

PARTNER BOOKLET

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



Figure 1 - System Web Network - Free<https://pixabay.com/illustrations/system-web-network-globe-europe-3699552/> image on Pixabay

Welcome

Partnering the FHNW School of Business' International Student Projects

Since 2001, the FHNW School of Business has offered International Student Projects and this year, Insight China, Focus India, connectUS and exploreASEAN will again follow a proud tradition and deliver innovative, international, interdisciplinary and experiential learning opportunities for students and staff from across our university. For the first time, a new project on Latin America is complementing the well-established quartet. All five projects will strive to include learnings from recent global health challenges while focusing on sustainable approaches. These projects are prime examples of the interdisciplinary approach to education promoted at FHNW and are supported by the highest levels of the School of Business and the University as a whole.



Doris Leuthard, then Federal Councillor, opening The International Student Projects Seminar in Switzerland, February 2018

The two-part projects include seminars in Switzerland and abroad. First, each project delivers a one-week 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. This seminar offers the participants an insight into the country or region of choice, its business environment and relevant 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, selected delegation of between twenty and thirty students and staff to travel to their chosen destination(s). The two-week programme focuses on investigating a defined theme through visits to industry partners, government departments and embassies, social projects, partner universities and 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;
- deliver theoretical, applied and experiential learning opportunities, and
- reduces expenditure and risk.

As a public institution, FHNW fully finances the seminars in Switzerland and all costs for lectures and staff. However, our resources do not allow us to finance the additional 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 partners to make these projects a reality.

To our knowledge, Insight China, Focus India, connectUS, exploreASEAN and HOLATAM 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 partners.

The School of Business and the projects' supervising lecturers hope you will look favourably on this booklet devised as a joint request for partnerships by the project teams, and that you will join in supporting these projects in 2022/23. The teams look forward to discussing these challenging and educational projects personally with you.

For any general questions, please do not hesitate to contact the responsible Coordinator of our five International Student Projects, Prof. Antje Leukens: antje.leukens@fhnw.ch.

Your interest in supporting our students is highly valued and appreciated: welcome to our ISP network!

FHNW School of Business joins top 5% of global business schools



Delivering on Excellence and the Highest of Standards in Business Education

For over 100 years, AACSB accreditation has represented the highest standard of quality in business education in the world. As the longest-serving and largest business education network, AACSB connects life-long learners, educators, and businesses worldwide. Today, a total of [910 institutions across 58 countries and territories](#) have earned AACSB accreditation in business

Your Benefits

Advantages of being a partner

Insight China, Focus India, connectUS, exploreASEAN and HOLATAM are flagship projects within the Bachelor degree programmes of the FHNW School of Business. These projects are organized by students for students and allow us to apply and enhance our skills in our final year of our studies.

We seek partners that are willing to share their experience and knowledge and in return can benefit from the broad network that these projects have established since 2001 and the unique experiences gained each year.

As a partner you can enjoy the following benefits:

Access to CVs and contacts of carefully selected delegation and project team members

You will be granted access to the CVs of all delegation members, including the project teams (around 150 students). As the delegation is an exclusive selection of talented students in their final year, you might find the perfect candidate for one of your vacancies among them.

Prime access to highly talented and motivated students

FHNW teaches more than 12,000 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 potential future employees.

Branding

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

Access to your future employees

During a comprehensive one-week seminar at Campus Olten in February, your employees together with the delegation and further interested students (national and international) can learn and benefit from expert input about each region of the projects.

Networking and knowledge transfer

FHNW has a very significant 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.

International contact event

After the two-week seminar abroad, you will be invited to a final event where the projects share their experiences and lessons learned with you and current FHNW students.

Possible collaboration

It is possible to integrate your company in our projects in terms of an expert speaker during the Seminars in Switzerland or as an organisation we visit during one the On-Site Study Trips.

Career Fair

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

We would be pleased to welcome you as an active contributor to these unique projects. We appreciate your endorsement and look forward to a mutually beneficial collaboration and gaining knowledge on many levels for all parties involved.

