



Integration of students, graduates and SMEs in terms of industrial design management

- **YOUNG DESIGNERS**, especially fresh graduates, along with the flair for creative ideas often lack business competences and management skills necessary to run a successful business and to bring their projects to the market.
- **STUDENTS AND GRADUATES** in economics and marketing associate design management with a non-profitable sector, underestimating its business potential.

Participation in this project enables effective cooperation between professionals, SMEs and students in order to gain practical business management skills within industrial design.

WHY JOIN?

- hands-on experience in a multicultural, interdisciplinary environment
- training by recognised European professors and entrepreneurs encompassing different aspects such as budgeting, production technology and marketing within industrial design management
- case studies of existing, real-life companies
- sharing the passion of industrial design over a few days of study and relaxation visiting Poland, Germany & Sweden (*travel and accommodation costs are covered from the project funds*)

WHO SHOULD APPLY?

Students and graduates of:

- marketing
- management
- business
- technical studies/ engineers
- industrial design
- graphic design
- architecture

Representatives of:

- SMEs from industrial design sector including start-ups (established not more than 1 year ago)

WHAT IS REQUIRED?

- fluency in English
- communication skills
- ability to work in a group
- availability to travel to Rostock (25 February - 1 March 2013), Gdynia (6-10 May 2013) & Sweden (2-6 September 2013). *Travel and accommodation costs are covered from the project funds.*



APPLY NOW!

Please e-mail your CV to julia.l.martinsson@svid.se
More info on www.svid.se

Deadline: 15th January 2013



Project part-financed
by the European Union
European Regional
Development Fund



AKADEMIA
SZTUK
PIEKNYCH
W GDAŃSKU



HIEERO