University of Applied Sciences and Arts
Northwestern Switzerland

Cross-Cultural Learning Seminar 2016

University of Applied Sciences and Arts Northwestern Switzerland (FHNW)

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 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: http://www.fhnw.ch/homepage?set_language=en

OVERVIEW

International Student Projects

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 Cross-Cultural Learning Seminar Week in Switzerland and an onsite-trip to a respective country or region with an interdisciplinary delegation.

Due to the success of the long-standing student projects Insight China, Focus India and connectUS, the project exploreASEAN was established this year to additionally cover the South-East Asian region in the international student projects.

These seminars 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. Additionally, the aim of the projects is to create an intercultural business context from which the participants can learn and share their background.

Cross-Cultural Learning Seminar Week

The Cross-Cultural Learning Seminar Week is taking place from February 8, 2016 until February 12, 2016. During this week, each project is presenting its elaborated topic in an interactive way. These seminars create a great opportunity for students and other interested parties to build up networks with different companies lecturers and students as well as to learn about the examined countries in respect to the business environment and challenges faced by the countries or regions. Guest speakers with Swiss or international background are giving valuable insights into the business world. The speeches and workshops are reflecting the topics and countries chosen by the project teams. Additionally several company visits and a career fair are part of the Cross-Cultural Learning Seminar Week.

The Cross-Culturual Learning Seminar Week is organized by the following four teams:

- **Insight China**
- **Focus India**
- **connectUS**
- **exploreASEAN**

INSIGHT CHINA 关注中国 — www.insightchina.ch

focus India — www.focusindia.ch

connectUS — www.connectus.ch

exploreASEAN Building Bridges for Young Talents — www.exploreasean.ch

Insight China

«Made in China 2025»

Insight China offers ambitious students the opportunity to gain a deeper understanding of the Chinese culture and economic diversity. This year's theme focuses on China's strategy to transform its industry into a leading high-tech industrial player. Low-tech mass production was key for the country's tremendous GDP growth-rates over the past decades. However, this expansion caused negative effects as well. It is therefore of greatest importance for the Chinese government to access new industries. The focus of the projects lies on how China wants to shift its industry and by that explore some of the key sectors of «Made in China 2025». Addressing arising opportunities and threats for Swiss companies which have exposure to China as well as possibilities for Swiss expatriates are, issues that are covered in this year's Insight China project.

Webpage: www.insightchina.ch

Facebook: Insight China

Focus India

«Gain, train and sustain»

Focus India offers students interested in India the unique opportunity to develop their intercultural skills with help of professionals in one of the fastest growing markets in the world. It has to be kept in mind, that the fast growing market in India has its disadvantages. Due to the highest youth population in the world the Indian economy has to face many challenges in order to provide sufficient jobs. For this year's project the focus is on how Swiss, Indian and international companies gain and train young, skilled employees in order to ensure high quality and performance in a competitive and sustainable manner. Additionally, the promotion of entrepreneurial spirit and innovative thinking, which are crucial factors for a company's successful development and growth, will be incorporated in the project.

Webpage: www.focusindia.ch

Facebook: Focus India

connectUS

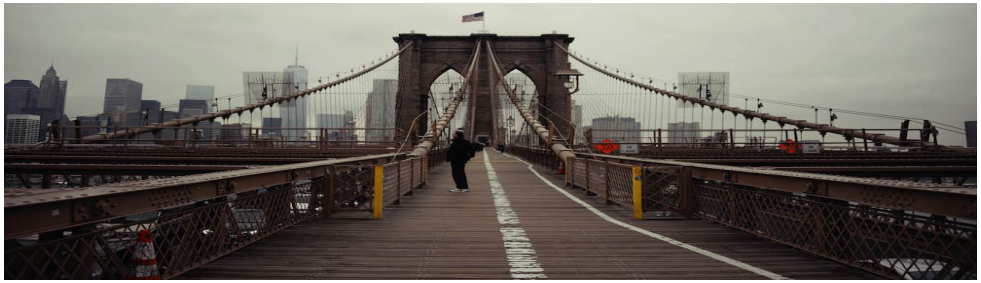
connectUS

«The Mystery of Success - Many Roads lead to the top»

