



nexus

EXPLORE ... FOCUS ... INSIGHT ... CONNECT

FEBRUARY 2016



BLASER SWISSLUBE MAIN JOINT PARTNER

For several years, Blaser Swisslube has been a precious partner of the International Student Projects and last summer the company even extended its support. Blaser Swisslube became a sponsor of the newly launched project exploreASEAN.

Nine years ago Blaser Swisslube started to support Focus India. Based on this successful collaboration, the company decided to sponsor also the two other projects Insight China and connectUS. Last summer the FHNW School of Business launched a fourth project, called exploreASEAN. Since Blaser Swisslube is interested in being a long lasting partner of the University of Applied Sciences, Marc Blaser decided to support the existing projects as well as the new one. Marc Blaser considers this partnership "as an investment in Blaser's future experts and managers. The company is always interested in well educated and open minded employees". Through the International Student Projects the company can become "acquainted with students, who will soon graduate in various

disciplines like business, engineering, and life sciences". This long-term partnership has been a huge driver of success for the International Student Project and is very much appreciated. • AF



Marc Blaser, CEO of Blaser Swisslube

«I do see the benefits for the students in the eye opening experience of visiting other countries, to broaden their horizon and to understand the dynamic way of business in different cultures».

exploreASEAN

exploreASEAN was launched in summer 2015 and provides young talents the chance to access the ASEAN community. From a global perspective, ASEAN is one of the most important political and economical entities for the near future. The aim of the project is to offer a platform in order to deliver first-hand insights and advices about doing business in Southeast Asia. exploreASEAN offers innovative and different possibilities in addition to the existing projects of FocusIndia, InsightChina and connectUS.

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When Mrs. Marie-Gabrielle Ineichen-Fleisch, Head of SECO, joined the Preparatory Seminar the first thing she told the audience was, that she was highly impressed by the students' ambition and work they are bringing into these International Student Projects. Further, she held an interesting speech about Switzerland's negotiation strategies and trading agreements with a specific focus on the four projects' regions.

As Head of SECO, what was your motivation to have a speech at our Preparatory Seminar?

INEICHEN-FLEISCH: When I heard that the main topic of the International Student Projects of FHNW are China, India, ASEAN and US, I knew that it is an opportunity to talk to young people and try to motivate them towards these fascinating countries with different challenges but also with different opportunities.

Students learned that in Asia there is a high focus on good education and a very high pressure to perform well at an early age. Do you think Swiss students have an advantage and are internationally competitive?

INEICHEN-FLEISCH: First of all, I think that we have a very good system and that even though the Swiss students may be a bit older when they are graduating they are internationally very well prepared and competitive. The permeability that the Swiss universities are offering to students is very valuable

HEINZ KARRER



Heinz Karrer, President of economiesuisse. Photo:JV

On the last day of the Preparatory Seminar, the Joint Friday, Heinz Karrer, President of economiesuisse honored the FHNW with his presence. In his speech, Heinz Karrer stated his vision and strategy for Switzerland for the next five years. Switzerland has been ranked in the top in terms of innovativeness and competitiveness, GDP per capita, unemployment rate but also in terms of happiness. To retain these rankings, continuous work must be accomplished on six pillars: Switzerland must expand its access to foreign markets and sustain its efficient infrastructure. The tax and financial system must be kept

and that is one of the best things to have at such a young age. I am very optimistic and nowadays it is not necessary to decide at a very young age what we want to do for the rest of your life – today's students have the possibility to change and adapt to what they want at any stage of their life.

MARIE-GABRIELLE INEICHEN-FLEISCH



M.-G. Ineichen-Fleisch; Head of SECO. Photo: JV

If you could give a message to the Swiss graduates, what would be your advice?

INEICHEN-FLEISCH: Keep your eyes open, there are so many interesting opportunities in the world and always keep in mind that you have the possibility to capture them. So, stay open-minded and face new challenges. They are valuable and may open a door to the world for you. • VH

attractive and effective. Regulations and bureaucracy should be reduced to a minimum to foster entrepreneurship. Furthermore, to counter the erosion of trust in politics and business, there must be a dialog every day of the year. Last but not least, Switzerland must strengthen its education system even more.

The International Student Projects of the FHNW contribute to an important aspect: "In a more and more globalized world, projects like Focus India have a very big value. The participants must think about other countries, must deal with different cultures and ways of doing business and this is very, very important for the future." Heinz Karrer closed with: "Karl Valentin once said: "In the past even the future looked better." We have to do everything so this becomes not true." • JV

What advice would he give to fresh graduates?

«Just jump in. That's what I did. Find out what you like and don't do too much of intellectual work before. Jump in and do your best!»

CAREER FAIR



On the last day of the Preparatory Seminar the FHNW International Student Projects Insight China, Focus India, connectUS, and exploreASEAN hosted a career fair for their participants. The event offered a great platform to exchange information and to network. Students could get in touch with potential national and international employers and on the other hand, the cooperating companies could present their profile and give an overview of the job possibilities they can offer. A big thanks to all partners that supported the International Student Projects during the Career Fair. • FT & JF



Joint Career Fair Photo: JV & FT

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|------------|------------------|--------------------------|----------------|
| Accenture | Bertschi | Credit Suisse AG | Mettler Toledo |
| Acutronic | Blaser Swisslube | EF Education First | Reishauer |
| atelier ww | Brugg Cables | Endress & Hauser Flowtec | Swiss Re |

COMPANY VISITS

○ To get a close view on what their partners do – and also how they do it – all Delegations went to visit some of their sponsors' facilities. The chance to exchange with representatives from the respective companies was a very rewarding experience for all Delegation members. • JV

ENDRESS+HAUSER FLOWTEC AG

○ The Delegations of Insight China and Focus India visited their joint sponsor at their headquarters in Reinach. The Delegations were guided through the assembly facilities, receiving a glimpse of what products E+H manufactures and how important the attention to details is to them. This is key when producing flow measurements which shall record even the slightest vibrations. Further, in the logistics area, the Delegations learned that E+H has successfully implemented the Kanban system and now produces many basic elements of their products on stock and only finishes producing their goods as sales orders are received from customers. In addition, the Delegations heard that employees' ideas and reports are constantly used for the continual improvement process which is a key focus of E+H as explained on the guided tour. Beat Vögtlin, HR Department Head Development & Concepts, presented E+H's focus on their values: Sustainability, Excellence, Commitment and Friendliness which run like a thread through the entire organisation in Switzerland as well as the five affiliates abroad. Additionally, E+H introduced the Delegations to various graduate programmes and highlighted their special need for innovative engineers. The Insight China Delegation will visit the sponsor's facilities in Suzhou during their Onsite Seminar. • VH



