

# Invitation

## Saxion International Week 2020

Dear colleague,

It is our pleasure to invite you to the Saxion University of Applied Sciences International Week from **16–20 March 2020**.

The week aims to offer both students and staff an international and intercultural experience and to intensify the cooperation with our partner universities.

The opening ceremony will take place on Monday afternoon, 16 March. Guest lecturers will be involved in teaching on Tuesday, Wednesday and Thursday morning. You will greatly contribute to our aim of offering our second year SCE students from the marketing program and from our entrepreneurship and retail management program, an international and intercultural experience by teaching the classes in a way inherent to your culture/background.

It would also be great if you could emphasize the specific approaches in processes and phenomena related to your field of expertise in your home country. In this case the students will benefit both from your knowledge and expertise and from your unique manner of teaching. We especially would like to invite teaching staff in the field of **marketing, entrepreneurship and retail management who can focus on new trends and developments (f.e. data driven marketing) and intercultural communication**.

On Thursday afternoon a networking social programme and dinner will be organised for you. The dinner will be prepared by guest-lecturers from our Hospitality Business School together with students from the exchange programs. Your contribution to this dinner is a must!

We would very much appreciate your or/and your colleagues' contribution. Please inform us **before 20 November 2019** whether or not you would be able to participate by sending an email to our Head of Internationalisation, Romy Smeding , [r.smeding@saxion.nl](mailto:r.smeding@saxion.nl) . After that you will receive a link to register online.

Please do not hesitate to contact us if you have any questions. We're looking forward to your reply.

With kind regards,

  
Mrs Karin Verschoor  
Dean School of Commerce and Entrepreneurship  
Saxion University of Applied Sciences