

## MBA Study Trip Switzerland

16 to 21 November 2025



Switzerland boasts a thriving business ecosystem and a robust economy characterized by stability, innovation and competitiveness. The country is renowned for its global role in industries like pharmaceutical, biotechnology, precision engineering and banking. The economy is diversified well across agricultural, industry and service sectors including tourism.

Political stability fosters an environment conducive to investment and growth. A reliable and transparent legal system, low corporate taxes and an efficient infrastructure further add to the country's attractiveness at the world stage.

Beyond the business world, Switzerland is famous for its beautiful landscapes including some of the highest mountain peaks in the Alps. The country regularly takes top places in rankings on quality of life, healthcare and education systems as well as environmental standards.

<b>Participants</b>	Students / Alumni MBA FHNW, Swiss-International MBA, MBA-MCI, MBA-EBS Dual Degree. Participation is limited exclusively to members of the FHNW community
<b>Objectives</b>	Insights into doing business, the general ecosystem, challenges of business practices, and cultural aspects.
<b>Dates</b>	The preliminary schedule is as follows: <ul style="list-style-type: none"><li>- Kick-off on Sunday 16 November 2025 at 2 pm (location will be announced later)</li><li>- Close at FHNW Basel on Friday 20 November at 4 pm</li></ul> Attendance in all activities from kick-off to close is compulsory.

<b>Programme</b>	<p>The detailed programme will be confirmed closer to the time and includes:</p> <ul style="list-style-type: none"> <li>– Visits to enterprises (of various industries and sizes), start-ups / incubators and other organisations</li> <li>– MBA innovation trophies / case studies</li> <li>– International MBA events (Alumni / students)</li> <li>– Selected touristic activities</li> </ul>
<b>Travel Arrival/ Departure</b>	<p>Participants must ensure their own travel to and from the meeting point. Flexible tickets with cancellation options are recommended as we cannot assume any responsibility due to unforeseen circumstances.</p>
<b>Accommodation</b>	<p>Participants are responsible for accommodation; a list of recommendations will be distributed.</p>
<b>Coordination</b>	<p>Prof. Dr. Andreas Hinz, Head of SIMBA and MCI andreas.hinz@fhnw.ch Daniela Rothe, Executive Assistant IfU daniela.rothe@fhnw.ch</p>
<b>Insurance / Visa</b>	<p>Participants are responsible for insurance coverage and visa. On demand, registered participants will receive an invitation letter covering the time period of the study trip.</p>
<b>Package Fee</b>	<p>CHF 420.- which includes local transport, some catering, and events as part of the official programme. Any other expenses are not included.</p>
<b>Additional Information</b>	<p>Attendance in all activities from kick-off to close is compulsory. The study tour is rounded off with 1-2 selected tourist attractions. Dress code for company visits is business casual.</p>
<b>Registration</b>	<p>Participation is conditional on formal registration <a href="#">here</a>. Deadline is 30 August 2025.</p>