Endress+Hauser Flowtec AG. Photo: JV

BRUGG GROUP

○ Insight China's Silver Partner invited the Delegation to a guided tour through the metal rope production in Birr by the company's CEO, Mr. Urs Schnell. The production facilities are divided in four divisions including new technology of coated metal ropes by Brugg Group. Further, the Delegation received insights on the belt, cable and accessories factory in Brugg at the company's global headquarters. The latest innovation, the belt rope which is extensively used in elevator installations, was presented. Additionally, products and accessories were exhibited in the showroom before getting glimpses on the production of silicon isolation parts which are used in high-voltage cable joints. These sensitive tasks are performed by both, half-automated as well as hand controlled machines and pass multiple quality control tests. Insight China will visit its sponsor in Suzhou. • VH



Brugg Group. Photo: AB

FRANKE

○ Franke AG, Silver Partner of Focus India, is a global provider of products in the kitchen and hygienic industry. The hundred-year-old family business employs about 9000 people spread over 39 countries. In his presentation, Mr. Beat Sigrist, Chief Human Resources Officer, emphasized the new brand strategy of Franke. Under the claim "Make It Wonderful" Franke redefined and unified its brand image in 2015: One company, one strategy, one brand. The claim stands for the promise to make everyday life a little more special for customers and business partners. This happens through innovation, superior product systems and exceptional service. The integrative approach and consistency of the new brand image was impressive: Even during the visit of the production facility, where kitchen sinks are pressed, annealed, welded, polished and washed, the unique hand-drawn illustrations were found everywhere. • JV



Franke. Photo: JV

ACUTRONIC

○ The main world leader of precision motion simulators used in aeronautics, defense or space gave the Insight China Delegation a tour through its production and testing hall in Olten. The sponsor's CEO, Mr. Aleksandar Granulic, and his team guided the group through different products which simulate very expensive potential scenarios to improve the customer's product performance under real conditions. Based on complexity and desired precision of the situation to be simulated, the instruments have up to 5-axis which can be equipped with different items and are almost all custom-made. Thanks to the multiple extra features and astonishing precision, Acutronic successfully competes in the niche-market while being the market leader. Further, Acutronic also produces laboratory centrifuges which are used for testing products, such as aviation gyros or crash sensors. • VH

SWISSCOM

○ connectUS was warmly welcomed at the headquarter of Swisscom in Berne by Sabine Lengacher who works as an intern at Swisscom's HR & University Marketing department. After a brief introduction she guided the delegation to Swisscom's holy hall of creativity, namely into the so called "brain gym". The philosophy behind Human Centred Design was featured by Alexander Farga and Sabine Hug. During the company tour it was possible to feel a special vibe throughout the whole company and connectUS was able to perceive Swisscom as an innovative and creative company that fosters constant improvement and emphasizes on an open communication between the employees and towards external stakeholders. • FT & JF

US EMBASSY

○ connectUS had the great opportunity to visit the US Ambassador Suzan G. LeVine at her residence at the Embassy of the United States, in Berne. During her speech the Ambassador focused on the currently running presidential elections in the US explaining how the election system works and made a comparison to the Swiss election system. Subsequently, she gave some insights into the economical collaboration between Switzerland and the US and highlighted the importance of the trade agreements with each other. She explained the opportunities and areas for growth in the relationship, especially concerning the collaboration with Swiss companies for the establishment of apprenticeship programs in the United States. It was an honor for connectUS to visit the Embassy of the United States in Switzerland and an unique opportunity to meet such an experienced, inspiring and powerful woman. • FT & JF

BLASER SWISSLUBE

○ Blaser Swissslube is a family owned business and produces high quality cutting and grinding fluids for machining and grinding applications for watch-making, medicinal, aircraft and automotive industries. At the company visit in Emmental the exploreASEAN delegation learned that Blasers' goal is to manufacture value-added products that are friendly for humans and the environment. These principles have made this family owned coolant company a Global Player under the leadership of Peter Blaser. Blaser Swissslube emphasizes innovation to foster mechanical quality and economic efficiency. The staff gave the participants an insight on how they strive high quality and customized solutions. The highlight of the company visit was the guided tour through the production, technique and research centers. • AF

JAKOB ROPESYSTEM

○ Jakob Rope Systems has been a family owned business since its foundation in 1904. They have been producing ropes for foresting, skiing lifts, architecture, greening, artists and many more industries. Although, Jakob is a very traditional firm, the current owner Peter Jakob soon discovered the need to expand the business into new market. By visiting the manufacturing of the firm and by listening to the interesting presentation of Peter Jakob it soon became apparent by which values the company operates: Never give up, do not solely let the head decide but include the heart and gut feeling in decisions, learn from mistakes and especially explore and try something that is not common. Mr. Jakob looks back on a success story with his firm and by applying his principles many others could also benefit. • FS



Acutronic. Photo: AB



Swisscom. Photo: KS



US Embassy in Berne. Photo: FT



Blaser Swissslube. Photo: AF



Jakob Rope System. Photo: LM

MADE IN CHINA 2025



www.insightchina.ch

○ In the past, the brand «Made in China» used to be connected to rather low-tech and cheaply produced goods. But this is about to change drastically as the Chinese government recently launched a new initiative – Insight China’s topic «Made in China 2025». The efforts behind the initiative aim to transform China into a country producing highly innovative and excellent quality products. The initiative concentrates on ten selected business sectors, amongst others information technology, aviation equipment or agricultural equipment which are considered as very prosperous and where China may be the potential leader in the future.

○ China has committed to this ambitious plan which shall lead to being the number 1 world manufacturing power by 2049 when celebrating the 100th anniversary of the People’s Republic of China, as Mr. Xiankun Lu elaborated in his speech. China will thereby overtake the heavy but powerless Western world and act as the muscular force behind global economic development. In order to achieve this goal, the cooperation with Europe is essential for China and justifies its endeavours to gain knowledge by acquiring well working companies active in complex business sectors. «Switzerland is a very interesting partner for China as the Swiss education system is key for the country’s innovations and its competitiveness» Lu has explained. This is further confirmed by Mr. Jonas Wernli, Managing Director at ABB where there were many European product managers sent to Chinese affiliates to drive growth. Brilliant experienced Chinese executives and managers with excellent English skills are usually too expensive as they have worked for the well-paying government. Therefore, ABB has introduced a development program for fresh-outs to train its future management in China. However, companies strive to decrease the number of expats and make local contracts attractive for foreigners.

