

**Study this summer at Nitra – a centre of the Slovak Agribusiness,
at Cracow – Poland’s most historic city
and visit Vienna rich in history and culture!**

Join Visegrad’s Academic Summer Programme Today!

FOOD & BUSINESS 2012

International Visegrad Summer School

FOOD SCIENCES & BUSINESS STUDIES

“Within and Beyond Visegrad Border”

June 25 - July 8, 2012

„FOOD & BUSINESS 2012“ summer school is designed to provide students with an awareness of both food industry and retail and the consumer and market, giving a broad understanding of food studies, marketing principles and consumer approaches. Such an interdisciplinary approach will ensure the benefit for students of food science and business studies as well. Participants will pursue an enriching academic experience with Visegrad University Association faculty, visiting scholars and students.

The first week at Nitra, organized by the Slovak University of Agriculture, will include the topics on international agri-food industry and trade in current world, technological overview on food product categories and attributes, marketing insights, a visit of Vienna and the Slovak National Culinary festival. The second week at Cracow, organized by the Agricultural University, will include food quality and safety issues, lectures on regional specialties and novelties in food industry, sustainability in marketing and consumption of food, visit of Wieliczka Salt Mine and Wawel Royal Castle and Polish National Evening.

Besides the academic programme (and 2 ECTS) the summer school offers fully furnished housing, social activities and thematic fieldtrips.
Registration fee: 400 EUR (for VUA members).

Register early: summer school offers access to 30 students only!

Register at: Vladislav.Valach@uniag.sk by sending the application form.

Deadline for registration: April, 15, 2012