Thank you for your interest.

Best regards,

Your International Student Project Teams

Your Benefits

Which commitment suits your company best?

	Joint Platinum Partner	Joint Gold Partner	Joint Silver Partner
Access to CVs			
Access to the CV pool of	All Delegations	All Delegations	All Delegations
Job Advertisement			
Job advertisement on the websites and social media channels of all projects	8	5	3
Publicity			
Presence on newsletters, presentations and videos	Priority Spots	Secondary Spots	Tertiary Spots
Webspace			
Your logo will be displayed on all five project websites	✓	✓	✓
Your company will be described on all five project websites	Detailed	Medium	Medium
Seminar in Switzerland & Closing Event			
Stand at the career fair at the Seminar in Switzerland	✓	✓	✓
Speed interview option at the career fair	All Delegations	All Delegations	All Delegations
Possibility to distribute promotional material at the Seminar in Switzerland	✓	✓	✓
Exclusively placed logo on goodie bags distributed during the Seminar in Switzerland to all delegation members	Large	Medium	Small
Timeslot granted if you wish to present your company at the Seminar in Switzerland	✓	X	X
Company logo will be displayed at the Project Events	Large	Medium	Small
Seats provided for networking purposes at the Project Events	Unlimited	5	3

The partner contribution is subject to discussion with each individual project.

Statements

What companies say about us

"Blaser supports the International Student Projects, because it is an investment in our future experts and management. As a globally active company, we are aware of the challenges which are faced every day in the interconnected business world. These projects open its participants eyes to another culture, broadens their horizon and most importantly, makes them aware of dynamic business and growth potential in markets around the world."



Marc Blaser, CEO of Blaser Swissslube AG

"**Focus India** is a remarkable project. By executing such a project, FHNW shows that it has understood the opportunities as well as the special challenges of today's business life. International collaboration already is and will be a key for doing effective business. I believe that India will play an even more important role in the future."



Andreas Volz, Senior Manager at Accenture

"**Insight China** not only gives us access to young and talented students, but also provides us with a valuable economic perspective on China's market."



Endress+Hauser

Beat Vögtlin, Abteilungsleiter HR Entwicklung & Konzepte
Endress+Hauser Flowtec AG

"We have supported **connectUS** to give FHNW students the opportunity to put theory into practice in a new way. Furthermore, the exchange with business people from other cultures is of major importance and also fascinating. We as a company were able to gain multiple interesting insights for us and our clients thanks to the students working on this project."



Thomas Neuhaus, former CEO of Autexis IT AG





Supply Chain Resilience – Supply Chains in a Post-Covid Environment

The unique experience of a global pandemic has shed a light upon the fragile nature of supply chain networks between the Western World and China. The disruptions driven by Covid have touched every aspect of the supply chain network from delivery of raw materials to the production of goods at the manufacturer to delivery to the end consumer. The Western business community has become acutely aware of the risks and costs of major supply chain vulnerabilities especially in relation to China, a major production hub.

Insight China, in operation since its foundation in 2001, is the oldest and most established of the five International Student Projects (ISP) at the FHNW. The aim of these projects is to provide valuable insights into the most important economic, social and political issues in each of the respective project countries. Entering its 22nd edition this year, Insight China will explore the topic of how supply chain networks between the West and China can become more resilient and crisis-resistant for the uncertain future ahead. Insight China intends to take a deep dive into this multi-faceted challenge in order to provide insight-based added value for Swiss companies by gathering knowledge on suitable measures to successfully strengthen resilience concerning China related supply chains on a sustainable and economic basis.

Negative impacts in the form of shortages of crucial supply items, a bottleneck in transportation of goods and rising prices fuelling decades-high inflation threaten prosperity and the well-being of the economy hurting both companies and private households. Strengthening supply chains where necessary and building up resilience wherever possible to ensure production systems can absorb similar shocks is at the heart of a newly-found global business focus. It derives from the realisation that supply chain reliability is not automatic but must be secured proactively.

