



industri
reise
samarbeid
kultur
erfaring

What is International Business?

International Business (IB) is an annual project carried out by a group of twelve students attending the Norwegian University of Science and Technology (NTNU), the Norwegian School of Economics and Business Administration (NHH) and the Norwegian School of Management (BI).

Over the years, all the world's continents have been examined. From its conception in 1984, IB has maintained an ever-increasing level of quality and recognition.

Intention

The main purpose of the project is to define and explore potential international markets for Norwegian companies. Furthermore, the project attempts to develop an awareness of ethical issues and cultural discrepancies that may occur in interaction with an entirely new market. In addition, the project gives the students in the project valuable experience in interpersonal and intercultural cooperation and commerce.

Research

During summer and autumn, the project members will conduct extensive, preliminary and secondary research into cultural, political and economic issues that are relevant to the project country. The group will establish contact with partners who can provide different kinds of financial and theoretical support. The project group normally start their visit in January. During their stay, the students will meet local and foreign business people as well as government organizations with substantial influence in key sectors.

The report

Based on the information and experience gathered through the research and in-depth study in the chosen country, the group will develop an extensive report. The report should be a useful guide to help Norwegian companies plan their exports or investments. In spring, the report will be distributed to those who have contributed to the project and companies that are on the verge of entering the market.



International business er et årlig studentprosjekt med studenter fra NTNU, NHH og BI i Sandvika. Hvert år velges et prosjektland i samarbeid med Norge. Eksportråd. Prosjektets mål er å finne markedsmuligheter for norske bedrifter og å samle dette i en sluttrapport.

www.ib.no

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