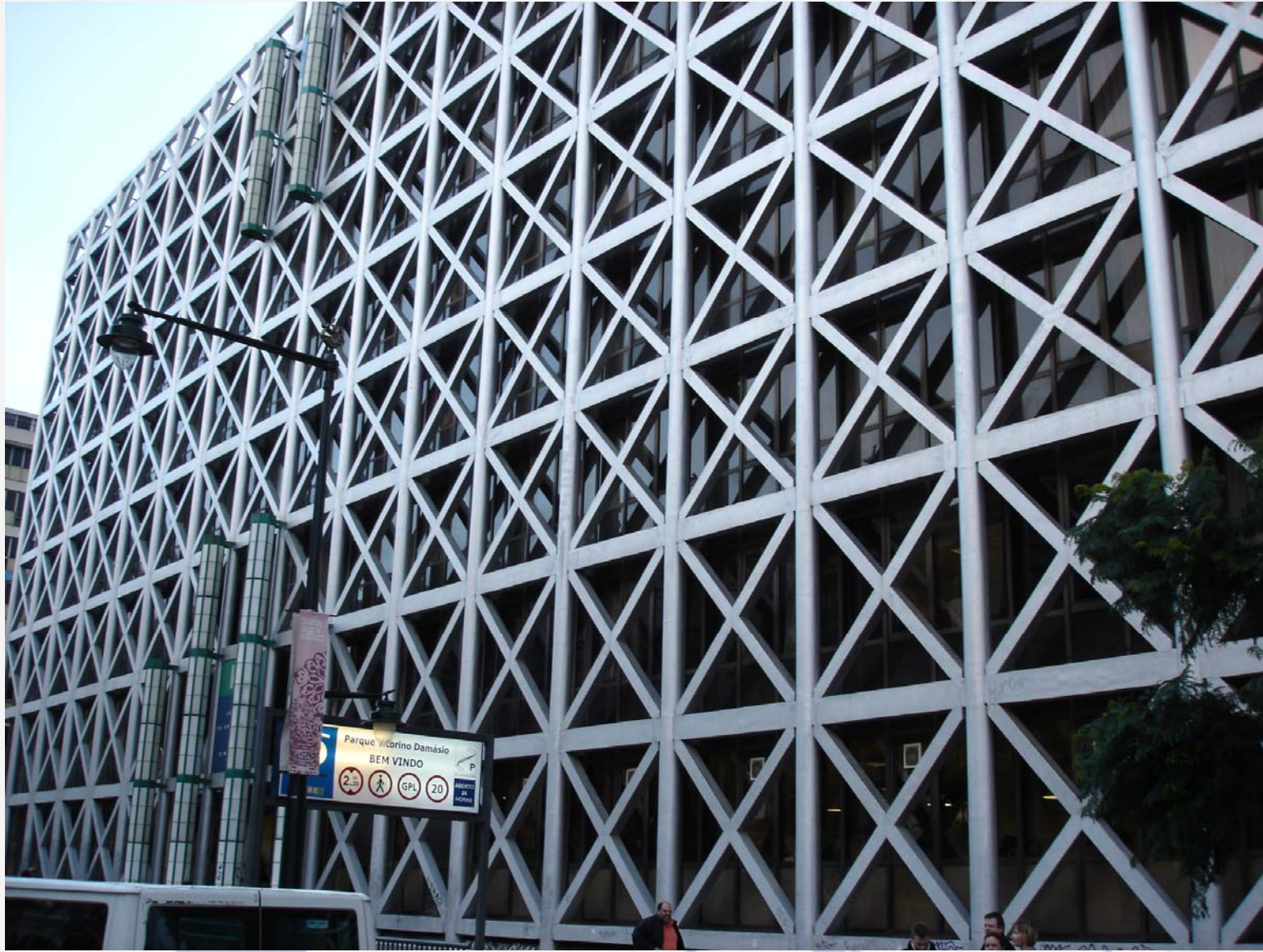
(balance between female and male students)



Wolfgang Kremser
IP - Head



IADE main building (lectures / group work)