Although many products in various sectors carry the «Made in China»-label, it is not necessarily representative as many international companies ship single pieces to China where they are later assembled and hence made in the Middle Kingdom. However, Lu cited Steve Jobs who experienced that no other country delivers on time and volume as precisely as

China. But assembling does not earn Chinese companies high revenue as the profit rates are minor. Hence, first class innovation will be the future’s focus built upon the strength of assembling. Further, the large variety of Chinese natural resources like coal will be a source of revenue although the transportation systems are not yet as developed as in Europe. This is where China depends on the Western world to develop and change its image. Unfortunately, these economic improvements come with side effects in environment. To fight against air and water pollution, smog and soil erosion is an important challenge for the government as the people are directly affected. Establishing a sustainable development must not be ignored by the government. However, the government



Prof. LU Xiankun, New Huadu Business School
Switzerland Photo:VH

is also in a conflicting situation as it introduces regulations which must be enforced by the majors. As Lu explained these majors, however, are often exploited by Chinese companies and corruption is an ongoing issue. Although the transportation systems are not yet as developed as in Europe. This is where China depends on the Western world to develop and change

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As a matter of fact, Wernli explained that thanks to all the Chinese efforts, Europe will be introduced to various Chinese innovations in the coming years. For a long period, Westerners have taught the Chinese on how to do business and organise the economy. But the directions have changed and the future growth will be in China although the movement of building mega districts like Pudong in Shanghai will not be as excessive as in the last twenty years. Potentially, we will have Chinese software in our businesses or Chinese trains on our railways. The rather new train connection between China and Berlin is one example for the developments which enables both regions’ heavy cargo to be transported by land which is now faster than by ship. However, one must be aware of the local customer preferences which have a heavy impact on sales. Place of origin still matters and in case customers are not price sensitive, «Made in China» will not be as strong as «Made in Switzerland» for the time being. •
VH

INNOVATION: NOVARTIS & MADE IN CHINA 2025



www.insightchina.ch

○ With the pharmaceutical sector being one of the focus areas of the initiative «Made in China 2025» it is expected that Novartis can benefit from the Chinese efforts. With the Shanghai campus being the company's third biggest R&D location globally, Novartis already established an excellent basis for future innovations and high-technology products which are key for China's transformation.



Felix Sutter, Head Asia Business Group PwC Switzerland & President Swiss-Chinese Chamber of Commerce Foto:AB

○ During the workshop, Mrs. Couzette Kleynhans and Mrs. Karin Heidenreich have explained that Novartis strive to achieve the government's goal to provide easy and affordable access to medicine for Chinese patients with massive investments in the next five years. However, the legal challenges, such as compliance and authorisation, will have a heavy impact on the collaboration between the two

parties. Nevertheless, the good relations with Chinese business colleagues and government will help Novartis to focus on research and commit to social responsibility. Meeting future generations' needs is further supported by issuing incentives when guidelines are successfully implemented and engagement is secured. Novartis is well equipped to support the Chinese initiative and support the transformation towards a new image. • VH

CHINA TODAY AND TOMORROW

○ In order to understand the Middle Kingdom's present and future, one must understand its past as Mr. Andreas Ryser, Senior Key Account Manager at Schindler Elevator Ltd. explained to Insight China's Delegation. The students gained numerous interesting and valuable insights on the development of the People's Republic of China (PRC) during the Preparatory Seminar.

To understand where China is historically originates and where the future of the Middle Kingdom may lead to, Ryser emphasized on major historical points in the Chinese history. He referred to the era of Zheng He, the Opium and Japanese wars and the Cultural Revolution, initiated by Mao Zedong in the late 1970s. He enhanced that up to this time in history, China was barely accessible for foreign economies. It was in 1978, when Deng Xiao Ping detached Mao Zedong politically that the country started with its diversification. He was the statesman of China achieving to open the country to foreign investment and the global market. Under his leadership, the Middle Kingdom started with its

development to become one of the fastest growing economies in the world within the last few decades. Due to this influential and revolutionary statesman, Prof. Dr. Peter Abplanalp, Professor and China expert at FHNW, referred to Deng Xiao Ping as the "Architect of China's Economic Success". Furthermore Ryser created a link between Deng and the Swiss elevator company, Schindler Ltd. He mentioned that the Swiss elevator company was the first in history that achieved to create cooperation between a Western industrial company and China. Namely, two years after Deng came into power, Schindler Ltd. signed a Joint Venture with the PRC in 1980.

Beat Schumacher, Financial Analyst at ZKB, referred to the fact that despite today's lower GDP growth rate in China, its importance for the global economy will further increase. Even its influence on the European Union, China's largest trading partner, is currently increasingly strong, remarks Ryser. With the slowing growth rate, Chinese leaders are looking for new channels to sustain the appetite for growth. For the

Delegation, the most impressive example for the optimism in growth is the renowned 'One Belt, One Road' (OBOR) project. The key success of this project is the development of an unblocked road and rail network, where more than 60 countries will be involved to improve international trade and relations. The OBOR route will pass through Central and West Asia, the Middle East and Europe, as well as the maritime road, which links China's port facilities with the African coast and into the Mediterranean. For China's economical future it is inevitable to maintain and strengthen the diplomatic relations with other countries in order to share each other's knowledge. Due to this fact, the OBOR project has an immense potential for China's economical future as Mr. Felix Sutter, President of Chinese-Swiss Chamber of Commerce, explained with the potential transport of fruits out of Chinese back country. This will also add positively to the economic future of the world. • AB

EXECUTIVES IN CHINA AND SWITZERLAND



www.insightchina.ch

○ Assessment centres are considered to be the most accurate tool for potential executives' evaluation. This is a service offered by Benoit Consulting AG whose CEO, Mr. Andreas Benoit has joined Insight China's Preparatory Seminar. These assessment centres are a combination of multiple aspects which lead to a precise rating of the respective candidate's characteristics relevant for the managing position. Assessment centres are conducted from a neutral, external service authority.



Andreas Benoit, CEO Benoit Consulting AG.

Photo: VH

○ Putting candidates through an assessment center – which must not be confused with headhunting – is an extremely stressful situation demanding high professionalism from the candidate and observers. Whereas other tools, such as personality tests or references only pro-

vide a limited reliability, assessment centres score highest on the validity of assessment procedure. It is important to create very challenging situations for candidates to find out more about stress resistance and leading competencies and to observe the candidate's behaviour. This allows a prediction of future behaviour and serves as an indicator to assess a candidate's suitability in order to select the best person for a specific job. It also gives Benoit Consulting's clients the chance to get a better understanding of the candidate's weaknesses and strengths. As wrong selections in recruiting are very expensive and reason for many failures in business, an assessment is well worth its investment. Due to its stressful frame conditions, it can be assumed that candidates are real and pretending is reduced to a minimum as Benoit explained.