Corresponding sub-topics Insight China intends to explore include the rebuilding of supply networks post-covid, the usage of artificial intelligence in supply chain planning, the impact of the crisis on ecological sustainability goals, reliable transportation alternatives as well as the mentality shift from “just in time” towards a more conservative “just in case” approach.

Our Insight China project team aims to evaluate how companies add supply chain network securities to their economic ties with China by developing concrete ideas and know-how in how to build up considerable resilience capabilities for the near and long-term future of their China relations.

Note that due to the ongoing zero-covid strategy, Insight China might have to modify the Seminar Abroad destination from the PRC to a suitable alternative should strong lockdown regulations remain in place prohibiting the delegation from travelling to China. This backup plan serves as a safeguard to ensure we can conduct our seminar abroad under any circumstances we may face.

You, as a vital partner of our Insight China project, will benefit from our expertise on the chosen topic as well as from the chance to become acquainted with highly motivated, capable and eager students from Engineering, Life Sciences and Business backgrounds, to whom you might not easily establish contact otherwise. It would be our pleasure to gain you as a partner and create a mutually beneficial relationship that yields rewards for all of us.

Your **Insight China** Team 2023

From left to right

Sven David
 Partnership & Finance
 +41 76 334 21 17
sven.david@insightchina.ch

Michael Trachsel
 Seminar Abroad
 +41 78 641 79 96
Michael.trachsel@insightchina.ch

Ebrar Dauti
 Communication & Public Relations
 +41 79 176 45 10
ebrar.dauti@insightchina.ch

Vanessa Oskarsson
 Communication & Public Relations
 +41 79 961 03 47
vanessa.oskarsson@insightchina.ch

Mujtaba Naqvi
 Seminar in Switzerland
 +41 78 775 65 47
mujtaba.naqvi@insightchina.ch

Arbnor Bekiri
 Coordination & Communication
 +41 76 490 97 05
arbnor.bekiri@insightchina.ch





Unleash the Potential of Adaptability and Agility

As we emerge from the Covid-19 years, adaptability and agility have proven to be crucial aspects for many businesses. In most cases, this mindset combined with efficient handling of goods, workforce, and information resonate with competitive advantage. It is also an opportunity to rethink processes and comply with ESG (Environmental, Social and Governance) criteria to secure a sustainable and profitable business.

FOCUS INDIA 2023 aims to explore how adaptability and agility are integrated in the Indian context and the importance of sustainable decision making.

Handling Goods

Efficient supply chain management is an essential element for any profitable business. As part of acting responsibly toward the environment, businesses ought to be efficient and as sustainable as possible. Furthermore, while Covid-19 had a disruptive effect on supply chains globally, it has allowed for the identification of specific parts that can be improved towards sustainability. There is increasing pressure from the stakeholders to take sustainability into account but customers also demand for better and environmental friendly goods. ESG stands to be one of the most important factors influencing corporate behaviour and today's workforce. Furthermore, with India being Switzerland's second-largest trade partner in Asia and sustainable finance and investment being high on the Swiss political agenda to make a sustainable change, there is tremendous potential to be explored. We want to learn and investigate how companies in the Indian context integrate ESG standards, what kind of goods are transported and how companies can move them efficiently and sustainably.

Managing the Workforce

The workforce of a company is key to its success. In particular the way "work" has been redefined in recent years, as well as the relationship between employees and employer. Thus, an important consideration is for companies to create a stimulating work environment that contributes to

success. How effective are diverse teams, specifically in India, where economic growth and foreign direct investment have increased the demand for skilled workers? With adaptability and agility as our theme, seeing how the flow of talents with the right mindset brings value to businesses in both India and Switzerland is of utmost interest.

Curiosity & Imagination Leading towards Innovation

To be innovative is a crucial requirement for any organization in a dynamic market. How do Indian and Swiss companies innovate? What are the key success factors of best practices in both countries? How is outside-the-box thinking being lived up in various fields of business? What can be learnt from culturally different approaches? How can the mindset of curiosity & imagination be implemented and strengthened in an organization? These are questions and topics we will explore in-depth during this Focus India 2023 project.

