

International Innovation Week in The Netherlands

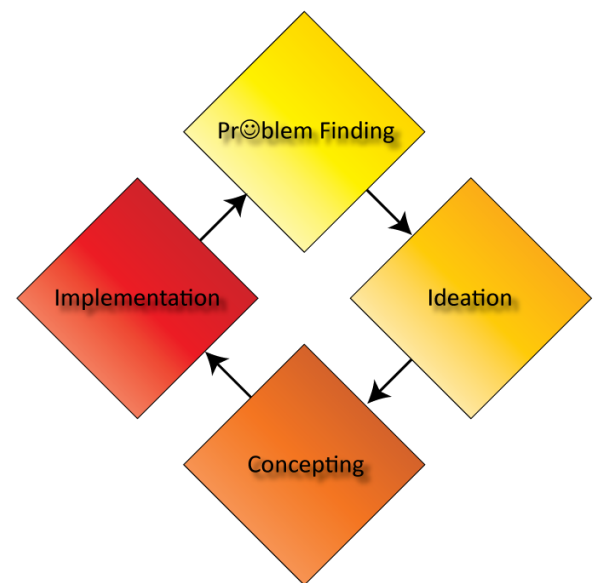
Do you want to experience innovation in an international environment? Today innovators are needed more than ever before. Studies have confirmed that many businesses strive to be more innovative. The importance of innovation is significantly increasing because traditional management practices have run its course. Are you a true innovator? Join the International Innovation Week in The Netherlands!

Innovation Challenge

In five days a team of innovation experts will help you solve an innovative assignment for a real multi million euro Dutch corporation. In this challenge you will work in mixed groups of 5-6 international students on an innovative project. During this week you will be tutored by experts in the field of innovation and creativity who will help you in finding solutions. At the end of the week every group will present their results to the client company.

By the end of the week you will be able to:

- Innovate
- Know and use the innovation cycle as shown below
- Translate an idea into a concept
- Know and use techniques and methods that drive innovation
- Engage creative and critical skills



Creativity

During the International Innovation Week the “Innovation Cycle” will be used as the process for generating new products, services and business opportunities. The process explores consumers, markets and trends and exploits new ideas leading to the creation of new concepts. During this week you will learn how to put ideas to practice and exploit them in a manner that leads to successful entrepreneurial activities.

What to expect?

Expect 5 days of high intensity, high speed innovation and creativity education. We will not bore you with long lectures. We give you the essential toolbox to innovate and we ask you to work on this innovation with the help of you top innovation staff. After having worked a long day, we will also introduce you to Dutch culture and make sure you get to know our country.

Details

When: Sunday 22th to Saturday 28th of May 2016

Where: Avans University of Applied Science, Den Bosch

For who: 2nd year students and up in any field of study (max 4 students per country)

Reward: 3 ECTS

Costs and gains

During the international innovation week you will gain experience in the field of innovation and creativity. Prior to this week you will conduct research in your own country. You will gain international contacts and build your network.

The participation is completely free. We only ask you to fund the travel to the Netherlands yourself. We fund your hostel, food and transportation in the Netherlands. Ask your professor for details.

The International Innovation Week is suitable for students who want to:

- Learn to innovate
- Learn to translate an idea into a concept
- Improve their creative thinking skills
- Work in an international student team
- Have a lot of fun!

For more information please contact the founder of the International Innovation Week, Tom Spanjaard at tgs.spanjaard@avans.nl.



Come and experience the Netherlands



The International Innovation Week is a revolution for any student. It develops a new concept of creativity and innovation that is not usual in an international programme. This results in a new generation of entrepreneurs more aware of the fast changes of today's world.

Business, creativity and new possibilities are combined into a minor that gives you a variety of tools to make a change.