Depending on the criteria, the differences between Swiss and Chinese executives can be very significant and impactful. Whereas Swiss candidates are more flexible and pragmatic in their approach to solve issues, the Chinese are more logic thinking. Further, the Chinese tend to be very good in decision making, crisis and conflict management while Swiss leaders excel in communicating, presenting and problem solving situations. Also, the response upon the feedback formula from the assessment centre shows differences: «Chinese are less questioning the report» as Benoit explains because Swiss often ask for answers or challenge certain assessment criteria. Handing out the report supports Benoit Consulting AG's credo to stay transparent with all candidates. • VH

NEW SPONSORS

○ Of all the International Students Projects, Insight China is the pioneering one which would not be possible without the support from several sponsors. Some companies have supported the project for years whereas others have been attracted this year. In addition to Benoit Consulting and Acutronic, Insight China is supported by additional three new sponsors. • VH

BERTSCHI

The family-owned logistics provider with headquarters in Dürrenäsch, offers services for bulk-chemical logistics, intermodal rail, sea and road transports and tank container transports. The sponsor commits to safety, quality, service, environmental protection and diligence. Bertschi was a pioneer for several years transporting tank containers between China and Europe. The Chinese market's pipeline is full including several projects with significant infrastructure and high investments. • VH

ATELIER WW

The Zurich-based architecture office provides services in planning, designing and realizing real estate. The spatial and structural integration of new buildings into existing frame while making constructions unique is their trait. Still, considering the environment is key for them. They have successfully competed for international projects realizing large projects in development of residential areas in China and are currently planning and realizing projects in Switzerland. • VH

REISHAUSER

Internationally successful in the gear grinding machine market is Reishauer AG. The Swiss company has a long tradition in the gear industry and its products range from tooth profile grinding machines to diamond tools, which are exported to industrial states worldwide. Teeth on gears with a diameter of 150 mm to 1,000 mm are given their final accurate grind on the highly precise machines, working as smooth as a clockwork. • AB

GAIN, TRAIN AND SUSTAIN



www.focusindia.ch

India is one of the fastest growing markets in the world. But alongside the rapid pace of development, various challenges have risen and will gain importance in the next years. The UN reports that in 2014, India had the world's largest youth population with 356 million in an age range from 10 to 24 years. However, the majority of them do not have sufficient education or skills for the jobs on the market. According to the Indian government "80% of the workforce in rural and urban areas does not possess any identifiable marketable skills". Hence, the growing economy is in deep need of skilled and well-educated employees in order to be able to compete on a domestic and international level. It is estimated that by 2025, 70% of the Indian population, around 975 million people, will be in the working age. For the continuous development of the economy, the country is severely challenged to provide sufficient employment for the huge number of people in the working age.

For these reasons, the project team of Focus India 2016 has decided to focus 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's focus.

During the preparatory seminar, the participants have heard first insights of how the partner companies of Focus India 2016 deal with this specific problem posed in the Indian market. Furthermore, specific approaches were presented from experts in the field of Swiss education and vocational training system. • RD

JOSHI FOUNDATION

Switzerland, Germany, and Austria have healthy economies and a very low unemployment rate. Does the possibility of a shared secret exist? Dr. Rajendra K. Joshi and Mrs. Ursula Joshi investigated this phenomenon and concluded that the answer might lie in the system of apprenticeship education, also known as the dual education system. With the clear goal of bringing this unique system to India, they established the Bharatiya Skill Development Campus (BSDC) in Jaipur. They are offering six-month courses in polymechanics consisting of theoretical education and on-site training for young Indians. Future goals of BSDC is the implementation of a two-year model and extend the field to electrician, bricklayer and medical assistant.

However, there are some challenges: For example is the whole process not (yet) supported by the government. This means there is no standardized education plan nor exam. Because of that, the diploma is not recognized by the industry. Furthermore, it is hard to find partners who are willing to actually take in trainees. This is also a known problem for SkillSonic, a Swiss non-governmental organization. Being active in India since 2008, SkillSonic has the goal to empower one million Indian technicians to reach international skill levels by 2022. In order to do so, SkillSonic offers guidance, programs and services based on proven Swiss processes and methodologies. • JV



Seminar participants listening carefully Photo: JV

INDIAN CHALLENGES AND ENTREPRENEURSHIP



www.focusindia.ch

INDIA > SWITZERLAND

○ There are more than 1 billion people in India and just over 8 million people in Switzerland. The same contrast can be seen when looking at job openings. In Switzerland many people may apply for one single job and at the same time in India, there will be many people more applying for a similar job. Federica Hunziker, Senior Analyst at Accenture, former FHNW student and Focus India project team member in 2012 explained to the delegation how job applications are being handled differently in India than in Switzerland, mainly due to the sheer size of the India population.

One other major challenge Accenture faces is the ever increasing global collaboration, involving employees and partners from all over the world and from many different countries and cultural backgrounds. Perceptions can be biased very easily, as Mr. Zohaib Burney, Software Analyst at Accenture pointed out to the delegation. Being part of German and Indian cultures ever since his childhood, Burney is no stranger to exactly those challenges.

A series of very simple, but at the same time eye-opening experiments conducted by Burney and Mr. Andreas Volz, himself a Senior Manager who has worked at Accenture since 2005, showed the seminar participants how quickly and easily the human brain can be tricked into bias, no matter whether this bias is about culture or just some action from everyday life.

Single inputs into a person's thinking, like numbers or the consistent mentioning of either male or female people can heavily influence the way of thought. Following the own instinct, a random person thus seems much more likely to put more visible input into a throw of the dice for six points than for a throw for just one point. Influenced by the numbers, the person seems to forget about the fact that in both cases, the dice is still of the same weight and has six sides. ● JV

BIASES IN WORK AND LIFE

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FROM RICE AND SPICES TO GLOBAL IMPORT

Imagine you arrive in a new country and you desperately miss your home food. This was the situation Ghansham Aggarwal, founder and CEO of Aggarwal Fine Continental Food was confronted with when he first came to Switzerland in 1980. After a few years of work as a waiter he turned his necessity for Indian food into a virtue and opened his first store in Berne in 1986. Creating an Indian start-up company in Switzerland was seen as very exotic way of doing business in those years, but Ghansham Aggarwal was very determined to go his own way.