FOCUS INDIA is a student-driven project within the bachelor's degree programmes at the University of Applied Sciences and Arts Northwestern Switzerland (FHNW). It is organized by students for students in their final year of studies. Launched more than eighteen years ago, it has the core objective to give students deep insights into various aspects of India with a focus on its business environment.

The Team of FOCUS INDIA 2023 would be honoured to have you as a partner to collaborate on this enriching project.

Your FOCUS INDIA Team 2023



From left to right

Leonora Krasniqi
Coordination & Partnership
+41 79 195 11 82
leonora.krasniqi@focusindia.ch

Ben Bürkler
Seminar Abroad
+41 77 404 43 30
ben.buerkler@focusindia.ch

Pablo Ulloa
Communication & Public Relations
+41 79 128 09 51
pablo.ulloa@focusindia.ch

Hana Jäggi
Seminar in Switzerland & Communication
+41 78 741 61 41
hanasophie.jaeggli@focusindia.ch

Anastasia Atanasova
Communication & Public Relations
+41 79 137 80 74
anastasia.atanasova@focusindia.ch

Céline Schwegler
Partnership & Finance
+41 78 796 44 86
celine.schwegler@focusindia.ch



Inspiring Change for a Shared Future!

Sustainability in its various forms has been a driving element in past international student projects. connectUS 2023 aims to further investigate and broaden the view of what “sustainability” is. Therefore, our project topic will focus on the framework of **ESG** – Environmental Social Governance. Our ambition is to promote effective sustainability solutions and spread knowledge about the practical implementation of ESG in organizations. We believe that companies and students benefit from exploring diverse perspectives and areas of expertise from Switzerland and North America.

PROTECTING THE ENVIRONMENT,

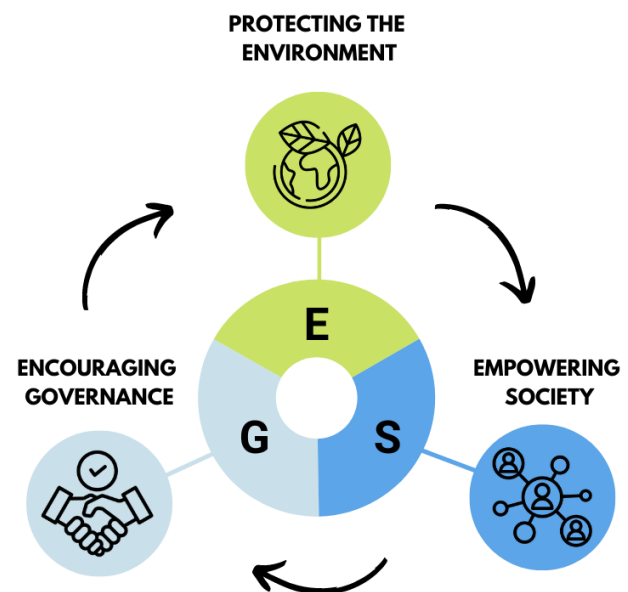
Working towards being a climate conscious company is more important than ever when considering the issue of resource scarcity. What measures can companies take to reduce the repercussions of their value chain on their environmental surroundings? We are interested in learning how businesses can reduce wasteful consumption and production and what impact individuals can have on this process. A mindset change within companies towards offsetting carbon emissions is inevitable to maintain competitiveness. During this project, we aim to highlight success stories of companies working towards introducing climate conscious supply chains.

EMPOWERING SOCIETY,

A society built on solidarity paves the way for a healthy economy and long-term sustainable development. To achieve this, companies face the challenge of ensuring the social needs of various stakeholders, most importantly those of their immediate social environment. This requires a people-centered approach that brings individuals together from various backgrounds. More companies are recognizing that inclusive employment allows them to reduce inequalities in the workplace. In line with this, we seek to address how diverse hiring methods not only generate social impact but also bolster a company’s competitive advantage. Through critical discussions, we aim to analyze how actions from companies and people can empower and create value for their surrounding communities.

