



Partner Booklet

2018

International Student Project of the
University of Applied Sciences and Arts Northwestern Switzerland

connect US

Welcome

Supporting the FHNW School of Business International Student Project

Since 2001, the FHNW School of Business has offered International Student Projects and in 2017/18, **INSIGHT CHINA**, **FOCUSINDIA**, **connectUS** and **exploreASEAN** will again deliver international, interdisciplinary, experiential learning opportunities for students and staff from across our university. The projects occupy a key position in our international management education and are supported by the highest levels of the School of Business.

The two-part projects include both seminars in Switzerland and abroad. Each project delivers a one-week preparatory seminar in Switzerland open to all final-year students from the Schools of Business, Engineering, Life Sciences (plus other FHNW Schools on application) as well as international students from our broad network of partner universities worldwide. The preparatory seminar offers the participants an insight into the country or region, the business environment and the socio-economic and demographic challenges. Speakers from industries, embassies and trade organizations, chambers of commerce as well as FHNW lecturers offer the participants a comprehensive seminar. In the international phase, each project takes an interdisciplinary delegation of between twenty and thirty students and staff to travel to their chosen country or region. The two-week program includes visits to three or four cities and focuses on investigating a defined theme through visits to industry partners, government departments and embassies, social projects, partner universities and trade promotion agencies such as chambers of commerce.

The knowledge, networks and experience of the School of Business and the industry partners create a supportive learning environment

within which the students can develop and excel; delivers theoretical, applied and experiential learning opportunities; and reduces expenditure and risk.

As a public institution, the FHNW finances the preparatory seminars and all costs for lectures and staff fully. However, our resources do not allow us to sponsor the travelling costs for the highly-motivated final-year students selected to participate in this once in a lifetime opportunity. This means we rely on the generosity and support of our sponsors to make these projects a reality.

To our knowledge, Insight China, Focus India, **connectUS** and **exploreASEAN** are unique within Switzerland due to their nature, their organization and in particular the central role played by students in defining, organizing and leading the projects. Their future success is especially due to the close and supporting relationship with the sponsors.

I, and the projects' supervising lecturers, hope you will look favorably on the students' sponsoring brochure and that you will join in supporting these projects in 2017/18. Our student project teams look forward to discussing these challenging and educational projects personally with you.



Prof. Michael Jeive
Coordinator International Student Projects



connectUS 2018

What the project is about

connectUS is a prestigious project, now in its 10th anniversary, organized by students for students at the University of Applied Sciences and Arts Northwestern Switzerland (FHNW). The primary goal is to broaden future graduates' business and intercultural understanding by linking theory with practice. After an interesting preparatory seminar with a wide variety of guest speakers, who give in-depth insights about life and business in the United States, connectUS will finally expand its horizons by travelling to the United States – the country of limitless opportunities. The main focus of the project is to provide a profound overview of the key components of success when doing business outside Switzerland. The topic in 2018 is:

Growing together - driving innovation across boundaries



Growing together

Driving innovation across boundaries



Arthur C. Clarke, a famous physicist and writer, once said: “The only way to discover the limits of the possible is to go beyond them into the impossible”. This simply means: Push your boundaries, leave your comfort zone, and be innovative to experience the impossible.

All of us need a different perspective to expand our minds and achieve results no one has ever accomplished. To do this, we need to get rid of patterns and think beyond our horizons. But what is the secret ingredient of the recipe to push boundaries successfully? [connectUS 2018](#) is eager to answer this question by learning techniques to detect mental and organizational limitations and how to overcome them.

Growing together is all about using synergies and building alliances to reach a common goal that is bigger than anything before. It is about working together, despite social, cultural and financial boundaries. We need to establish communication and cooperation networks around the globe, because together we will be able to successfully shape our future. Consequently, [connectUS](#) is going to visit companies which formed partnerships to achieve mutual objectives.

Furthermore, [connectUS 2018](#) enables students to find out how innovation today will change their world tomorrow, and how they can play an active role. We will explore innovation in 3 fields:

Technological field

Immerse yourself into the world of opportunities of the new virtual and augmented reality. Understand what it means when Artificial Intelligence takes over, and how profoundly our lives will change in the future.

Medical field

Ask yourself the question if you would choose the height, eye color or even intelligence of your future child, or if your amputated limb should be replaced with a robotic arm, while discovering other amazing innovations in the medical and health care cosmos.

Social field

Discover the life changing effects of social innovation, where companies and individuals work together to create solutions for future generations, such as saving the rain forest, giving minorities the possibility to raise their voice, and how the fair-trade movement improves farmers’ lives and promotes environmental sustainability.

It would be a great honor to welcome you as a partner of [connectUS 2018](#). We appreciate your time and look forward to work with you to mutually expand and combine our thoughts and ideas.

Your [connectUS](#) team 2018

Your Benefits

Advantages of being a sponsor

connectUS offers its partners a diverse pool of potential employees. In addition to advertising possibilities through all of our PR activities, you will support the completion of young students' profile and skill sets as well as contributing to this generation's educational opportunities.

As a partner you are enjoying the following benefits:

Access to your future employees

You will be granted access to CVs of the delegation members (around 80 students). As the delegation is an exclusive selection of talented students in their final year you may find the perfect candidate for one of your vacancies among them.