In the years since, the business has grown remarkably, from an import of rice and spices for his own needs into a food import and trade company offering well more than 1000 products from not only Asia, but also Africa, South America and Europe. Today, Aggarwal has grocery stores in several cities across Switzerland as well as a central warehouse in Langenthal that serves as a distribution center, but also as a wholesale facility.

Along with the opening of new stores, Ghansham Aggarwal has managed to extend his network towards influential business people in India, such as the "King of Spices", Mahashay Dharampal Gulati, the owner of MDH Spices, one of India's biggest spices sellers. ● JV

DOING BUSINESS IN INDIA


www.focusindia.ch

SULZER'S EXPERIENCE

o Doing business in India requires patience – a lot of patience. As an example, the journey from the Indian city of Pune, a cluster for many Swiss companies active in this country, to the headquarters of Sulzer Chemtech in Kondhapuri, may take up to two hours. It is the heavy and chaotic Indian traffic, that makes these 45 kms seem to be a lot more.

Founded in 1834, Sulzer used to be one of the most traditional Swiss producers of heavy machines and pumps. Based in Winterthur, it has since grown into a worldwide corporation, providing performance-critical applications. Today, the company has almost 16'000 employees, 562 of them in Kondhapuri

Dr. Abilesh Manon, Head Petrochemicals Europe of Sulzer Chemtech explained this and many other challenges from doing business in India when he met the Focus India 2016 delegation at the preparation seminar. Change is imminent regarding this issue though, with the Sulzer presence in Pune being relocated much closer to the city of Pune in the close future.

The recession 2009 forced Sulzer Chemtech into remodelling its market strategy in India. Sulzer had entered the Indian market in 1988 through a joint venture where it acquired the majority in 1997. Since 2010, the Indian branch has been responsible for the supply to the oil and gas industry situated in what Sulzer calls the "EMIRA" region, comprising Europe, the Middle East, India, Russia and all of Africa. • JV



Dr. Abilesh Manon, Head Petrochemicals Europe, Sulzer Chemtech Photo: JV

COLLABORATING WITH INDIA

o The world is flattening. Social media and the internet in general give people perfect access to information and political borders seen as iron curtains 30 years ago have been opened more and more. Paul Meeusen, Director Finance Global Business Solutions at Swiss Re gave the Focus India 2016 preparation seminar participants an insight into these developments and also explained how Swiss Re makes efforts to keep up to speed with them.

Being a reinsurance company, Swiss Re plays a major role as a facilitator for the insurance of risks in case of catastrophes. Swiss Re is constantly identifying and evaluating risks like earthquakes, hurricanes or generally, the climate change, which has been identified as a global risk already 20 years ago.

In India, Swiss Re has 615 full-time employees, a number which has more than doubled over the last 15 years. From its Global Service Center in Bangalore, Swiss Re serves regions worldwide, making use of modern technology that has helped to flatten many communication obstacles in recent times.

Also, in Bangalore, Swiss Re is working together with the Indian Institute of Management, helping to conduct the "iLead" that aids the development of young line managers. The first batch of those has just recently finished the programme. Various internal programmes are in place to make sure that Swiss can create a sustainable in-house talent pool at its Bangalore branch. • JV



Paul Meeusen, Director Finance Global Business Solutions, Swiss Re Photo: JV

THE MYSTERY OF SUCCESS



www.connectus.ch

○ This year connectUS 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 and the third road changes its direction to become a GAME CHANGER. These main road ideas include many smaller roads and paths which make every journey an intriguing adventure.

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.



The pioneering road follows a risky yet highly prestigious path. Many pioneers try and fail, so far a few can reach great success and reputation. Inspired by visionary leaders, powered by bright minds and driven by the human excitement for development and technology this road has created some of the most fascinating companies and products. Mostly this road is taken up by start-up companies trying to innovate and bring something unseen to the world. This road includes paths such as newly discovered green technology or ground-breaking inventions that change the way of living in order to guarantee environmental sustainability and drive technological development as a whole.

WORK CULTURE @ GOOGLE – JAVIER BARGAS

The company connectUS allocated to this road is Google. Javier Bargas, a Staff User Experience Research Manager from Google Zurich was participating on the first day of the Preparatory Seminar of connectUS and gave some really interesting insights into the work culture of Google and how the hiring process is handled.

«DO COOL THINGS THAT MATTER»

In 1998 Google started its business in a dorm room at Stanford University in the US and now they are a multinational company allocated in Mountain View, California. Google evoked its business with the mission to organize the world's information and this information should be accessible and useful for everyone therefore they launched the well-known search engine box. Nowadays, Google is much more than just a search engine, already six products of Google has more than 1 billion users including Android and Gmail. Google seeks the smartest people of the world and therefore its hiring process is quite uncommon compared to the hiring process in Swiss companies. The entire hiring process at Google lies on the shoulders of the employees. The Human Resource department is not involved before the final stage of the hiring process.

“The question is not can we do that, the question is should we do that” – People should be convinced that it is the right thing to do.

For Google the most important thing is that its employees enjoy their work and have a good life at the workplace since they strongly believe that this improves the employees' output. Therefore, several incentives are given to the employees like free food, several gyms with instructors, various coffee places, creative collaborative workspaces as well as rooms to relax and retreat themselves. To motivate the employees even more offices are all located in an open working environment and are designed in a nice and colorful way.



Javier Bargas, User Experience Research Manager. Photo: JF

Trust is vital in Google's work culture and therefore reflected for example in the way Google gives its employees attractive goals they have to reach, but it is up to the employees how they allocate their time.

This unique work environment created by Google is copied nowadays within a lot of other companies in the United States. • FT & JF

TALENT FOCUS

○ The second road of connectUS is called Talent Focus and emphasizes the optimization of the workforce.



It is a road that most companies follow to some extent, yet many do not fully unleash its potential. Having happy, talented and long-term employees at a company is one key factor for success. If turnover is high or the employees do not enjoy and respect the work in the company they represent the quality and efficiency will never reach the maximum.

Companies that strongly follow the road of Talent Focus have a sustainable, talented and motivated workforce. Furthermore, through their employer brand reputation attracting more talent will be a much easier task. Being an employer of choice will naturally advance bright and ambitious employees.

HUMAN CENTERED DESIGN

A great example of how a company can foster its Talent Focus through their innovation and project management is nicely illustrated by Swisscom's concept of Human Centred Design.



Alex Farga, an expert in Human Centred Design, showed and explained connectUS the impressive philosophy behind the concept of Human Centred Design. He stated arguments why it encourages and motivates the employees working in such departments and how it has a positive impact on the culture and the work life within the company.