AND ENCOURAGING GOVERNANCE!

Companies pledge to uphold certain values while discussing sustainability, however there is a risk that these are routinely disregarded. For this reason, transparency regarding an organization's behavior and actions helps companies maintain high levels of confidence. Showing integrity and implementing workforce awareness training supports the values that employees should cultivate. We aim to explore how various tools encourage governance and enable employees to internalize the values of company leadership.



connectUS 2023 ESG – Framework

We would be honored to begin a mutually beneficial collaboration. **Together, let's inspire change for a shared future!**

Your connectUS Team 2023



From left to right

Patrick Schaad
Communication & Public Relations
+41 78 739 55 93
patrick.schaad@connectus.ch

Raphael Ackermann
Communication & Public Relations
+41 79 530 12 38
raphael.ackermann@connectus.ch

Jessica Küffer
Coordination & Communication
+41 78 722 25 21
jessica.kueffer@connectus.ch

David Johnson
Seminar in Switzerland
+41 79 625 25 93
david.johnson@connectus.ch

Marco Bucher
Seminar Abroad
+41 77 535 10 57
marco.bucher@connectus.ch

Christopher Steitz
Partnership & Finance
+41 76 449 31 91
christopher.steitz@connectus.ch



Shaping the Future with Renewable Energy and Automation

The goal of **exploreASEAN** is to help its participants to a deeper understanding of the ASEAN (**Association of Southeast Asian Nations**) region and gain a deeper knowledge of their business environment which is crucial to today's global economy. Over the last several years ASEAN maintained a strong and steady economic progress showing the enormous potential that lies in this region. This year's edition will focus on renewable energy and automation to discover sustainable technologies for the future.

Renewable Energy is often referred to as clean energy and is an inexhaustible, environment-friendly, and therefore more sustainable form of energy. Economic and technological development, as well as the current political situation, are leading to fundamental changes in the energy market and therefore indicate value to learn about and develop in renewable energy. Additionally, today's energy decisions greatly affect present and future generations and thus should be given utmost importance.

Automation can keep one's process in-house, significantly reduce lead times compared to outsourcing or going overseas and improve process control. Automation solutions are based on one's unique needs and goals and pay for themselves quickly due to lower operating costs, reduced lead times, increased output, and less energy consumption. Due to climate change and the cost of primary resources, this is nowadays even more important than ever.

The 8th edition of **exploreASEAN** will dive into three countries, each of which can showcase its individual way of using renewable energy: **Singapore, Vietnam, and Malaysia**. These three ASEAN countries are playing a considerable role in reaching the **Sustainable Development Goals (SDGs)** defined by the United Nations, such as Goals 7 (Affordable and Clean Energy), 9 (Industry, Innovation and Infrastructure) and 13 (Climate Action). While Singapore is one of the most innovative countries in the world and uses a green and sustainable approach to living, Vietnam has enormous opportunities regarding business automation. Moreover, Malaysia offers sustainable energy through their main focus on solar, hydro and bio-energy. Together, they all hold diverse cultures, histories, and wildlife.

It would be an honour to welcome you as a valuable partner of **exploreASEAN 2022/23** and to establish a mutually beneficial collaboration, where we can expand and combine our thoughts and ideas for this exciting project.

