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**Abstract**

To become more relevant, higher education includes training in companies more and more as a part of its curriculum; transnational traineeships are an interesting part of that. The international Association for Exchange of Students for Technical Experience (IAESTE), with 65 years of worldwide experience, can help in this process. This paper explains how the association works and how it can help higher education institutions prepare graduates to fulfil the requirements of the global labour market. A case study also explains how the IAESTE system can be used to benefit students, academic institutions and companies. It also gives advice on how to start an IAESTE exchange programme at your university. (HRK / Abstract übernommen)