The 28th International Helsinki Days 2015

International Helsinki Days (IHD) is an international seminar organized by the Student Union of Hanken School of Economics. Every year approximately 35 students from all around the world take part in the IHD seminar. The aim with the seminar is to introduce you to Finnish business culture, economy and lifestyle. At the same time we make new friends and have a great week. This year the IHD seminar is arranged for the 28th time.

How to apply:
Applications to the International Helsinki Days 2015 seminar will be sent by e-mail to ihdapplications@shs.fi by the 10th of December 2014. Feel free to be creative and include video clips, pictures or other media in your application. We still want you to AT LEAST provide the following information in order for your application to be accepted:
- First name
- Last name
- Gender
- Date of birth
- Nationality
- Telephone number
- University
- Major subject
- Year of graduation
- Allergies
- T-shirt size
- Contact person in case of emergency
- Contact person’s telephone number
- Do you have travel insurance?
- Have you visited Finland before?
- Describe Finland in three words

And most importantly:
- A description of yourself
- Why should we choose you to the seminar?
- What do you expect from the IHD week?
- A PICTURE OF YOURSELF

This information is used to screen the applicants and make necessary preparations for the week. Unfortunately we can only accept a limited number of participants to the seminar - so be quick and apply today!

If you have any questions about the International Helsinki Days 2015 seminar or the application process, feel free to contact our International Coordinators, (ihdapplications@shs.fi).
The Student Union of Hanken School of Economics has the honour of inviting students from your university to:

**The 28th International Helsinki Days 2015**

International Helsinki Days (IHD) is an international seminar organized by the Student Union of Hanken School of Economics. The IHD seminar will take place in Helsinki from the 1st to the 8th of February 2015. During the week we will introduce you to Finnish student and business culture, international networking – and above all we will have an unforgettable time together.

The theme of this year’s seminar is **Innovative business strategies – The key for expanding companies?** Business strategies have become even more important in today’s world. Because of the increasing competition on the market, companies need to be different and able to offer something unique. A good business strategy is the core of the company and could be the key for breaking into new markets. During the IHD seminar you will get an insight into how Finnish companies have built and used their business strategies to make their company successful.

On the agenda you will find lectures by prestigious guests from Finnish business life. We will also organize several corporate visits, and in addition to the academic experiences you will get to know traditional Finnish culture in various ways.

The IHD will cover the accommodation, dinners and the costs for the seminars during the week. You will only have to pay for your flights to and from Helsinki, transport in Helsinki and your personal purchases. You will find information on how to apply as well as further information about the IHD seminar on our homepage: http://www.shs.fi/IHD

For further questions, please do not hesitate to contact the IHD international coordinator.

The IHD team warmly welcomes you and hopes to see you in Helsinki in February!

Best regards,

Anna Piiroinen
President of IHD 2014
Student Union at Hanken

Sofia Slotte
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