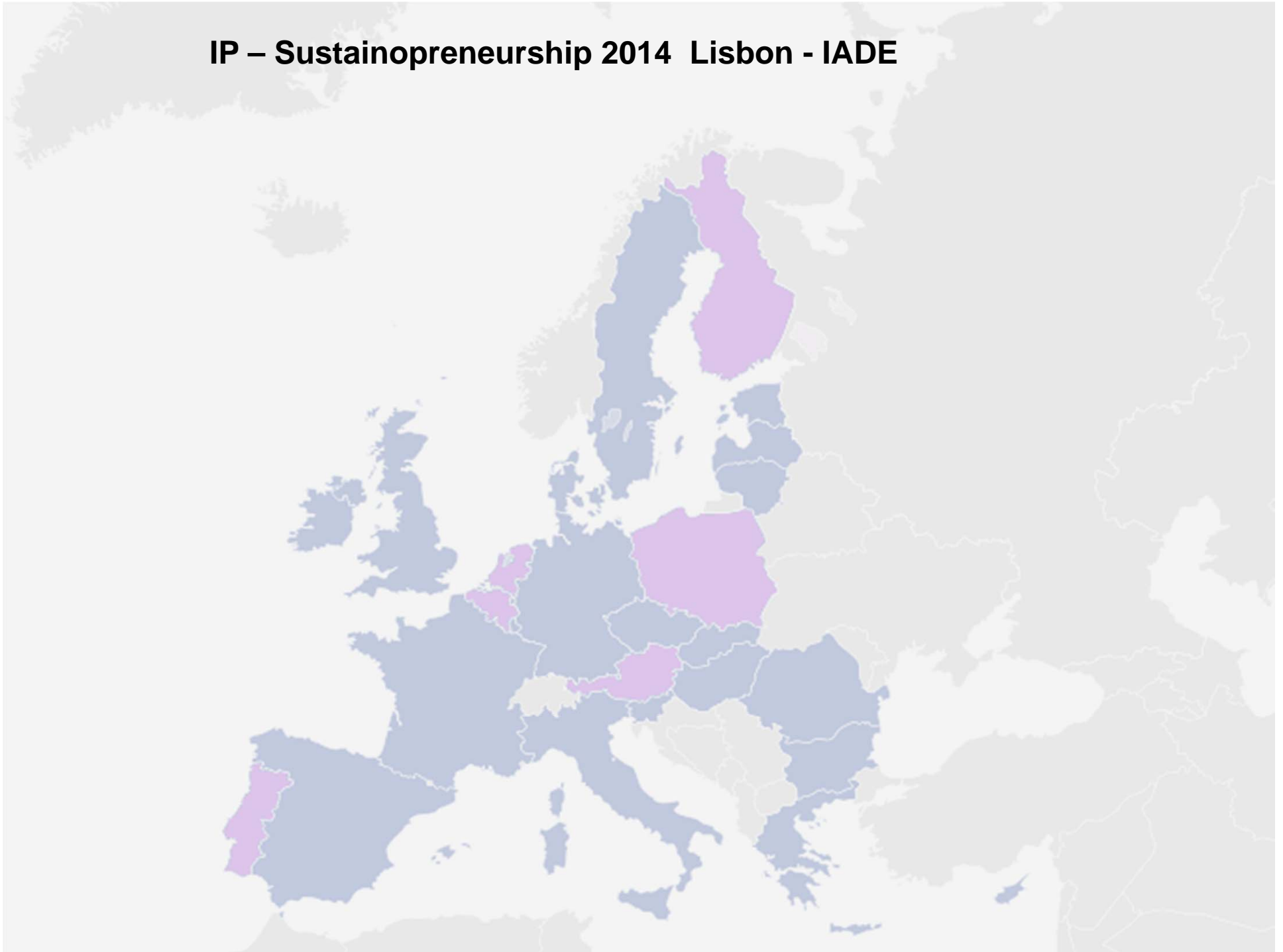
IADE Palace (presentations)



Lisbon skyline



IP – Sustainopreneurship 2014 Lisbon - IADE



A map of Europe with several countries highlighted in purple and blue. The highlighted countries include Portugal, Spain, France, Germany, Poland, Czech Republic, Slovakia, Austria, Hungary, and the United Kingdom. The rest of the map is in a light grey color.

Apply! – Now!

✉ <http://ip14.fhv.at/>

✉ wolfgang.kremser@fhv.at