Human Centred design is an approach that is based on the needs and wishes of the consumer. The three main pillars of this concept are: The human being, the technology and the economy.

Swisscom wants to tailor products that suit its customer the best. Therefore, Swisscom wants to give its employees working areas which they can fully develop and arrange by themselves. But being innovative and seeking for creative solutions that are based on the needs of the consumer, go beyond the borders of one department.

The whole Human Centred Design department is designed in a creative way with flexible working areas for the employees where they also can work on projects with

people from different departments. They have the possibility to work together in one of those specially designed rooms in the Human Centred Design department. The employees are free to rearrange the rooms depending on the needs of the project and its team members. Such working environments help that employees are able to have a close collaboration, increase the exchange and this fosters innovation.



Project and PR Member at Swisscom Human Centred Design. Photo: FT

The culture and values behind this concept are highly influenced by an open communication. Swisscom believes that great innovative and creative solutions come from exchanging ideas and also from exercising the principle of giving constructive feedback.

«I LIKE, I WISH, I GIVE»

The ideas and philosophy behind the concept of Swisscom's Human Centred Design were first introduced and applied at their site in Silicon Valley. connectUS will be undertaking a company visit to their sites in San Francisco during the on-site trip and it's looking really forward to learn more about this very interesting and exciting approach. • FT & JF

○
www.connectus.ch

GAME CHANGER



○ The third road of connectUS is called Game Changer and this road is a very courageous one. Firms with the desire to change their direction and find a new recipe for success follow this road.

Be it completely changing what they do to gradually switching from old to new – a game changing company sees potential in something new and to offer unique products and services to the market. Pursued by all companies, it is mostly a path taken by companies that are either saturated or have a great vision, are creative and are willing to change the game. A key path for example is entrepreneurial thinking that enables revolutionary innovations and affect a whole market by involving new technologies with visionary leadership styles.

Importance of the US - Swiss Relationship – Suzan G. LeVine Ambassador of the United States.

Suzan G. LeVine, the US Ambassador in Switzerland and Lichtenstein took up her position in June 2014.

During the visit at the US Embassy in Switzerland the ambassador highlighted the importance of the economic collaboration between Switzerland and the US. In her eyes any trade agreement strengthens the economic ties while also jobs are increased, enhance labor and environmental standard and this is a welcome development from the perspective of the United States.

«ALWAYS LISTEN TO YOUR HEART AND DO NOT FOCUS ON MONEY.»

Another important aspect of her work is the elaboration of apprenticeship programs in the United States. connectUS was interested in upcoming economic collaborations between the US and Switzerland. Suzan G LeVine stated that “On a number of levels, our economic collaboration has never been stronger. As evidence of that fact, you needn’t look farther than January 2015, when we had a Swiss Executive Roundtable at the White House with several members of the Cabinet - the first such event with a single country ever. At the Roundtable, Swiss companies – including the Alevo Group, Bühler, the Kudelski Group, Nestlé, Novartis, Pilatus Aircraft, Reha Technology, and Zurich Insurance Group, announced over \$3 billion in new Swiss investment into the United States, while also announcing plans to introduce or expand core elements of Switzerland’s vaunted apprenticeship program into their U.S. facilities.”



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Suzan G. LeVine, Ambassador of the United States. Photo: FT

Further she gave some insights into her career and encourages the delegation to follow their hearts when making decisions regarding their work.

The connectUS delegation was a honored having the opportunity to visit the Embassy of the United States in Switzerland and to talk with the Ambassador. Her inspiring speech and kind words made it a remarkable event, that will always be remembered by all participants of the Preparatory Seminar. • FT & JF



connectUS Delegation at the U.S. Embassy. Photo: FT

ACCESS ASEAN



www.exploreasean.ch

○ The first topic of the newly launched project is «Access ASEAN». 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. In the Preparatory Seminar, exploreASEAN focused on this topic, and wanted to identify how Swiss companies can overcome those challenges and successfully establish a business in South-East Asia.



Accessing the ASEAN market might offer several opportunities for a Swiss company. If a Swiss company is well established in the market or shows no potential growth in the national or European market, it might consider expanding its business to the South-East Asia region. With its new and fast growing markets, the increasing middle class and the young, success-driven population, the ASEAN region will be a lucrative market to enter.

According to Angela Di Rosa, SEA consultant at Swiss Global Enterprise (S-GE), the ASEAN market fits to the Swiss companies. "It is not as big as China is, and not that complicated like Japan", says Di Rosa. "You will find the right market for your product or service". However, each country in the region has to be managed individually. There are significant differences in terms of economic development, political climate and social maturity. The chances and opportunities are different from one country to another. "Every country has its different flavour which could be a chance for the specifics of a certain SME", states Dr. Urs Lustenberger, President of the Swiss-Asian Chamber of Commerce.

Nonetheless, companies can face several challenges when entering the ASEAN market. Major hurdles can be the different regulatory environments and the adjustment to certain structures. Additionally, South-East Asia is a big region with 10 countries. There are many diverse cultures and countries and therefore also the challenges are different. "Every market has to be looked at in a different way" say Di Rosa. Depending on the country, challenges could be the high demanding bureaucracy or corruption. In any case, a company has to be prepared for changes when doing business in SEA, because it is, compared to Europe, a very dynamic market. Mid- and long-term planning is good,



Angela Di Rosa, consultant at Swiss Global Enterprise. Photo: AF



Dr. Urs Lustenberger, President of the SACC. Photo: ML

but usually not accurate. Companies have to be flexible and constantly adapt to the local pace and practices.

Despite the challenges which have to be overcome, the positive aspects prevail. Companies who are looking for additional growth and energy and markets where the technology might be an extension, the access to ASEAN countries can be an excellent opportunity. • LM



Thanh T. Nguyen, Ambassador Extraordinary and Plenipotentiary, Permanent Representative of Vietnam. Photo: AF

The exploreASEAN team was very honored to welcome the Ambassador Extraordinary and Plenipotentiary, Permanent Representative of Vietnam, H.E. Thanh T. Nguyen. In a captivating speech the ambassador spoke about change and continuity in Vietnam. Thinking globally and acting locally is the motto of the country. Moreover, the Ambassador shared the values of Tết, the Vietnamese New Year.

INSIGHTS INTO THE ASEAN MARKET



www.exploreadean.ch

○ When entering new markets or financially investing in foreign countries it is crucial to have a macroeconomic overview. Understanding what challenges and opportunities the respective country faces and what drives its macroeconomic development may turn out to be key factors for success or failure.

