



EPHEC
Presents

INTERNATIONAL MARKETING WEEK

BERTINCHAMPS' BEERS

A virtual week, but not
as you know it.

Develop your cultural adaptability
skills, visual thinking and
international markets knowledge
through an out-of-the-box,
interactive and international
week about a
Belgian family brewery.



FROM MARCH 1st TO 5th, 2021



HAUTE ÉCOLE
EPHEC
UNIVERSITY COLLEGE

INTERNATIONAL MARKETING WEEK

BERTINCHAMPS' BEERS

- Soft and hard skills development
- Use of new technologies for enhanced interactivity
- International markets & cultural adaptability
- Social activities & international meetings
- Out of the box & visual thinking
- A new kind of virtual projects

Brewing, Marketing and exporting a Belgian beer

For the 14th edition of this International Marketing Week, students will have to, after the virtual visit to the Bertinchamps brewery, develop an **export strategy** for our stakeholder. The **commercial**, **physical** and **legal** aspects of a potential market will be analyzed. **Strategic decisions** will need to be taken and the students' creativity will be challenged to design a new label.

For more information and the registration link, please visit:

<https://www.ephec.be/brewing-marketing-and-exporting-belgian-beer>



REGISTRATIONS ARE OPEN UNTIL FEBRUARY 1ST, 2021