University of Applied Sciences and Arts Northwestern Switzerland

The University of Applied Sciences and Arts Northwestern Switzerland FHNW is one of eight state-accredited universities of applied sciences in Switzerland. The regional university with its national and international orientation has established itself as one of the leading and most innovative universities of applied sciences in Switzerland. FHNW offers:

- Degree-level programmes of study
- Continuing education (Diplomas of Advanced Studies, Certificates of Advanced Studies)
- Application-oriented research and development
- Services to third-parties
- Collaboration with other schools of higher education / research facilities in Switzerland and abroad

The university is composed of nine Schools covering Applied Psychology, Architecture, Civil Engineering and Geomatics, Art and Design, Life Sciences, Music, Teacher Education, Social Work, Engineering and Business. The modern campuses are located in the northwestern part of Switzerland, near the borders of Germany and France and close to the cities of Basel and Zurich, as well as of national and international companies.

The FHNW has a student body numbering more than 10'000 and around 800 lecturers. The hallmarks of the educational opportunities available at the University of Applied Sciences and Arts Northwestern Switzerland FHNW are diversity, practice orientation, and market orientation.

The 29 Bachelor’s, and 18 Master’s programmes, as well as the wide range of further education courses, convey the knowledge and skills that make FHNW graduates much-sought-after professionals.

For more information visit: https://www.fhnw.ch/en/startseite
International Business Management Seminar Week 2019

The School of Business of the University of Applied Sciences and Arts Northwestern Switzerland FHNW offers its bachelor students in their final year the unique possibility to plan, organize and execute four international student projects. It is the primary goal of those projects to give students from different faculties, such as Business, Engineering, Life Sciences among others, the chance to get an insight into business operations and culture in an international context.

These projects build on two different blocks, namely the Preparatory Seminar Week in Switzerland and an onsite-trip to a respective country or region with an interdisciplinary delegation.

As a part of the preparatory seminars of the international students projects an intensive seminar week "International Business Management Seminar Week" is built for international students. Series of seminars, corporate visits enable once-in-a-lifetime opportunities to meet successful business managers, other students and executives in a variety of organizations in one of these dynamic, fast growing economies. This seminar acts as a bridge between academia and industry within and outside Switzerland.

Additionally, the aim of the projects is to create an intercultural business context from which the participants can learn and share their background.
The focus of International Business Management Seminar Week is providing a great platform where students and other interested parties be able to learn about the examined countries in respect to the business environment and challenges faced by the countries or regions. The synergies should be used as much as possible: international students have the flexibility to choose their favorites topics from the preparatory seminar themes.

The International Business Week is open for the following theme with relevant topics:

- **Insight China**
  - 40 Years Opening and Reform in China

- **Focus India**
  - enable Accessibility. expand Connectivity. foster Transfer.

- **connectUs**
  - From Waste to Wealth

- **exploreASEAN**
  - Coopetition in ASEAN
Declaring globalization as the solution to the extreme poverty, China decollectivized agriculture and encouraged entrepreneurship. For attracting foreign investment, the first Special Economic Zone was created in Shenzhen with similar zones to follow. Further steps encompassed the privatization of state-owned industry and the admission to the World Trade Organisation. By the time acting President of the People’s Republic of China Xi Jinping assumed office in 2013, the country had already become the world’s second largest economy and continues growing.

The focus of this year’s project lies on China’s policies to open its economy with all related opportunities and challenges.

Focus India aims to explore the role of accessibility and connectivity in the transfer of information and knowledge, which is vital to facilitate sustainable economic growth in today’s globalized world.

- Accessibility to relevant information and resources is a crucial factor for the success of any business.
- Connectivity goes hand in hand with accessibility and plays a central role for the progressing globalization. Digital technologies redefine communication by allowing constant real-time interaction.
- Transfer of knowledge to the right people at the right time is a key element to boost new innovations and technologies in an interconnected data-driven world.
Harmful waste is responsible for 40 percent of total deaths worldwide, caused by water, air and soil pollution. Not just pollution, but also an inefficient use of natural and human resources fall into the category of waste. In order to reduce waste, active encouragement of entrepreneurial thinking and a general striving for sustainable production is necessary. Ecological solutions or an implementation of a Zero-Waste policy ultimately support an efficient reduction of waste and is targeted by important players in the market.