Olivier P. Müller, Head of Investment Delivery at Credit Suisse AG and experienced financial analyst, elucidated on this topic. Looking at the world economy right now, three specific macroeconomic areas need to be evaluated when investing in a country from a financial standpoint. It is important to consider unemployment rates, capacity utilization as well as crude oil prices in order to receive a clear picture of the ongoing inflation, which in turn has a huge impact on a country's growth potential.

Dr. iur. Urs Lustenberger, President of the Swiss-Asian Chamber of Commerce, outlines in his presentation the importance of the ASEAN community to the world economy. With an overall GDP of USD 2.1 trillion this region is the seventh largest economy in the world. Additionally, a young population and thus 600 million of potential consumers, which comprises 15% of the world population, boosts its economic significance. Due to these facts, Dr. Lustenberger believes that the ASEAN community is able to complement the strong-growing markets of China and India.

Olivier P. Müller gave a closer understanding why the ASEAN region is of such great importance. Primarily, it starts by looking at China. Prior to becoming very powerful, China very much depended on the other Asian countries. By now China does not rely on them anymore, however has lost much of its competitiveness edge. By looking at these factors it

becomes evident that the ASEAN region has huge potential to profit from these changes in the Chinese economy. Yet, it needs to be kept in mind that the ASEAN region is still very much influenced by China and will probably remain like this.

From an ASEAN get-together in 2014 Angela Di Rosa, Consultant for South-East Asia at Swiss Global Enterprise, presented findings on which markets in the ASEAN region are growing at what pace. The strongest growth can be seen in infrastructure and transportation throughout most of the ASEAN countries. Moreover, there is a strong growth in food as well as Information and Communication Technology. Further, according to Olivier P. Müller the main growth driver for ASEAN is the labor market. It has also been proven that countries, such as the ASEAN, not enforcing the one child policy perform better with regard to growth rates.

Although the region as a whole is growing rapidly, the individual countries have to be looked at separately. The country which is favored the most economically are the Philippines. They stand out in terms of growth, cheap labor forces, outsourcing of business process, growing textile industry and a robust infrastructure. Furthermore, Singapore is the most stable country and still presents many growth opportunities, even if the GDP growth is lower than the one of the other ASEAN countries. Labor growth can particularly be noticed in Vietnam, the Philippines as well as Indonesia. Thailand and Indonesia are in the weak spot when considering the entire ASEAN community. Thailand suffers from political pressure, stiff competition in IT parts and a stressed automobile industry. Indonesia reveals declining retail sales and exports and seems to disregard the change in interest rates. • FS

○ Taking a closer look at the three visited countries by exploreASEAN, namely Singapore, Malaysia and Vietnam, the following macro data is given:

SINGAPORE	MALAYSIA	VIETNAM
<p>General:</p> <ul style="list-style-type: none"> • Strong exchange rate is hurting • Growth in medical technology <p>GDP growth: 2.9% GDP per capita: USD 53,906 Unemployment Rate: 2,0%</p>	<p>General:</p> <ul style="list-style-type: none"> • Net oil exporter (suffering due to oilcrash) <p>GDP growth: 6,0 % GDP per capita: USD 10,548 Unemployment Rate: 2,9%</p>	<p>General:</p> <ul style="list-style-type: none"> • Low wages, unstable law system <p>GDP growth: 5.8% GDP per capita: USD 1,901 Unemployment Rate: 4,5%</p>

ESTABLISH A BUSINESS IN SOUTH-EAST ASIA

○ Accessing the ASEAN market, or a foreign country in general, is always associated with various barriers and problems. To overcome those barriers, Swiss businesses can get help from several Swiss organizations. During the Preparatory Seminar exploreASEAN had the honour to welcome guest speakers from the Swiss Global Enterprise, the Swiss-Asian Chamber of Commerce and UMI ASIA.

SWITZERLAND GLOBAL ENTERPRISE

Swiss Global Enterprise is a private, non-profit organization helping Swiss companies to identify and establish new business potential on a worldwide market. Working on behalf of SECO, S-GE uses its expertise in internationalization to provide advice and support in export-, import-, and investment promotion. Swiss SMEs can also profit from S-GEs neutrality and its global business network. In 2015, over 5400 companies benefitted from over 450 experts in the industries of food, ICT, life science, MEM and Cleantech. A first counselling session is part of the public service and therefore free of charge for Swiss SMEs.

Swiss-Asian Chamber of Commerce



Brunei · Cambodia · Indonesia · Korea · Laos · Malaysia
Mongolia · Myanmar · Pakistan · Philippines · Singapore
Sri Lanka · Taiwan · Thailand · Timor-Leste · Vietnam

The Swiss-Asian Chamber of Commerce is a forum for firms, institutions and government bodies and individuals who have an interest in the economic relations between Switzerland, the ASEAN countries, Korea, Pakistan, Mongolia, Sri Lanka, Taiwan and Timor Leste. SACC provides advice to companies who want to establish a business or realize investments in the ASEAN region. The chamber's activities facilitate the exchange of experience and direct business contacts among and between its members and official bodies. Moreover, SACC offers a free first counselling interview for businesses.

But not only the accessing of companies, also the accessing of young professionals was a topic in the Preparatory Seminar of exploreASEAN. Chairman of the SACC Young Professionals, Niklaus Glatthard, visited the FHNW in Olten to talk about Challenges and Opportunities for young professionals in the ASEAN region. The SACC Young Professionals "are aiming to be the forum for all Young Professionals, Young Entrepreneurs and Start-ups interested in the economic and business relations between Switzerland and Asia" emphasizes Glatthard. The forum facilitates Young Professionals the exchange of experiences, know-how and business contact in the SACC countries.


www.exploreadeasian.ch

UMI ASIA

Another organization helping Swiss SMEs entering emerging markets is UMI ASIA. "It is a group of companies that helps its clients to expand into South-East Asia and Europe" states Dr. Urs-Peter Wepfer, founder and CEO of UMI ASIA. The organization helps European companies to enter emerging markets based on the umbrella company strategy. The Umbrella Concept is a fully-fledged virtual subsidiary that offers the development and implementation of an internationalization solution for exporting companies. As a result, companies are relieved from the administrative stress and uncertainty of internationalization, allowing them to focus on their core competencies. Dr. Wepfer explained the seminar participants this highly interesting concept on a live case study of the Swiss based company Swissmooch, which successfully accessed the Thai market with its premium dairy products. • LM

CATCOS IN VIETNAM

During the week of the Preparatory Seminar the participants heard a great extent about the opportunities and challenges a company can face when entering the ASEAN market. With Dr. Nicolas Bukowiecki from the Paul Scherrer Institution, the delegation became an insight into a real case project.



