

Name: Boris Olij

Study: BA in International Communication

The internship at Innovation Norway Benelux in The Hague, The Netherlands

Work

After I finished my fifth semester of my bachelor in international communication I received information that we had to find an internship for at least three months. While HIO does have some own alternatives, they didn't appeal to me and I tried to find my own company, which I did. I managed to get an internship at Innovation Norway in the Netherlands.



On my first day of Internship, the seventh of January, I had to stand on the largest tourism fairs of the Benelux. This was far more work on the first six days than I had anticipated, but while it was a load of work; it was an easy way to learn how to interact with clientele of Innovation Norway.

When the fair was done I started settling into the normal 9-to-5 routine in the office. At the office I gained full responsibility of the entire social media aspect of Visit Norway in the Benelux. Visit Norway is the main logo and company which Innovation Norway works with and works with the branding of Norway as a destination for tourists. I had to update the social media daily, both Facebook and Twitter and the monthly newsletter.

I also had to go to Oslo for a seminar at the Innovation Norway headquarters. The seminar lasted for two days and at that time I stayed at a hotel in Oslo. Everything was all included and I learned a great deal on those few days.

Besides these few tasks I helped the employees at the office with all kinds of tasks. But the main aspect I assisted with was with the organizing of press trips, which are trips by Dutch and/or Belgian journalists to different Norwegian areas where they will experience the aspects that tourists can experience and then write about it for their respected paper, magazines or blogs.

Living

Living in The Netherlands is easy. The country is cheaper, everything from a beer at the pub to the apartment itself. While the apartment was fairly easy to find for, since 90 percent of my family is Dutch, the commute from work to my apartment was a lot harder. I had to travel three hours a day. This was, however, together with all other travel expenses, covered by Innovation Norway.

Besides work, the country has a lot to offer, everything from the history and tolerance from Amsterdam, the central and Romanesque Utrecht, the old Maastricht, to the industrial Rotterdam. The Netherlands is small, about the size of Oppland and Hedmark combined, but everything is easily accessed by the train that will travel every thirty minutes. Belgium is also easily accessible by train, and Belgium is home to the old port of Antwerp, the European capital of Brussels and the famous middle ages city of Bruges.



Future

Innovation Norway is a wonderful place to take your internship. I, surprisingly, used all of the aspects, subjects and courses I had in the previous five semesters at Ostfold University College. While my qualification were probably different than that most people that study International Communication have, since I am fluent in Norwegian, Dutch and English, Innovation Norway assured me that people which are fluent in Norwegian and English are just as qualified and should not be afraid to apply. The contact info will be listed below.

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/Boris Olij

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