

# PM-International AG

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PM-International

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## University of North Carolina Students visit PM-International during Luxembourg excursion

Schengen, June 26<sup>th</sup>, 2024

PM-International, the developer and distributor of FitLine products for health, fitness and beauty, proudly welcomed a group of American students from the University of North Carolina at Chapel Hill's (UNC) 'Global Entrepreneurship Lab' MBA program. In a partnership with the University of Luxembourg, the students are provided with the unique opportunity to experience the entrepreneurial spirit of the Grand Duchy in the heart of Europe.

As part of the students' trip discovering businesses in Luxembourg, PM-International was chosen by the organizers as one of the country's most successful global players to highlight the possibilities and attractiveness of Luxembourg as a business hub, as they are operating in more than 45 countries around the world.

Almost 30 Executive MBA students and university staff members visited the Schengen-based company to learn more about the challenges and opportunities in a globally operating company. The Global Entrepreneurship Lab (GEL) at UNC Kenan-Flagler Business School offers students a unique opportunity to immerse themselves in international entrepreneurial ventures. "Through this hands-on course, students engage with high-growth companies in global markets, providing strategic consulting on issues like competitor benchmarking and overcoming operational barriers. The program emphasizes practical experience in team dynamics, global competition, and startup innovation", explains Professor Ted Zoller from the University of North Carolina.

During their visit, the students were introduced to PM-International's history and business model, as well as the global strategy of the company. "The presentation resulted in a valuable and engaged debate with interesting outcomes for both sides", explains Adrien Rincheval, Regional General Manager Sales of PM-International and speaker of the day. "We are incredibly grateful to have been chosen to represent a global, Luxembourg-based company and welcome the opportunity to engage with students and the university staff alike, it was refreshing!"

PM-International is looking forward to encouraging their work with universities and research institutions. The company is already collaborating with the Luxembourg Institute of Science and Technology, the University of Applied Science Upper Austria, and other institutions.

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## About PM-International AG

PM-International AG develops and distributes high-quality and largely patented products for health, fitness and beauty from the inside and outside under its own brand FitLine®. The company's core competence is the Nutrient Transport Concept: The exclusive Nutrient Transport Concept (NTC®) delivers the nutrients when they are needed and where they are needed – to the cellular level, from the inside and out. In order to ensure a consistently high product quality, PM-International has the products continuously checked independently by ELAB Analytics GmbH. By scanning a QR code on the product packaging, the product consumer is taken directly to a web page of ELAB Analytics GmbH and can view the analyses.

Over 900 million FitLine® products have been sold worldwide to date. Well over 1,000 top athletes from more than 85 disciplines and 40 nations trust FitLine nutritional supplements and FitLine is the official supplier of numerous sports associations and national teams, such as the German, Austrian, Polish and Canadian Ski Federations (DSV, ÖSV, PZN, ACA), the German Ice Hockey Federation (DEB), the Federation of German Cyclists (BDR), the German Athletics Association (DLV), the Olympic Training Centre Hamburg/Schleswig-Holstein (OSP), the Austrian and Swiss Sports Aid, the Swiss and Luxembourg Handball Federations (SHV, FHL), the Swiss Squash Federation, the Luxembourg Basketball Federation (FLBB), the Korean Wrestling Federation (KWF) and many others.

PM-International distributes its premium products worldwide from over 45 subsidiaries.

For more information, please visit [www.pm-international.com](http://www.pm-international.com)

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