Dr. Nicolas Bukowiecki. Photo: AF

Working for the project CATCOS, a Swiss venture supporting long-term air pollution monitoring in emerging markets, Dr. Bukowiecki was in charge of expanding the project to Vietnam. He shared his experience in his presentation, thus the audience obtained an insight on what it actually means to manage a project in a different environment. Besides the fact of high bureaucracy and relatively low progress of the project, Dr. Bukowiecki sees a very reliable partner in Vietnam who is interested in a sustainable and long-term relationship. He states "It might sometimes takes a lot of time but in the end something great can be constructed". Also to the implementation and construction of the weather station, Dr. Bukowiecki looks back positively. Despite the language issues, it was very convenient to work with the Vietnamese people. "They are really good in improvisation and were able to find a solution for every technical problem". In general it was a successful project with an open collaboration with solution-oriented partners and a very instructive experience. • LM

CULTURE & LANGUAGES

CHINESE LANGUAGE

○ In order to introduce the Chinese language Mrs. Fan Neifer-Yang, who is teaching amongst other courses also Chinese at FHNW, prepared a interesting workshop for the delegation of Insight China. The students got the opportunity to practice the pronunciation of the various Chinese syllabus and learned more about the different initials and tones of the Chinese language. The language workshop was very interesting and learnful for the students, because many of them never spoke a word in Chines. Mrs. Fan focused on some of the most important Chinese words to learn as a foreigner. Furthermore the students have been introduced to the tradition of Chinese calligraphy. The students learned, that there is a general standardization of the various styles and that the calligraphy has been originated and developed from China. Finally the students got the chance to write their own names on rice paper with a bamboo brush and an inkstone. • AB

APPROPRIATE BEHAVIOR

○ India is a highly diverse country with many ethnic groups, languages and religions. Therefore, it is difficult to state generic etiquettes and appropriate behavior. With her vast experience, Dr. Neelam Nagar, Founder of Neelam's Sprachschule, could advise the delegation on how to behave when doing business in India: A handshake is accepted, especially in urban centers, where most business is done. However, some traditional Indians may want to avoid contact between men and women. In this case, Westerners should stick to "Namaste" . Always use your right hand to greet or pass money, as the left hand is considered unclean. Men should wear a suit and tie while doing business, while a pant-suit or long skirt, covering the knee, are suitable for women. Doing business in India takes time, it is about the interaction and relationship rather than just results. Lastly, India has a high context culture, which strives for harmony: A direct "no" as an answer is really seldom. • OR



DO'S AND DON'TS IN THE US

○ Based on the presentation of Margaret Oertig, professor at the FHNW, it is important while interacting with US citizens to take the political correctness into consideration and avoiding topics related to gender, country of origin or military service, as they can be perceived as discriminatory . Always pay attention to the friendliness and be aware that in other countries the perception of what is seen as friendly may be different than in Switzerland. A characteristic feature of the United States in relation to friendliness is the American Smile Code. US citizens value cheerfulness and enthusiasm that is why they tend to smile all the time. Having an open mindset and seeing cultural differences and uncertainty as a chance, can bear great opportunities and be a key to success. networking hubs such as at the Varick Street Incubator and at Impact Hub, both situated in New York, as well as at the Cambridge Innovation.

COOKING CLASS WITH THE AMBASSADOR

○ One of the best ways to experience a culture firsthand is through its food and Southeast Asia is no exception to that rule. Therefore, exploreASEAN organized a little cooking class. The Ambassador of Vietnam himself showed the delegation how to prepare Vietnamese summer rolls, called gỏi cuốn. He first dipped the rice paper (banh trang) in water, then laid it flat on a plate and put the desired amount of ingredients (shrimps, lettuces, noodles, cucumber and pork) on top. The fresh gỏi cuốn was then rolled up and ready to be eaten with a delicious sauce. After this short introduction, the participants were ready to prepare their own food. The self-made rolls were served with some traditional rice cake and tea from Vietnam. Additionally, the whole delegation celebrated Tết, the Vietnamese New Year. It was a great opportunity to receive a first insight into the culture of Vietnam. • AF

ME

○ During the Preparatory Seminar, the four International Students Projects have welcomed a grand variety of interesting speakers holding captivating speeches and passing on their experiences of the respective business regions. Delegation members have been asked what is their «Number One-Learning» from this week – the diversity of the speeches is again reflected in the different learnings that the Delegation members have pointed out. • VH



○ Selected Delegation members have been asked what their personal “Number One-Learning” is and what they believe makes them stand out as well as what value they bring to a company. • VH

SARAH ZEMP

APPLIED PSYCHOLOGY

In June, I will finish my Bachelor Degree with a focus on Work and Organisational Psychology, and a Major in Human Resource Management. This graduation gives me the possibility to be active in various professional fields. In fact, as a pretty open-minded, motivated and outgoing person I am intrigued by new challenges and with the ken in psychology as well as in business. All these learnings make me confident that I have the abilities and the motivation to handle the challenges which occur in business life.



Sara Zemp, Insight China Delegation Member. Photo: AB

KEVIN WERNLI

BUSINESS ENGINEERING

My objective is to make an impact and to bring value to a company. For that reason, I can rely on a well-diversified educational background as an automation technician as well as a business engineer with a Major in product management. With being a member of the intercultural connectUS Delegation I truly believe to not only extend my personal network with colleagues of different fields of study but to also develop myself at a personal and professional level and project perfectly aligns with my vision to keep an open mind.



Kevin Wernli, connectUS Delegation Member. Photo: AB

CLAUDIA MARTI

CIVIL ENGINEERING

I am a member of the students’ council which gives me the opportunity to learn more about the challenges of a small business, such as organizing an event, coordinate members’ activities and do personnel planning. In addition, I also had the chance to participate in an appointments committee to choose a new director for the School of Architecture, Civil Engineering and Geomatics at the FHNW. This gives me the possibility to gain new experiences and to make a connection between theory and practice.



Claudia Marti, Focus India Delegation Member. Photo: VH

MARCO SCHERRER

BUSINESS ADMINISTRATION

As a passionate footballer team spirit has to be one of my strongest soft skills. Furthermore - as the captain of my team - I have learned how to lead, motivate and cooperate within a team which is very rewarding for business life. Additionally, because in football as well as in business much gets decided in your head, I consider positive thinking and the ability to act under pressure also to be important strengths of me. Gaining the awareness of different mentalities is something I consider very valuable.



Marco Scherrer, exploreA-SEAN Delegation Member. Photo: VH

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Without them, the realisation of these projects would not have been possible. Thank you!



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