The main focus of the project is to provide profound insights into the key drivers of success when doing business in and with the USA, and how to continually strive for innovation and entrepreneurial spirit. Many roads lead to the top - connectUS 2016 explores three main roads to success: The first road takes a PIONEERING approach as it starts with a revolutionary idea. The second road emphasizes optimizing the workforce with TALENT FOCUS. Whereas the third road drastically changes its direction to become a GAME CHANGER. Smaller roads follow ideas such as social entrepreneurship, innovation, sustainability, green technology or corporate social responsibility amongst others. The aim of this project is to learn about the journeys of successful companies and to understand which dead ends should be avoided in order to by-pass failure and become successful as an individual as well as an organization.

Webpage: www.connectUS.ch

Facebook: connectUS



exploreASEAN

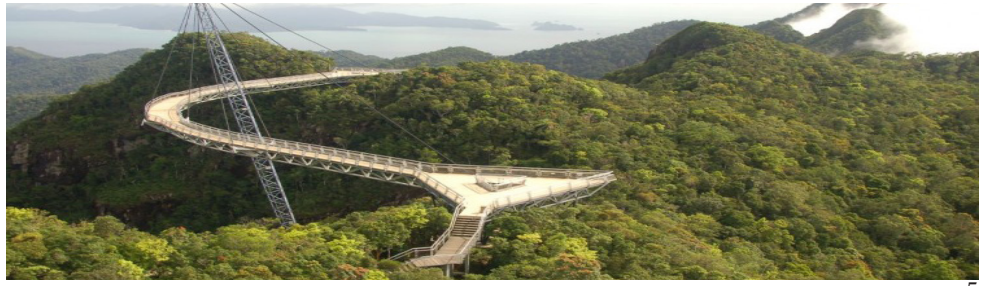
exploreASEAN

«Access ASEAN»

The aim of the project is to create a platform in order to deliver first-hand insights and advices, mainly for students, SME's and entrepreneurs. The webpage ensures a valuable exchange of knowledge provided by the active participation and experience of the participants in the project. "Building Bridges for Young Talents" represents exploreASEAN's long-term objective; to establish connections between Switzerland and the ASEAN states. The topic "Access ASEAN" lays the first milestone to achieve this vision. It is vital to understand how companies successfully establish their business in the respective countries, which challenges they have to overcome and what opportunities they seek. Based on the differences in culture, economic status and proximity exploreASEAN has decided to visit the three ASEAN member states Singapore, Malaysia and Vietnam in its first year.

Webpage: www.exploreASEAN.ch

Facebook: exploreASEAN



PARTICIPATION

Who can attend the Cross-Cultural Learning Seminar Week and what will it offer?

The Cross-Cultural Learning Seminars are 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 Cross-Cultural Learning Seminar Week from February 8, 2016 until February 12, 2016 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 and listen to speeches by the President of Economiesuisse Heinz Karrer and the Head of SECO Marie-Gabrielle Ineichen-Fleisch. Currently the programs of the seminar week are still in process and definite plans will only be available as the week comes closer.

What role can you play?

The Cross-Cultural Learning 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 the trip to the respective countries in March 2016 your input and background can make the difference.

How can you benefit?

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 will give you insights into these topics. Another primary advantage of joining the Cross-Cultural Learning 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. Additionally you will get to know the Swiss culture from a whole different standpoint.

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.

Program of the Cross-Cultural Learning Seminar Week

The following tables are giving an overview of guest speakers, topics and company visits during the Cross-Cultural Learning Seminar Week. As the week comes closer, more information will be available. A precise list of topics for selection will be communicated after the registration.