FHNW hosts more than 10,000 students in four cantons (Aargau, Basel-Landschaft, Basel-Stadt and Solothurn) on four main campuses. Through the project activities hosted on the campuses you can raise awareness and present your company to future employees.

Connecting at the Preparatory Seminar

A one-week seminar at Campus Olten in February where the delegation, interested students (national and international), and your employees can learn and benefit from speeches about each region of the projects. Furthermore, the credits received in each package allows your company to send employees to attend presentations of the other 3 international student projects. Each credit is equivalent to one speech.

Special Networking event Let's connect

You will be granted access to an exclusive event from connectUS, where the whole delegation and project team can be met. Furthermore, a presentation will be held where the whole group presents its gained insights from the trip to the USA.

Publicity

Raise the awareness and attractiveness of your company amongst FHNW students. During all project activities you benefit from the placement of your company logo. This includes on-campus activities, project newsletter, websites and social media pages.

Networking & knowledge transfer

The FHNW holds a large network of contacts to the industry and to (non)-governmental organisations. Being a sponsor of these projects provides you with a platform to become part of this network.

Final event

After the on-site seminars you will be invited to a final event where the projects share their experiences and lessons learned with you and current students of the FHNW.

Career Fair

The career fair takes place during our one-week seminar at the Campus Olten in February. Partners of all international projects have the possibility to present their company and recruit students from various fields of study.



Finance

Have a look at our financial concept

To build our road of success we rely on the generosity of our partners and delegation members. Our delegation members are all required to commit an admission fee.

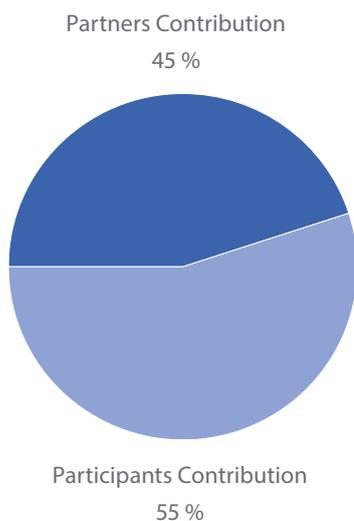
This project aims to deliver a great experience to the delegation, partners and organisations involved. Your contribution, as a partner of this project, would help us reach our goals and will draw benefits to yourself as well.

As you can see in the graph below, a substantial part of the total funds are used for the on-site seminar. The largest two cost points consist of the flights from Switzerland and in the US as well as the accommodation in the cities we are going to visit.

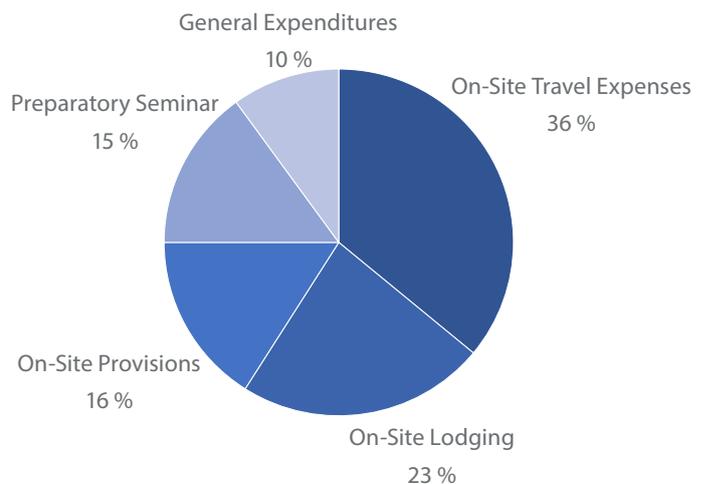
We invite you, our potential partner, to study the contribution matrix in this booklet and decide which partnership suits your demands. It is important to add that we are willing to negotiate with our partners and are open to settling different sums by making tailor-made agreements.

It is our policy to ensure that 100% of your contribution will go towards sponsoring students.

Funding



Spending



Your Contribution

Which sponsorship fits your company best

	Platinum Partner	Gold Partner	Silver Partner	Supporter
Access to CVs Granted access to CVs of the delegation members	Yes	Yes	No	u.a.*
Career Fair Stand at the career fair	Yes	Yes	Yes	u.a.
Publicity Presence on newsletters, presentations and videos	Priority Spots	Secondary Spots	No	u.a.
Webspace Placement of your company's description on the project webpage as well as mentions on social media pages	Detailed	Medium	Small	u.a.
Project Events At project events your logo will be displayed	Yes	Yes	No	u.a.
Preparatory Seminars Use your credits to additionally visit presentations of the other projects	7 Credits	4 Credits	2 Credits	u.a.
Final Event Possibility to distribute promotional material and access to event	Yes	Yes	Yes	u.a.
Special Event (Let's connect) Networking event with presentations of the delegation	Yes	Yes	No	u.a.
Your Contribution	CHF 6,000.-	CHF 4,000.-	CHF 2,000.-	u.a.

*upon agreement

We would be pleased to welcome you as an active contributor to this unique project. We appreciate your endorsement and look forward to a mutually beneficial collaboration and gaining knowledge on many levels for all parties involved. Your contribution will help us to make this learning experience possible and give students the possibility to broaden their horizon by gaining the experience on-site. Thank you for your interest.

Contact

We are looking forward to hearing from you.

Please do not hesitate to contact us if you have any questions.



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