Press release: “Beer and Brewing Business.” summer school

The University of Brussels together with the Meurice Institute organize a summer school on Beer and Brewing Business.

Immerse into the rich tradition of Belgian beers and explore the long-term dynamics and current trends in the global beer industry (on one of the world’s most competitive markets). Improve your knowledge and boost your business skills with this intensive one-week programme from 25 to 31 August 2019 in the Heart of Europe.

Throughout this unique and intensive one-week programme, you will learn the basics of the brewing alchemy, explore the past, present and future of the beer business dynamics and acquire a solid understanding of the evolving trends of consumption, distribution and marketing in the brewing industry. You will study the basics of the business model canvas and design your own value proposal applied to the beer sector.

This interactive programme allies lectures led by interdisciplinary faculties, field classes, study visits and encounters with professionals. It also features social activities in Brussels, you will discover an incredibly diverse city with an international flavour.

Participation fee

- Students (excluding accommodation): €550
- Students (including accommodation): €750
- Professionals (excluding accommodation): €1050
- Professionals (including accommodation): €1250

Accommodation

Housing can be arranged in a student house on campus from August 25 to August 31 2019 (6 nights) in a single room with ensuite bathroom and access to shared facilities.


Contact us: summerschool@ulb.ac.be