

PARTNER BOOKLET

*International
Student Project
2019*

WELCOME TO THE STUDENTS PROJECT

Supporting the FHNW School of Business International Student Project

Since 2001, the FHNW School of Business has offered International Student Projects and in 2018/19, 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.

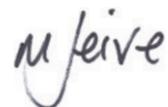
The two-part projects include both seminars in Switzerland and abroad. Each project delivers a one-week preparatory seminar in Switzerland open to all final-year students from the Schools of Business, Engineering, Life Sciences (plus other FHNW Schools on application) as well as international students 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 2018/19. Our student project teams look forward to discussing these challenging and educational projects personally with you.



Prof. Michael Jeive
Coordinator International Student Projects



CONNECTUS

What the project is about

Waste is omnipresent in our daily life. Waste in the forms of thrown away goods, leftover food and numerous emissions are causing damage to the environment and human society. This harmful waste is responsible for 40 percent of total deaths worldwide, caused by water, air and soil pollution.

Not just pollution, but also an inefficient use of natural and human resources fall into the category of waste.

Concurrently, changing consumer behavior puts pressure on companies to adjust how they produce goods and services as well as how human resources are managed.

From Waste ...

In order to reduce waste, active encouragement of entrepreneurial thinking and a ge-

neral striving for sustainable production is necessary.

Ecological solutions or an implementation of a Zero-Waste policy ultimately support an efficient reduction of waste and is targeted by important players in the market. Smart solutions, like reusing waste as a resource to produce clothing and accessories, are essential to decrease the amount of waste currently generated.

...to Wealth

Waste reduction creates environmental wealth while simultaneously providing resources and jobs for economic wealth. Entrepreneurs all over the world are tackling the problems of plastic pollution and food waste with original ideas. Innovative approaches to generate renewable energy create new work-

places whilst improving the environment. Companies implementing flexible working hours, promoting efficient teamwork, and endorsing opportunity taking are battling a waste of human capital. Consequently, helping employees reach their full potential effects the profitability of a company while improving personal wealth in the process.

During this year's project, the goal is to strengthen the awareness and underline the importance of handling waste to transform it to wealth.

We would be honored to welcome you as a partner of connectUS 2019. We appreciate your time and look forward to working with you to mutually expand and combine our thoughts and ideas.

Your connectUS Team

FROM WASTE TO WEALTH



CONNECTUS



KEY DATES & EVENTS

PREPARATORY SEMINAR

11 TO 15 FEBRUARY 2019

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.

CAREER FAIR

15 FEBRUARY 2019

The Career Fair takes place during our Preparatory 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.

ON-SITE SEMINAR

28 MARCH TO 14 APRIL 2019

A delegation, consisting of around 30 FHNW students and university lecturers will take part in this two-week trip through various cities in the United States and Canada. During visits to companies, public institutions as well as universities, the delegation gets the best possible chance to exchange knowledge, engage in dialogues, expand their personal networks, and broadening their horizons.

FINAL EVENT

After the On-Site Seminar, 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.

ADVANTAGES OF BEING A PARTNER

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.



1

ACCESS TO YOUR FUTURE EMPLOYEES

Get direct access to potential future employees. You will be granted access to CV's of all 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.

2

PREPARATORY SEMINAR & FINAL EVENT

You will be invited to our one-week Preparatory Seminar in which you not only benefit from expert speakers, but also connect in person with all the delegation members of all projects. After the On-Site Seminar, 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.

3

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.

4

NETWORKING EVENTS

The Career Fair takes place during our Preparatory 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.

5

SPEED INTERVIEWS

You get the opportunity to interview a selection of all delegation members according to your needs during speed interviews at the Career Fair event in the Preparatory Seminar. You may find the ideal candidate to fill one of your vacancies among 80 qualified students from different fields of studies.

YOUR CONTRIBUTION

We are happy to negotiate other options with you as well as to present you our project in person. Please contact us for further information.