Waste reduction creates environmental wealth while simultaneously providing resources and jobs for economic wealth. Entrepreneurs all over the world are tackling the problems of plastic pollution and food waste with original ideas.

Coopetition stands for cooperation and competition. While friendly competition among all ASEAN member states exists, they still cooperate with each other as members of an intra-governmental organization, fostering prosperity across their individual borders. As of today, the majority of ASEAN member states are being classified as lower-middle income or middle-income countries, yet, at the same time, they demonstrate high economic growth rates.

However, not every country in ASEAN is equally developed, not only in terms of economic strength, but also in fields such as education, infrastructure, and digitalization. Coopetition will undoubtedly provide the ASEAN region with a chance to achieve crucial economic and political importance in the world.
Who can attend the International Business Seminar Week and what will it offer?

The International Business Management Week is a closed event at the FHNW in Olten, Switzerland. Swiss and International students from the Schools of Business, Engineering, Life Sciences among others as well as lecturers of the University receive the chance to take part in it. This year we would like to open the seminars to our partner universities in the ASEAN region. We would like to invite students, lecturers and other university staff to join our unique International Business Seminar Week from February 11 to 15, 2019 in Switzerland.

Participants will have the chance to choose between a wide range of topics that might be of interest. From Monday to Thursday every project offers its own activities concerning its country or region of interest. On Friday participants will have the chance to be part of a career fair where our partner companies will be present with a view to look for potential talents.

What role can you play?

The International Business Seminars of the projects strongly focus on the exchange of knowledge, background and country information. While lecturers, guest speakers and firms share their experience about working abroad, it is essential for the other participants to additionally receive first-hand knowledge from the examined countries. To successfully prepare for your business and career journey to the respective countries your input and background can make the difference.
How can participants benefit?

The International Business Seminar Week provides participants with a chance to enrich their knowledge in different fields and in various culture contexts.

Several subjects can be explored and applied by directly interacting with guest speakers coming from many industries, companies, governmental agencies and experienced professors of FHNW.

- International Business Management
- Cross-cultural Learning
- Innovation
- Entrepreneurship
- Sustainability
- Leadership
- Business Communication
- Corporate Social Responsibility
- Doing Business in Emerging Markets
- Doing Business in China
- Doing Business in India
- Doing Business in America

Another primary advantage of joining the International Business Seminar Week is that participants will be able to build up their international network.

The presence of international firms, speakers, students and lecturers will facilitate the networking.

Besides, not only can the local participants of the projects profit from this cross-cultural exchange. If you are interested in how businesses run in Switzerland or if you find it valuable to receive information on how to do business abroad, taking part in this seminar week will give you insights into these topics.

Last but not least, you will get to know the Swiss culture from a whole different standpoint. The diversity of cultures and approaches to different fields of business ensures a valuable experience for participants of this seminar week.

What do participants obtain?

After attending the Seminar Week and handing in a review of the experience gained an attendance certificate for you is issued by the University of Applied Sciences and Arts Northwestern Switzerland FHNW.

I was able to broaden my horizon and see others’ perspective of my country, Indonesia. As we all know, cultural differences have become one of persistent challenges that will be faced by young generation. Preparing ourselves to overcome this challenge earlier would be one of the best approach to survive in this era of heated competition.

- Salsabilla Kintan, 21, Institut Teknologi Bandung
Previous topics

The following tables are giving an overview of guest speakers, topics and company visits during the International Business Management seminar week in February 2018. The updated schedule 2019 will be communicated after the acceptance of registration.

