



Please insert here at least one **PHOTO** of your traineeship stay abroad! Preferred motives are photos of your accommodation, of your work place, of being at work. Attention! Due to legal considerations we kindly ask you to send us only photos that have been taken by yourself!



## STUDENT DETAILS

University department / faculty: **Faculty of Economics and Management**  
Field of study: **MSc IMME**  
Home university: **Otto-von-Guericke-Universität Magdeburg**  
Nationality: **Pakistani**  
Duration of traineeship (from ...to...): **06/12/2021 - 30-04-2022**

## TRAINEESHIP INSTITUTION

Country: **Belgium**  
Name of traineeship institution: **VECTRA International**  
Web page: **<https://www.vectra-intl.com/>**  
Address: **Brussels Belgium**  
Contact person: **Lorenz Berzau**  
Telephone / E-Mail: **info@vectra-intl.com**

## EXPERIENCE REPORT (approx. 3 pages + more photos if applicable)

### 1) Traineeship institution

*Please give a brief description of your host traineeship institution.*

VECTRA International is an independent cooperative of experts in over 24 countries and enables organizations to be responsibly competitive through a strategic approach, organizational transformation, effective and efficient business processes and works with multiple stakeholders simultaneously in order to have a positive impact. The aim of VECTRA International is to facilitate and partner with our client to drive improvement so the organization can become the best it can be.

## 2) Searching for a traineeship

*How did you find your traineeship? Are there any recommendable links or other helpful tips you would like to share?*

I was applying through LinkedIn, Indeed.de . I got offer from some other companies as well but they were not linked closely to my study program. I found this company and People quite friendly . So I got settled in here.

## 3) Preparation

*How did you prepare for your traineeship in terms of language, intercultural, professional and organisational aspects? Are there any recommendable links or other helpful tips you would like to share?*

The language was same. The internship was being offered in ENGLISH language as I had been in the DACH region for supporting the Marketing team. But i did learnt a lot about Belgium and people over there. It was a great experience.

## 4) Accommodation

*How did you find your accommodation? Are there any recommendable links or other helpful tips you would like to share?*

Airbnb is always helpful . Other useful tip is to join the facebook groups for WG and accomodations. You can find cheap accomodation at 300 or 400 euro per month.

## 5) Traineeship

*Please describe the tasks and / or the projects carried out during your traineeship. In which way were you mentored and integrated? How were the working conditions? Did you have especially positive or negative experiences?*

The working conditions were positive and friendly . I was given full freedom to project my ideas and support the Marketing team, My task was to see the business challenges in the current global economic framework and how well the organization can provide services to the MSMEs Handling of the existing and potential clients alongside promoting them on social media. Handling the social media was also under my task.

## 6) Acquired qualifications

*Which qualifications and skills could you acquire or improve during your traineeship?*

The new skill which i learnt was CRM portals like huubspots and trying those out to get the best results. Alongside I also got some skills for marketing research which would be helpful in my Master thesis. Along side i got more experience in Aobe softwares and social media management. Other than this , there is one skill which is still open which is SEO (Search Engine Optimisation)

## 7) Country-specific features

*Are there any specific traineeship regulations in the target country that affected you as an Erasmus trainee (e.g. France: housing allowance, convention de stage? If yes, which ones? Are there any recommendable links or other helpful tips you would like to share?*

I did not find any problem or regulations which might have disturbed me. Everything went well

## 8) Visa, residence and work permit (only for international students)

*Which prearrangements had to be made in terms of visa, residence and work permit? Are there any recommendable links or other helpful tips you would like to share?*

I already have the Schengen Visa so i did not require any

## 9) Other

*Is there anything else you want to let other students know?*

I would recommend everyone to try this opportunity for getting a start in career by internship and getting some cultural and diversified knowledge about other countries and make new relations which would be helpful in the long run

## 10) Conclusion

*What is the conclusion drawn after your traineeship experience abroad?*

I am pretty satisfied with this experience and i think that if i had more time i would have gone for learning more in this opportunity . This has opened up ways for me in the German market as well as i did some work in the European culture and Business environment and learnt a lot.

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### Declaration of consent

I hereby agree to the publication of this report on the website of the Leonardo Office Saxony-Anhalt.

I assure that the photos used in this report do not violate the rights of other persons or companies (personal rights, copyrights etc.).

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Acceptable file formats: [.doc], [.docx], [.rtf], [.odt].