

Groningen, the Netherlands
18 January 2023

Dear Sir/Madam,

In line with the increasing international focus of (business) students, we would like to propose a mutually beneficial academic cooperation. We would like to focus on the international cooperation between students from different countries and the improvement of the cultural understanding between our countries.

Since 1988, the study association of the Faculty of Economics and Business of the University of Groningen (the Netherlands) has organized an annual business research trip, named International Business Research (IBR). The Faculty of Economics and Business belongs to the top 1% business schools worldwide (EQUIS & AACSB accredited). From May 2023 onwards, twenty students of this university will visit Brazil, Colombia and Ecuador for a period of five weeks to conduct field research for thirteen Dutch companies. One of the aims of the International Business Research project is to cooperate with local students and universities.

Every year, IBR conducts research in growing economies outside Europe. Past experience taught us that the quality of our research can be enhanced by engaging with local knowledge. Through a so-called Student Consultant Project, we aim to combine the knowledge of Dutch students with that of Brazilian students. This could be knowledge regarding culture, language, sectors, companies, and ways of doing business. In this manner, we hope to carry out high quality research, which combines the best of both cultures.

We are looking for motivated, Brazilian students from your prestigious university, who are familiar with the English language and are comfortable with the Brazilian business environment. Students should also embrace the opportunity to enhance their practical experience and work together with Dutch students on behalf of a Dutch organization, which is looking to expand their business to your country.

We would like to ask for the possibility to work together with qualified and enthusiastic students from your university, who are looking for a challenge and willing to dedicate themselves to this project. In return, we offer a certificate of participation acknowledged by the University of Groningen. Additionally, the students will have the opportunity to get into contact with Dutch and Brazilian companies, gaining international research experience and learn more about the international business culture.

We hope that you and your faculty are willing to cooperate with us. In case you think that our project can be of added value for your staff or students, we would love to provide you with more details about the project. You can contact us at e.urlus@ibrgroningen.nl or via T: +31 (0)6 19 35 55 71.

Yours sincerely,

On behalf of the University of Groningen,

On behalf of the IBR 2023 Executive Board,



Prof. dr. P.C. Verhoef
Dean of FEB, University of Groningen



Emmeline Urlus - *External Relations & International Collaboration*