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Position</th>
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<tbody>
<tr>
<td>Ms. Doris Leuthard</td>
<td>President of the Swiss Confederation</td>
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<tr>
<td>Prof. Dr. Crispino Bergamaschi</td>
<td>President University of Applied Sciences and Arts Northwestern Switzerland</td>
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<tr>
<td>Dr. Uli Sigg</td>
<td>Former Ambassador to China</td>
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<tr>
<td>Ms. Christa Markwalder</td>
<td>Former President of the National Council</td>
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<td>Dr. Ruedi Nützi</td>
<td>Director FHNW School of Business</td>
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<td>Mr. Tuck Seng Low</td>
<td>Co-Chairman of Singapore Board SACC</td>
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<td>Mr. Jesse Ng</td>
<td>Founder and CEO of Bajak Ltd</td>
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<td>Mr. Thomas Schmid</td>
<td>Leica Geosystems</td>
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<td>Mr. Heiko Fischer</td>
<td>CEO Bosch Power Tools</td>
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<td>Mr. Patrick Roettger</td>
<td>Managing Director at Lenovo Switzerland</td>
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<td>Mr. Hans-Jörg Bertschi</td>
<td>President Bertschi AG</td>
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<tr>
<td>Mr. Andreas Volz</td>
<td>Senior Manager at Accenture</td>
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<tr>
<td>Mr. Manfred Rist</td>
<td>Southeast Asia Correspondent Neue Zürcher Zeitung</td>
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<tr>
<td>Dr. Balz Strasser</td>
<td>Former CEO Swissnex India</td>
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<tr>
<td>Ms. Christine K. Jacob</td>
<td>Lecturer at FHNW School of Business</td>
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<td>Mr. Kevin Leuthardt</td>
<td>KMPG</td>
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<td>Dr. Daniel V. Christen</td>
<td>Swiss-Chinese Chamber of Commerce</td>
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<td>Dr. Daniela Suter</td>
<td>Gen Suisse</td>
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<td>Dr. Dirk Schneider</td>
<td>Swissbiolabs</td>
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<tr>
<td>Mr. Niklaus Glatthard</td>
<td>Chairman of Youn Professionals SACC</td>
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<td>Ms. Ngo Minh Nguyet</td>
<td>Consular of Vietnamese Embassy</td>
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<tr>
<td>Mr. Amol Thakare</td>
<td>Senior Design Engineer at Sulzer Chemtech</td>
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<td>Ms. Melanie Auer</td>
<td>Roche</td>
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<td>Mr. Paul Meeusen</td>
<td>Swiss Re</td>
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<tr>
<td>Mr. Fabian Schnell</td>
<td>Avenir Suisse</td>
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<tr>
<td>Ms. Barbara Lüthi</td>
<td>Former SRF correspondent in China</td>
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Relevant Topics

1. Cross-cultural Management
2. Coopetition in Global Markets
3. Threats and Opportunities for Swiss Companies
4. Integration of SME abroad
5. Innovation
6. Country Policies
7. Emerging Markets
8. Digitalisation 4.0
9. Economic Insights
10. Swiss Relations
11. Sustainability
12. Globalisation

Company visits

Participants have the chance to visit companies during the seminar week. The visit will be arranged by the management teams. The list of companies will be updated as the week comes closer.
General Information

Date
The seminar week is going to take place from February 11 to 15, 2019.

Venue
University of Applied Sciences Northwestern Switzerland FHNW
Von Rollstrasse 10
4600 Olten
Switzerland

Seminar fees
The registration fee: CHF 375.- including materials and local transportation concerning the company visits.

The attendance fee: CHF 800/per participant.

Attendance fee waiver for FHNW partner universities' students and lecturers.

Seminar fees do not include insurance, accommodation, visa fees, meals and international flight costs.

Visa
As some residence of the ASEAN states may need a Visa travelling to Switzerland, we will provide you with an invitation once your application was accepted.

Accommodation
We are happy to support you with finding a place to stay in Olten and support you with your choice of booking.

Based on the subject to availability, the FHNW offers the following accommodation options for you:

1. Home Stay
   Estimated cost: 200 CHF / week / person

2. Staff House
   Estimated cost: 200 CHF + 100 CHF cleaning fee / week / person

3. Hotel
   Estimated cost: 115 CHF / room / night

Please note that the costs for accommodation will be borne by the participants.

Buddy
Your personal buddy will meet and greet you at the Zurich/Basel airport in Switzerland and accompany you to your accommodation. Every participant from our ASEAN partner universities will be assigned a buddy for the whole week. They will be your first primary contact person for questions and will help you get settled in and give you the necessary information about the week.
Application Procedure

The application should contain the following:

• Completed [application form]

• Curriculum Vitae (including references)

• Motivation letter – Containing the following information among other:
  • What is your motivation to join the IBM Week?
  • What are your interests concerning the IBM Week?
  • What can you contribute to the IBM Seminar Week?
  • Core strengths
  • Experience and background

And send us your application documents by **31 December 2018**: corinne.koepfli@fhnw.ch.

You will receive further information upon receipt of the application.

Contact Us

We are looking forward to an interesting seminar week and to hosting you at the University of Applied Sciences and Arts Northwestern Switzerland.

Please do not hesitate to contact us, we will be pleased to help you.

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