

INTERNATIONAL MARKETING WEEK

12th edition

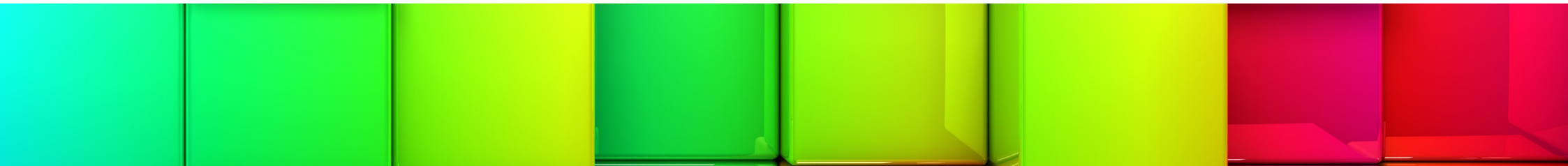
22/04/2019-26/04/2019

Louvain-la-Neuve (Brussels) - Belgium



<http://tourisme-olIn.be/en/the-video-of-louvain-la-neuve.html>

Feel like brewing, marketing
and exporting a Belgian beer ?



Bertimchamps?



OUR STORY

The Humblet family was in search of a site to build a new brewery & continue their tradition and long list of beers brewed by their father, Benoit Humblet. In 2011, they discovered the farm of Bertinchamps, situated not far from

Although extremely old and decayed, the farm had stunning character, situated in an environment that equals its prestige. It was time for some rejuvenation and the renovation project began immediately. Almost 2 years of remarkable work and

The challenge ?

Setting up of an export plan for Bertimchamps

Commercial accessibility: competition

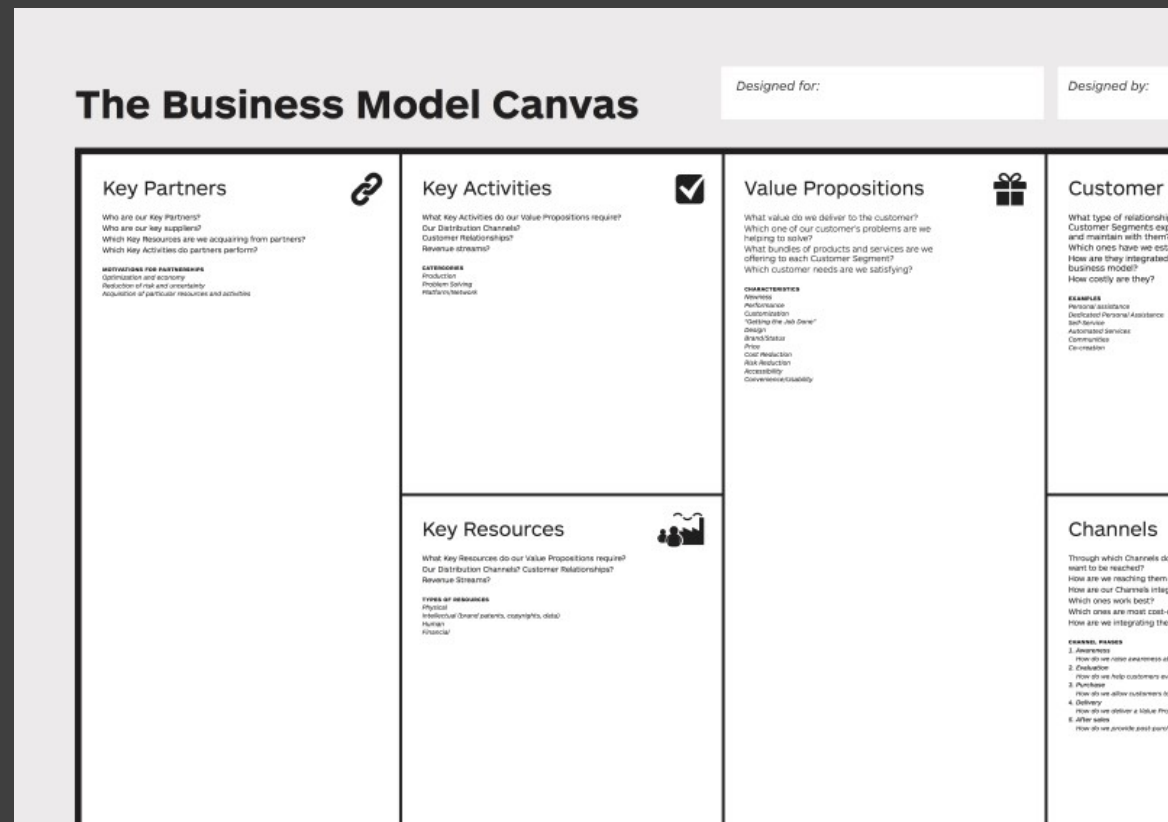
Commercial accessibility: distribution channels

Physical & legal accessibility

Potential of the market

Strategic decisions

Creative decisions: label & bottle



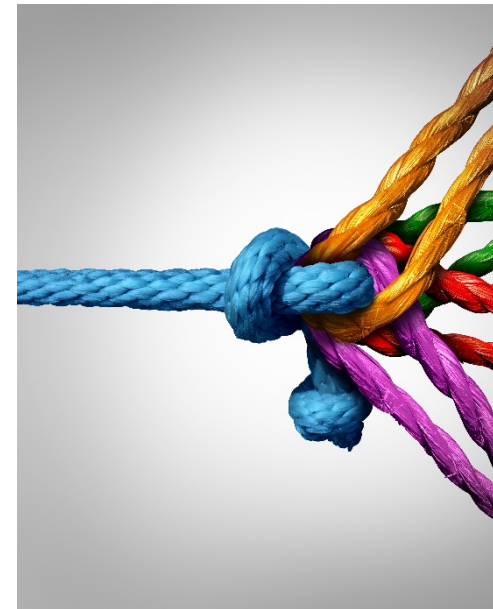
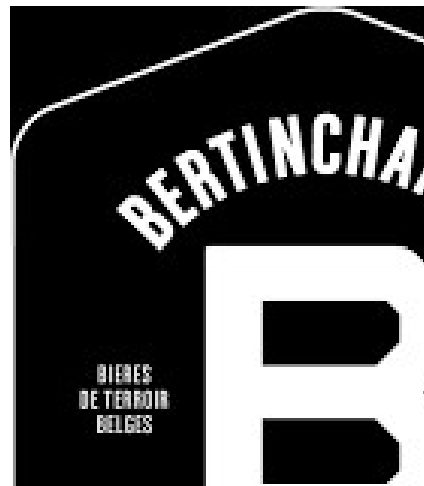
Pre-assignment:
beer market in their
home country

One of the countries
of the host students
will be the target
market

Your coworkers ?

- Students from different institutions from all over Europe
- Belgian students interested in an international experience =buddies
- International lecturers

Generation



Skills developed ?

Efficiency

Creativity

Flexibility

Problem solving



Communication

Open-mindedness

Adaptability

Cooperativeness

How to reach your goal?

Work
sessions

Lectures

Coaching

Fairs

Brewery
visit

European
aperitif

Closing
dinner

Social
activities

Practical details ?

Price includes accommodation in youth
hostel, activities & full board



Accommodation

- Youth hostel on campus, 10 minutes walk from college



How to join the experience ?

Registration before January 29th on
www.ephecinternationalmarketingweek.be

