

# INTERNATIONAL WEEK AT CPHBUSINESS

OCTOBER 28-30 2019

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*We are pleased to invite you, faculty members and administrative staff, to Cphbusiness International Week during 28-30 of October 2019 in Copenhagen, Denmark.*

The UN's **17 sustainable development goals** are the background for this year's theme at Cphbusiness annual International week. We aim to bring together lectures from international partners, businesses representatives and students to share the latest knowledge in the field of Ethics and CSR, and explore how this affects **the future direction of marketing**.

Within the theme of **Ethics and CSR**, we explore how businesses can elevate this to **develop competitive advantages** from a very open and broad view at possible implications.

Areas of interest could range from **sustainable tourism, circular economy, green entrepreneurship, to consumer research** or other relevant topics.

Cphbusiness sets ahead **hands-on experience** and the creation of **added value** both for students and future enterprises, to best meet the requirements of a rapidly changing world. The benefits of this **agile approach** will be further explored during teaching sessions of the international week.

## The Programme

We have compiled a comprehensive programme over 3 days consisting of **teaching sessions, forums** with relevant Cphbusiness faculty and administrative staff, **campus visits**, a seminar with **international business speakers** as well as a **key note speaker** (TBA), as well as **networking** and social events.

## Application

To join our International week 2019, we kindly ask you to **apply via the link found in the email** before 1 .9 2019. Please keep in mind the number of participants is limited.

You will receive a confirmation email mid-September.

***We look forward to seeing you here in October!***