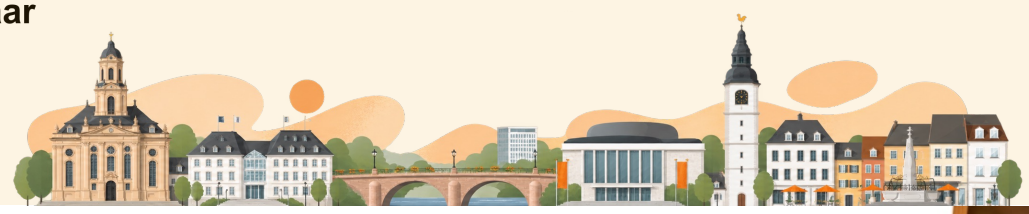
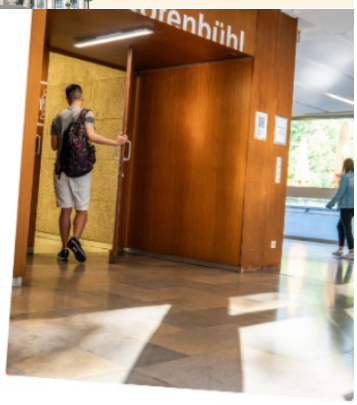
Marketing Science
htw saar

LIUC The Business University
HAMK Häme University of Applied Sciences
UNIVERSITÉ DE NAMUR



Erasmus+



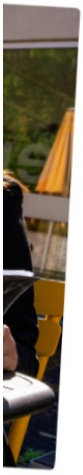
Blended Intensive Program (BIP) 2027

Customer experience & Customer relationship management

Learn globally. Connect personally.

Your international CRM experience in Saarbrücken, Germany

8 – 12 March 2027



Your BIP experience

Join us from 8 to 12 March 20207 at **Saarland Buiness School htw saar** in Saarbrücken, Germany, for an **international BIP** (Blended intensive program).

Location: Hochschule für Technik und Wirtschaft des Saarlandes (htw saar)
📍 Waldhausweg 14, 66123 Saarbrücken, Germany

During the programme, you will:

- Study in intercultural teams with **lecturers** and **students from four countries**
- Work on a CRM company project
- Benefit from **different perspectives & backgrounds**
- Strengthen **international network & communication skills**

Explore Saarbrücken & Beyond

Saarschleife

Planned Activities

- a visit to the **Völklinger Hütte** a UNESCO World Heritage Site
- CRM project with one of the region's best known international brands
- an excursion to the **Saarschleife** and the **Treetop Walk**
- a **guided city tour of Saarbrücken**

In Your Free Time

Participants can explore:

- **St. Johanner Markt** and the city centre with cafes & restaurants
- Shopping, green spaces and cultural attractions

For more information go to: https://tourismus.saarbruecken.de/en

Getting to Saarbrücken

By train

Frankfurt Airport train connection to Saarbrücken Central Station

From Frankfurt Airport, Saarbrücken can be reached conveniently by **train**

- **Travel time:** Frankfurt Airport → Saarbrücken: 2 hours and 40 minutes
- **Group tickets:** available from **99€** for groups of up to 5 people aged 27–64, when booked in advance
- Timetables & Tickets: available online via **Deutsche Bahn**
- **"DB Navigator" app:** tickets & real-time travel information via the Apple App Store & Google Play Store

Luxembourg Airport bus connection to Saarbrücken Central Station

From Luxembourg Airport, you can reach Saarbrücken via Luxembourg Central Station by **bus**[1]

- Airport → Luxembourg Central Station: Bus line 29, approx. 20 min.
- **Luxembourg Central Station** → Saarbrücken Central Station: direct bus, 9€
- **Timetable & fares:** check the current schedule via **CFL Saarbrücken Express**

By car

Saarbrücken is accessible via several highways. If you are arriving by car, the following parking options are available:

- **IntercityHotel parking:** only 10 spaces, **15.00€ per 24 hours**
- "**P9 DB BahnPark Hauptbahnhof City**": **8.00€ per 24 hours**; located at Ursulinenstraße 31, 66111 Saarbrücken
- "**P10 City-Parkhaus**": 700 spaces, **18.00€ per 24 hours**; located directly next to the hotel at Hafenstraße 25a, 66111 Saarbrücken
- "**P16 Parkhaus Europaallee**": 455 spaces **10.00€ per 24 hours** located at Europaallee 16, 66113 Saarbrücken

[1] Alternative pick-up may be arranged in coordination with htw saar

Where to stay

Recommended Hotel

Intercity Hotel Saarbrücken

We recommend staying at the **Intercity Hotel Saarbrücken**, where a special reduced room rate has been negotiated for BIP participants. From the station to the hotel: approx. 550-meter walking distance

Room rates

- Double room: **81.00€ per room / night**, including breakfast **+ 3.5% city tax**
- Single room: **70.00€ per room / night** including breakfast **+ 3.5% city tax**
- Superior room (upper floors & incl. coffee/tea-making facilities)**: + 10.00€ per room / night**

Booking

- Booking code: **HTW SAAR**
- Booking deadline: up **to Friday 15 January 2027**
- **Book by email:** meetings.saarbruecken@intercityhotel.com & please mention the booking code "**HTW SAAR**" in your email
- A **valid credit card is required** to make the reservation
- **Cancellation**: free of charge **up to 7 days before arrival**

Free City Ticket

Consider joining **H Rewards**, the loyalty programme of Intercity Hotel, for a **Free City Ticket** for local public transport.

Other accommodation options

Prefer another hotel? Further accommodations are available near **Saarbrücken Central Station** and can be booked independently.

- Premier Inn Saarbrücken City Centre
- Mercure Hotel Saarbrücken City

Getting around Saarbrücken

To htw saar, campus Rotenbühl

During your stay, use local bus routes **112 or 124** from Saarbrücken Central Station to htw saar,.

Travel time: **9 minutes**

Get off at **Prinzenweiher**, just a short walk to campus Rotenbühl.

Food & Socializing

Lunch during the week

Lunch is available at the htw cafeteria during the programme.

- A **vegetarian option is always available**
- **Drinks and coffee** at student rates

Farewell Dinner

On **Friday evening**, we are planning to get together for a **Farewell-Dinner** giving everyone the opportunity to enjoy an evening as a group before departure.

Before you arrive

Administrative information

Registration at your International Office / Lecturer in charge
Erasmus Funding is organized by your university – places are limited!

Useful information

- Shops & Supermarkets are **generally closed on Sundays** in Germany
- Restaurants, cafés, and bars are open

Ready for your international study experience?

From Saarbrücken's city life to the Saarschleife, cultural highlights, and unique places across the Saarland, your BIP gives you the chance to **see, explore and experience it all.**

Saarbrücken

Völklinger Hütte
UNESCO World Heritage

Saarschleife