

Bringing Technological Industrial Products to Market from Innovation to Commercialization

Join Us for the Erasmus+ BIP at UCN!

From 2nd to 7th November 2025



Why Participate?

When: The BIP will take place from **2-7 November 2025** at University College of Northern Denmark (UCN), Aalborg. The online part will be held before and after the physical sessions, *dates to be determined*.

Professional Growth: Gain insights into international marketing strategies and go-to-market approaches.

Practical Experience: Apply theoretical knowledge to real-world scenarios through case-based group work and company visits. Participate in hands-on workshops at UCN Campus, working on real company cases.

Networking: Build a professional network with peers, faculty, and industry experts.

Cultural Exchange: Experience Danish culture and collaborate with international participants. Explore Aalborg with local host students, enjoying cultural exchange and social networking.

Exclusive Activities: Enjoy special activities for lecturers, including visits to the UCN Innovation House and social dinners.

Social Activities: Explore Aalborg with local host students from the Export & Technology Management program, enjoying cultural exchange and local experiences.

What is included?

Participation is free. Bus transportation between UCN and the company visits,

Sunday welcome dinner, and a sightseeing tour are complimentary.

Who can participate?

Bachelor's and Master's students in the fields of International Business, Marketing, Product Management, Product Development, Global Engineering, or other relevant fields.



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Physical Program

2/11 Sunday Arrival

Optional: Sightseeing in Aalborg & Welcome dinner at UCN - complimentary

3/11 Monday Introduction

9.00 Introduction to the programme and Ice-breaker

10.30 Class: Understanding Technological Industrial Products

11.30 Class: Product Strategy for Export – Standardization vs. Adaptation

12.30 -13.30 Lunch

13.30 Formation of Working Groups

14.00-17.00 Presentation of Case 1 and group work

4/11 Tuesday – Company Visit at Marine Shaft

Including sightseeing and cultural experience – complimentary

5/11 Wednesday

9.00 Class: Profiling Industrial Buyers and Buying Situations

10.00 Group Work on Case 1

12.00 – 13.00 Lunch

13.00-17.00 Introduction of Case 2 and group work on both cases

6/11 Thursday – Company Visit at Actulux

14.00 – 17.00 Class: Go-To-Market Strategy for Technological Industrial Products & Group Work

7/11 Friday

9.00 – 12.30 Group Presentations of both cases including feedback from instructors and peers

12.30 – 13.30 Round up and farewell lunch - complimentary



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Why UCN Aalborg?

Aalborg is an ideal location for this program because:

Innovative Environment: UCN provides a dynamic and innovative learning environment with access to industry experts and local companies.

Cultural Richness: Aalborg offers a rich cultural experience, allowing participants to immerse themselves in Danish culture.

Strategic Location: The city is well-connected and offers excellent facilities for hosting international programs.

Participation Details:

Each institution can join with 5 to 10 students, including at least one institutional representative.

How to get there?

Participants can fly to Aalborg Airport (AAL) from major European hubs. Direct flights are available from Amsterdam, while connecting flights via Copenhagen or Amsterdam serves many European cities. The flight durations vary, typically ranging from 1.5 to 5 hours depending on the layovers.

For those preferring green travel, several international bus services, such as FlixBus, operate routes to Aalborg as well as trains with DSB and DB. Both often involve transfers in intermediary cities.

From the airport it is easy to find public transportation at [Rejseplanen.dk](https://www.rejseplanen.dk) or taxi which will take you to the city center in approximately 10-15 minutes.

To join the program, please reach out to your local coordinator for acceptance and registration.

We look very much forward to welcoming you to Aalborg for an enriching and collaborative experience!



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