

Dear Sir/Madam,

My name is _____; I am an ambitious Master in Finance student at Tilburg University (TiU). During my Bachelor in Business Economics, I achieved decent academic results and participated in the Outreaching Honours Program. I also became (and still am) an active member of Asset Accounting & Finance and Asset International Business & Management. As you can see, TiU has provided me with ample opportunities to develop myself. Unfortunately, the option to go on exchange was not yet part of the regular program during my bachelor degree. Although I still have considered it, I decided to start my master immediately as to not incur any study delay. From the moment I took that decision, my attention shifted to choosing the right master and planning further career steps. During this process, I realized that I would still like to go on exchange before I start my working life. As I wish to obtain another master's degree or work abroad in the future, I believe an exchange to be a valuable preparation and experience. By means of this letter I would like to express my motivation to participate in the exchange program of TiU for the fall semester of 2014-2015.

Firstly, going on exchange will make me more self-reliant as I will have to rebuild my life in an unknown environment, from scratch, without the ability to fall back on relatives or friends. This way, I will become more aware of myself, my strengths and weaknesses, and improve some of the latter in order to have a pleasant experience.

Secondly, the interaction with foreign students during an exchange will be a good preparation for working in international teams. Being able to cope in an international environment implies that you are open for other cultures and different perspectives, and have an interest in global issues as well as broader general knowledge. These are characteristics that employers nowadays highly value. An extra benefit is that I will expand my network of connections and improve my English.

Finally, I would like to experience the different study atmosphere at a foreign university, as I believe the lectures to be more practically oriented and examination to be more spread over the whole semester.

Location-wise, my preferences go to large well-known international universities in metropolises with noticeable Asian influence, the complete opposite of TiU. I wish to experience how I enjoy living in such areas as it will influence my further career plans. As Asian industrialization continues, I find it important to have a better grasp on these (upcoming) economic powerhouses.

My first choice is the Chinese University of Hong Kong (CUHK). Hong Kong houses the financial centre of Asia, a sector in which I would like to work in the future. It is known as the place where East meets West, where Asian capitalism began. It will be a great place to network, and perhaps arrange an internship for afterwards, as many financial institutions and entrepreneurs are situated there. CUHK offers ample interesting courses, such as law and the security markets, and china finance, which will perfectly complement my Master in Finance degree from TiU.

For my second and third option I would like to go to the business heart of Australia: Sydney. Since I would like to finish my master thesis beforehand, I will apply for the spring semester of these universities as their fall semester starts already in July. Australia offers top quality education, has the highest number of international students in comparison to the overall population and also has a notable Asian influence. Sydney offers some of the best aspects of the country in one city: from

Australia's most important business district to the Blue Mountain Area within a stone's throw. Also, roughly 50% of Sydney's inhabitants have foreign roots, which results in a vibrant fusion of cultures.

In Sydney, I would preferably study at The University of New South Wales (UNSW). UNSW offers a wide variety of interesting courses: e.g. legal foundations of business, real estate finance and investments and managing for value creation. Its state-of-art layout Kensington Campus is located in the heart of Sydney and offers many resources (e.g. orientation week, the exchange club and possibility for housing) to have a great experience over there. Last but not least, the Australian School of Business of UNSW has a very good reputation in the financial sector. My second choice in Sydney would be the University of Technology Sydney (UTS), where I would be able to obtain a sub-major in, for example, project management. This university is located in Sydney's central business district, which probably results in strong ties with the local business community.

To conclude, I am a motivated, hardworking student, who is eager for self-development. As it might influence my future career plans, I would love to experience what it is like to study at a large well-known international university in a vibrant modern cosmopolitan city with noticeable Asian influence. CUHK is my definite number one as it is most closely fits my criteria of academic excellence, integration of Eastern and Western cultures, vibrant city life and close ties to business life. Finally, I believe I will be a great ambassador of TiU as I actively participate in both academic and social life at our university.

I thank you in advance for your time and consideration.

Yours faithfully,
