

Report Internship Abroad

From February until July, I did an internship at the German-Irish Chamber of Industry and Commerce in Dublin, Ireland. This was my first practical experience in marketing, and I could not have wished for a better first experience.

Starting with the tasks, they encompassed not only the usual marketing tasks, such as online marketing, but it covered exciting areas of market research, supporting companies in finding market entry strategies, and helping to organize trade missions. I could therefore get to know many companies and have direct contact with CEOs and managers in meetings we organized for consultations. Additionally, I had the opportunity to organize a trade mission and independently write a market analysis with the topic of energy efficiency in commercial and industrial buildings. This topic was totally new to me, but at the same time, it turned out to be extremely interesting. For this market analysis (a highlight of the internship, in my opinion, when it is done and it is distributed to German companies), I had to interview several experts in that area. Thus, this internship was very dynamic since I had much contact with different companies and experts. Also, since the marketing department is relatively small, you have to perform many different tasks, so I was doing something different every day.

Furthermore, the people at the Chamber were very welcoming and respectful. I had one introduction day where I got to know all people working at the Chamber, the computer system used, and my main tasks. Always, when I had questions, I could feel free to ask them.

Life in Dublin is fascinating; the city is always full of young people. There are many good takeaway restaurants, cafes, places to visit, and options for making day trips. In general, people are amicable and love to chat. Nevertheless, the costs of living in Dublin are incredibly high when comparing to Austria or Germany. Also, the weather is not always good; there are many rainy and windy days.

I can definitely recommend this internship for those who also studied Business or similar studies and are interested in marketing, consulting, and learning about different cultures and companies.