

# Studying in Sweden Prepared Me for Life

25-year old Kiki from Bangkok went to study in Sweden for one year. Before take off she enrolled in Peter Bjork's preparation programme. It gave her great friends and a network and prepared her for the new, 'mysterious' country in every way.

*By Rikke Bjerge Johansen*

## **Parityada Punthapong (Kiki)**

*Age:* 25

*Occupation:* Master degree in Business from Mälardalen University, working as Marketing researcher

**When did you go to Sweden to study?**  
August 2007 for one year

## **Why did you choose Sweden?**

As a marketer, I always compare myself to a brand. By studying in Sweden, the brand can gain cost effectiveness through scholarship and USP (unique selling point) due to the fact that Sweden is still new compared to the universities US and UK where many people graduate from every year. So, why not?

## **What did you know about the country before?**

To us, Scandinavia is just a bunch of mysterious countries and we often associate it with coldness. I think this

*Kiki in front of the university Mälardalen where she took her Master degree.*

is perhaps one of the main barriers preventing people from coming to Scandinavia. Most of them don't think they will survive in cold weather.

## **Why did you participate in Peter's preparation programme?**

I felt that it would be useful to prepare myself for living and studying in this new, mysterious place. Besides, there was no else to give me some advice about the place, since not many students have been there. This preparation programme could give me all the necessary info I should know in order to survive the year.

## **How did it help you?**

The programme not only helps you with your study but shows you the Swedish way of teaching, including thesis writing which I had never done here in Thailand. It gives you stronger English skills, tips about the Swedish language, shopping and travelling and makes you familiar with the Swedish culture and lifestyle so you won't get a culture shock.

## **Did you feel prepared when you arrived?**

Yes, I felt prepared for the new country, also compared to those who didn't prepare themselves. They often had problems adjusting. For instance, it took them a while to adjust to the punctuality of the transport system in Sweden and many times they missed the bus or train. Not to mention the difficulties they had in class, including the thesis writing.

## **What was the best part about the course?**

By taking this course you gain friendship. It's certain that you'll have someone to help you and you don't feel alone in the new country. Besides, it's not only friendship; it's the feeling of having a local guardian. Peter tried in every possible way to make us feel at home and welcome. With him, we felt we had support and we knew that we had someone to turn to in case of problems. Thank you so much, Peter and Toni.



*Kiki sees snow for the first time.*

