**Busidays 2014**

The School of Commercial Management Studies of Rotterdam University of Applied Sciences (Hogeschool Rotterdam) organized their yearly Busidays from the 16th of March until the 19th of March 2014. In total, 28 students from the Netherlands and Belgium took part in this event.

Student teams worked on a city marketing case given by Rotterdam Partners. They competed against each other for four days, striving to find the best solution for the promotion of Rotterdam as an attractive European city. Each team had to present a plan before a jury, made up of academic experts as well as experts from the professional field. Students had the freedom to come up with their own creative ideas to put Rotterdam on the international map.

Thanks to Robbert Nesselaar (Rotterdam Partners), Marc van der Veen (RIB-Experience), Kathy Dewitte (Artevelde University), Kees Ridder and Farisha Martodikromo (both of Rotterdam University of Applied Sciences) students of 5 different universities of applied sciences had a marvelous learning experience and the opportunity to build up their international network.

*Please take a look at how Delphine Standaert, Fanny Galloy and Chiwah Lam experienced Busidays 2014 in Rotterdam:* [*https://www.youtube.com/watch?v=8\_WLhqjc87o*](https://www.youtube.com/watch?v=8_WLhqjc87o) *.*