



# International Trade Fair 2016 - Istanbul

## **HENALLUX**

*Economic department of  
Namur (Marketing), Belgium.*

### **Participating teachers**

*I. Billard, E. De Jong, I. Jaymaert,  
D. Ropson.*

### **Participating students**

*A. Duchesne, P. Guerinckx, J. Hergot,  
M. Sivaravong, A. Frennet, Y. Lerusse,  
M. Polleunis, N. Onaçan,  
F. Deconninck, I-B Ocak.*



## **A unique and innovative experience for our Henallux students**

**W**ith the precious collaboration of Isik university (Sile), 6 European university colleges (UC Leuven Limburg, [Henallux](#), Artevelde, Howest, Rotterdam university and Stenden), all members of BUSINET 'the Higher Business Education Network', organized a trade mission to Istanbul from 5 to 11 March 2016.

64 students had to promote SME's willing to export in Turkey. Altogether they represented 18 companies by contacting prospects on their behalf. The general framework of these missions had been established in a written agreement between the companies, the students and the supervising teachers.

10 second-year marketing students from Henallux-IESN Namur participated in that collaborative project and represented 3 companies from Wallonia. ([Libinvest Company](#), [DLDB](#) and

[Siroperie Meurens](#)). They were backed up by [AWEX](#) and by the programme [Explort](#).

Together with their Turkish counterparts who helped them penetrate the market, they operated as event managers during the one-week mission. They had professional appointments, pitched their companies in English and got really involved at the fair in presence of prestigious guests.

It was a good opportunity for them to develop cross cultural and international trading skills : a real integrated approach of the reality of today' s Business world.

These commercial missions contribute to the development of trade between our countries and foster the existing relations between Belgium, The Netherlands and Turkey.