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“From April 8th to 12th, 2024, I had the privilege of participating in the 6th International Week organized by the Krakow University of Economics as part of the Erasmus+ administrative mobility program.

During this mobility experience, participants had the chance to explore the cultural and historical richness of Krakow, a city renowned for its heritage. Through workshops and training sessions, we delved into various topics including creativity, place branding, event management, and organizational strategies. Alongside academic pursuits, the itinerary included cultural excursions and visits to prominent institutions such as the National Museum and Gallery of Krakow.

Cooperation and experience sharing with university representatives from different countries were emphasized, paving the way for potential future collaborations and joint event organization.”