Your **exploreASEAN** Team 2022/23

From left to right

Nilka Esmeralda Abreu Forne

Seminar in Switzerland
 +41 79 622 63 86
nilkaesmeralda.abreuforne@exploreasean.ch

Emanuele Konzelmann

Partnership & Finance
 +41 79 819 78 60
emanuele.konzelmann@exploreasean.ch

Julia Meyenberg

Coordination & Communication
 +41 78 940 09 38
julia.meyenberg@exploreasean.ch

Tschi Yin Huynh

Seminar Abroad
 +41 78 665 98 89
tschiyin.huynh@exploreasean.ch

Not present in picture

Abirami Kenkatharan

Communication & Public Relations
 +41 79 940 78 72
abirami.kenkatharan@exploreasean.ch

Jenia Arnold

Communication & Public Relations
 +41 79 243 24 33
jenia.arnold@exploreasean.ch





www.holatam.ch
info@holatam.ch
LinkedIn: HOLATAM – ISP Latin America
Instagram: holatam23



Ensuring Sustainable Production and Consumption Patterns in Latin America

A Global Challenge

The worldwide consumption of goods is as high as ever. July 28th 2022 was marked as Earth Overshoot Day, when all resources and services demanded by the world population exceeded what Earth can generate within one year. Therefore, it is essential for all economies to increase resource efficiency and decrease waste and pollution.

First Edition!

This year our new Latin America project is complementing the other four international student projects (ISPs). In its first edition we will strive to analyze and experience the challenges of *sustainable production and consumption in Peru and Colombia in comparison with Switzerland* with a focus on two industries: tourism and agriculture.

United Nations SDG 12



Inspired by the Sustainable Development Goals (SDGs) created by the United Nations to remind all countries to take action for achieving a better and more sustainable future, we decided to take SDG 12

as the main guideline for our investigations.

The main challenge with SDG 12 has been about shifting the current ways of worldwide production and consumption to an approach where the global population can 'have more with less'. Moreover, economies are supported, which have decided to shift from a high carbon to green approach.

Colombia, Peru and Switzerland

With our aim to investigate areas of eco-friendly and sustainable tourism and agriculture we have chosen two Latin American destinations, Colombia and Peru. Both countries fit our focus and will provide us with valuable insights. They are both emerging economies and among Switzerland's most important partners in Latin America. The objectives of this project are to achieve a deeper understanding about the economic relationships between Switzerland and Peru and Colombia.

Would you like to support students who are eager to learn about and experience business in Latin America? We would be honored to welcome you as a partner for the first edition of the ¡Hola Latinoamérica! – HOLA-TAM project.

Your **HOLATAM** Team 2023



From left to right

Marie-Theres Lutz
Coordination & Finance
+49 173 32 23 3347

Natalija Paunovic
Partnership
+41 76 496 33 77

Jeanne Gross
Seminar in Switzerland
+33 7 81 55 50 11

Seline Azizaj
Seminar Abroad
+41 76 433 96 63

Not present in picture

Doruntina Mrlaku
Communication & Public Relations
+41 76 366 99 34

Tabea Karrer
Communication & Public Relations
+41 78 807 75 73

Get an Insight into last Year's International Student Projects



Insight China 2020 career fair and job speed interview during the Seminar in Switzerland.

Impression of the **FOCUS INDIA** delegation during the seminar abroad where they visited the company Swiss Re.



During the Seminar Abroad the members of **connectUS** visited ImpactHub and Uni3 by Geely, where they learned about how these companies help startups grow and realize their ideas.



ExploreASEAN 2021/22 at the Seminar in Switzerland with then minister counsellor at the Korean Embassy to Switzerland Wonchang La.



Contact



Sven David

Finance & Partnership Manager

+41 76 334 21 17

sven.david@insightchina.ch



Céline Schwegler

Finance & Partnership Manager

+41 78 796 44 86

celine.schwegler@focusindia.ch



Emanuele Konzelmann

Finance & Partnership Manager

+41 79 819 78 60

emanuele.konzelmann@exploreasean.ch



Christopher Steitz

Finance & Partnership Manager

+41 76 449 31 91

christopher.steitz@connectus.ch



Natalija Paunovic

Partnership Manager

+41 76 496 33 77

natalija.paunovic@students.fhnw.ch

Coordinator International Student Projects (ISPs)

Prof. Antje Leukens
antje.leukens@fhnw.ch

ISPs Postal Address

University of Applied Sciences & Arts Northwestern
Switzerland
Riggenbachstrasse 16
4600 Olten
Switzerland