

«China Insights» - A series of China-themed events

Internationalisation from a HR-perspective with focus on Asia including China



If you are interested in key social, political and business challenges facing China or facing companies doing business in China, the China Insights series is designed for you.

A series of workshops and events in English or German bringing together lecturers from the FHNW and recognised experts from industry and service sectors designed to deliver focussed and accessible expertise.

Content	<ul style="list-style-type: none">– Internationalisation Models– HR-Strategy and Internationalisation– Examples from Asian countries	Gery Bruederlin
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<ul style="list-style-type: none">– Relevant Research Fields (Culture, Comparative HR, HR in Multinational Companies)– Local vs. Global Approaches– Examples from Asian countries	Erhard Lüthi
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Short Break

Q & A

Audience	Managers and HR professionals who are interested to understand more about strategic and operational HR challenges when internationalizing their business.
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Speakers



Prof. Dr. Gery Bruederlin, FHNW School of Business

Lecturer in Human Resource Management
Programme Manager “Master of Advanced Studies in Human Resource Management” (MAS HRM)
Programme Manager “HRM PLUS”, a program for experienced Human Resource Professionals
He has managed various global HR functions during his distinguished career within UBS AG. 2007 - 2009 he was the global head of human resources for the whole UBS corporation, leading over 2000 HR people and covering over 80'000 employees.



Prof. Dr. Erhard Lüthi, FHNW School of Business

Lecturer in Human Resource Management
Project Manager Research and Consulting
Focuses: International HRM, HR Strategy, Compensation Management and training and development

He held various HR leadership and senior-executive roles in global industrial and services companies.

Language English

Date 3 May 2018, 17:00 – 19:00 plus Networking Apéro

Venue University of Applied Sciences and Arts Northwestern Switzerland FHNW,
School of Business, Peter Merian-Strasse 86, 4002 Basel

Entrance fee CHF 80.00

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