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.

	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	SUPPORTER
ACCESS TO CV'S Access to the CV pool of:	All Delegations	All Delegations	connectUS Delegation	Upon Agreement
JOB ADVERTISEMENT Job advertisement on the website and social media channels during the project period	3	2	1	Upon Agreement
PUBLICITY Presence on newsletters, presentations and videos	Priority Spots	Secondary Spots	Tertiary Spots	Upon Agreement
WEBSITE • Your logo will be displayed on our website • Your company will be described on our homepage	✓ Detailed	✓ Medium	✓ Medium	✓ Upon Agreement
PREPARATORY SEMINARS • Stand at the career fair at the Preparatory Seminar • Speed interview option at the career fair • Possibility to distribute promotional material at the Preparatory Seminar • Timeslot granted if you wish to present your company during the Preparatory Seminar • Company logo will be shown at the Project Events • Seats provided for networking purposes at the Project Events	✓ All Delegations ✓ ✓ ✓	✓ All Delegations ✓ x	x Upon Agreement x x	Upon Agreement Upon Agreement x Upon Agreement Upon Agreement Upon Agreement
YOUR CONTRIBUTION	CHF 6000.-	CHF 4000.-	CHF 2000.-	Upon Agreement

FINANCE

Have a look at our financial concept

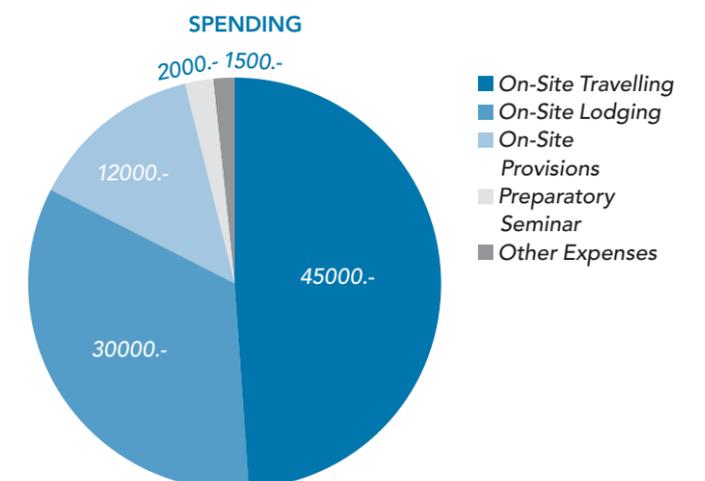
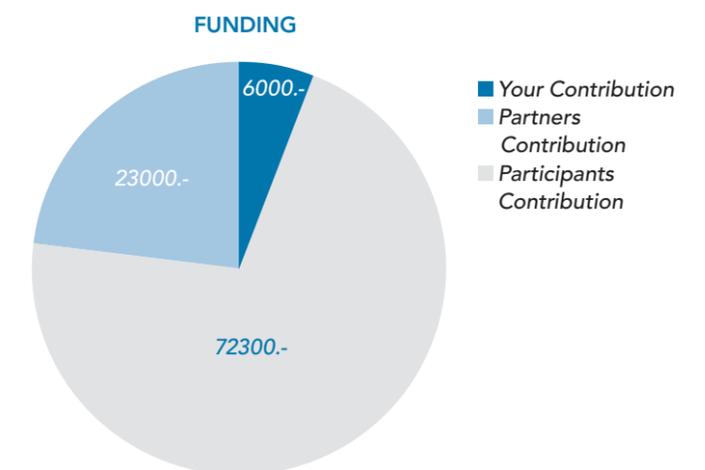
To build our road of success we rely on the generosity of our partners and delegation members. Our delegation members are all required to commit an admission fee.

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, 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.



CONNECTUS

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and Arts Northwestern Switzerland**
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*We appreciate
your time and look
forward to working
with you to
mutually expand
and combine
our thoughts and
ideas.*



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