SPEAKER	COMPANY
Prof. Dr. Peter Abplanalp	FHNW
Mrs. Fan Neifer	FHNW
Mr. Jonas Wernli	ABB
Mr. Werner Hug	HUG / Wernli AG
Mr. Felix Sutter	PWC
Mr. Beat Schumacher	ZKB
Mrs. Couzette Kleynhans / Karin Heidenreich	Novartis
Prof. Pieter Perrett	FHNW
Mr. Stephan Anliker	Endress + Hauser
Mrs. Claudia Lippuner	SERI
Mrs. Corinne Staub	Self-Employed

SPEAKER	COMPANY
Mrs. Rahel Aschwanden	Impact Hub
Mrs. Margaret Oertig - Davidson	FHNW
Mrs. Cristina Riesen	Evernote
Dr. Urs Lustenberger	SACC Young Professionals
Mr. Manfred Rist	NZZ
Prof. Dr. Rolf Dieter Reineke	Umi-Asia
Mr. Yichung Law	Singapore Authority
Dr. Teresa Freiburghaus	FHNW
Dr. Nicolas Bukowiecki	PSI
Mr. Michael Schranz	Apps with Love
Dr. Niklaus Glatthard	SACC Young Professionals
Prof. Dr. Lynn Lim	FHNW
Mr. Kurt Härri	Schindler
Mr. Satschin Bansal	Zimmer
Mrs. Marie-Gabrielle Ineichen-Fleisch	SECO
Mr. Heinz Karrer	Economiesuisse

SEMINAR WEEK

NUMBER	TOPIC
01	China - Yesterday, Today, Tomorrow
02	ABB and Made in China 2025
03	Exporting to China
04	Threats and Opportunities for Swiss Companies
05	Chinese Financial Market
06	Chinese Business Etiquette
07	First Steps in Hindi
08	India > Switzerland / How to Address Cultural Biases at Work
09	Impact of a Positive Appearance
10	Sustainable Start Up Performance
11	Do's and Don'ts in the US
12	Big Data
13	Swiss-Asia Relations
14	ASEAN Economic Status
15	Vietnamese Culture
16	Malaysian and Singaporean Culture
17	CATCOS Project
18	Importance of Networking
19	Insights to Singapore
20	How to Access ASEAN
21	Understanding the Indian Consumer

More topics will be added.

Participants have the chance to visit one or two of the following companies during the seminar week. The visit will be arranged by the management teams.

NUMBER	COMPANY VISIT
01	Brugg Cables
02	Endress + Hauser
03	Franke
04	Embassy of the United States
05	Google
06	Jakob Rope Systems
07	Blaser Swisslube

ORGANISATION

Schedule

Date: February 8, 2016 until February 12, 2016
Address: University of Applied Sciences Northwestern Switzerland FHNW –
School of Business
Riggenbachstrasse 16
4600 Olten
Switzerland

Attendance Fee

The attendance fee will comprise CHF 375.- including the participation in the Cross-Cultural Learning Seminar Week, materials and transportation concerning the company visits. Not included are insurance, accomodation, Visa fees and international flight costs.

Visa

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

Accommodation

The FHNW provides limited rooms in our ***International Campus Franziskushaus*** in Olten. The Franziskushaus offers single rooms with WIFI access and the use of all shared common facilities. Since we only have limited rooms available we kindly ask you to confirm your stay as soon as poosible. The rooms will be rented out on a first come first serve basis. The fixed rate for rooms rented out for one week is CHF 280.-.

For more information about the facility go to http://www.franziskushaus.ch/index.php.

If you desire to stay at a hotel we are happy to provide you with a list of possible hotels close to the FHNW campus and help you with the booking. The costs shall be borne by the participants.

Buddy

Your personal buddy will meet and greet you at the 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

The application deadline for the Cross-Cultural Learning Seminar Week will be on

December 31, 2015

The application should contain the following:

- Completed application form (separate document)
- Curriculum Vitae (inclusive References)
- Motivation letter – Containing the following information among other:
    - What is your motivation to join the Cross-Cultural Learning Seminar Week?
    - What are your interests concerning the Cross-Cultural Learning Seminar Week?
    - What can you contribute to the Cross-Cultural Learning Seminar Week?
        - Core strengths
        - Experience and background

Please send your application file to fabienne.suter@exploreASEAN.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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