

DIGITALISATION: THE FUTURE OF HEALTH

PARTNERSHIP BOOKLET 2024



INTERNATIONAL STUDENT PROJECT OF THE
UNIVERSITY OF APPLIED SCIENCES AND ARTS
NORTHWESTERN SWITZERLAND



THE TEAM 2024



PROJECT TEAM

Our project team, your direct contact, will organize and lead the seminar in Switzerland as well as the seminar abroad. The team consists of Charlotte Engels, Kevin Pevalek, Lana Kurth and Adrienne Kyjovsky.

PUBLIC RELATIONS & COMMUNICATION

Our Public Relations and Communication team is represented by Melody Schärer and Nora Allenspach. They take care of a flawless internet presence. Our communication team is also responsible for creating content for all our social media channels.



The project team and the communication team are students of the University of Applied Sciences Northwestern Switzerland, who are in the final year of their bachelor studies in Business Management.

We are all very excited to be a part of the second edition of the HOLATAM project that takes place in Latin America. We look forward to working with you.

WELCOME

Partnering with the FHNW School of Business International Student Projects



Since 2001, the FHNW School of Business has offered International Student Projects. This year, 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, while Insight China will be taking a brief hiatus. For the second time, the youngest project HOLATAM, focusing on Latin America, is complementing the well-established community. The project will strive to include learnings from recent global health challenges while focusing on digital 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.

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 the industry, embassies and trade organizations, chambers of commerce as well as FHNW lecturers offer the participants a comprehensive seminar.

In the international part, 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, universities and others such as chambers of commerce.

The knowledge, networks and experience of the School of Business and the industry partners have various benefits:

- It creates a supportive learning environment within which the students can develop and excel.
- It delivers theoretical, applied and experiential learning opportunities.
- It 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 2023/24. 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!



Delivering on Excellence and the Highest of Standards in Business Education

FHNW School of Business is among the top 5% of global business schools for its extensive and high-quality experience in training international executives.

Tampa, Fla., USA (July 29, 2021) - AACSB International (AACSB) announced today that Beijing Jiaotong University; Brest Business School; James Cook University, Singapore; Lucerne University of Applied Sciences and Arts; Prince Sultan University; School of Business Administration, Hitotsubashi University; School of International Corporate Strategy, Hitotsubashi University; Tasmanian School of Business and Economics; and the University of Applied Sciences and Arts Northwestern Switzerland have earned accreditation in business.

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 lifelong learners, educators, and businesses worldwide. Today, a total of 910 institutions across 58 countries and territories have earned AACSB accreditation in business.

ABOUT

International Student Projects

Since 2001 the International Student Projects (ISP) have joined a diverse group of students from the University of Applied Sciences and Arts of Northwestern Switzerland and international institutions. The primary objective is to create a compelling platform for motivated and qualified students to explore new experiences, modern business concepts, and valuable opportunities. Each project consists of two main parts: the seminar in Switzerland and the seminar abroad. The seminars are open to all final-year students from several FHNW schools. Providing unique insights into the focal country or region, its business environment, and its socio-economic as well as demographic challenges.

Your Advantages of Being a Partner

By partnering with our ISPs, your business gains access to a rich talent pool with diverse academic backgrounds. We provide access to CVs and networking opportunities with our delegates, facilitating valuable connections. Your company logo will be featured at ISP events, reaching our extensive student community.

We invite you to participate in our job fair and speed-interview sessions to find potential fits for your organization by showcasing your company during our seminars. Align your brand with diversity, innovation, and exploration on both local and international levels by partnering with our ISPs.

We believe you are a key player in empowering our future through collaboration and allowing cross-cultural connections, by supporting our talent and fostering personal growth. Join us as a partner, and you will provide a thriving environment for both your organization and us students. The success of these projects depends on the close and supportive relationship we establish with our partners.



Insight China - Continues in 24/25

The original International Student Project, launched in 2001.

Insight China will return in the 2024/2025 academic year to celebrate its 21st China study tour in its 24-year history. During the coming months, Insight China is not resting, but planning major improvements. The project will be back reinvigorated and once again ready to deliver an unique China learning experience.



Focus India - Unleashing Potential with Purpose

The 19th edition of FOCUS INDIA continues to foster the synergy between Switzerland's business environment and India's fast-growing economy. This year, we are seeking to learn how companies can align their mission, values and goals with a broader purpose beyond mere profit making by embracing purpose-led strategies with our three E approach: Enhancing Innovation and Creativity, Enabling Digital Transformation, and Empowering Different Generations.



connect US - Small Steps - Big Impact: How Collective Actions Make the World More Sustainable

Sustainability has always been the driving force behind international student projects, and connectUS 2024 is no exception. Our mission is to broaden our understanding of sustainability and promote effective solutions for a shared future. By exploring diverse perspectives and expertise from Switzerland and North America, we believe that together we can make a big impact in creating a brighter and more sustainable world. Join us in nurturing a world where People, Planet, and Prosperity coexist harmoniously. With unwavering dedication, we embrace the power of small steps to drive effective solutions. By empowering individuals, preserving the environment, and fostering prosperity, we shape a brighter future where People, Planet, and Prosperity flourish as one.



explore ASEAN - Beyond Growth: Embracing Digitalization and Robotics in Circular Economy

Welcome to the 9th edition of exploreASEAN, where we dive into the realms of Work 2.0 and Sustainable Growth. This captivating journey will unveil the transformative impact of digitalization and robotics on workplaces, alongside the crucial significance of sustainable practices in today's and tomorrow's economy. Through the seminar in Switzerland and our visits to Thailand, Vietnam, and Singapore, we seek to deepen our understanding of innovative technologies and responsible growth, highlighting their relevance both in Switzerland and the countries we are exploring. Together, we aim to evolve on this remarkable path of learning and build connections with businesses in Switzerland and in the ASEAN region. Our shared goal is to make a meaningful impact to the future of work and sustainability.



For more information on the projects, click on the project logo

OUR TOPIC



Digitalisation The Future of Health

This year, we are excited to introduce a fresh perspective to our international student projects (ISPs). While continuing the tradition of our well-established initiatives, we are focusing on the dynamic field of digital health. Our spotlight will be on Argentina and Brazil as we delve into innovative digitalisation approaches within the healthcare sector.



The International Student Project HOLATAM embarks on an exciting journey into the heart of Latin America, where the future of healthcare is being reshaped through digitalisation. In a world where technology is revolutionising every aspect of our lives, the healthcare sector stands as a pivotal frontier for innovation, and Latin America, with its 650 million inhabitants has a large and growing number of customers of health services.

Our project is dedicated to unraveling the multifaceted impact of digitalisation across various dimensions of the Latin American healthcare landscape, with a special focus on Argentina and Brazil. From the digitalisation of health records and telemedicine to cutting-edge research methodologies and pharmaceutical advancements, we delve into how technology is enhancing the delivery of healthcare services, benefiting patients and medical professionals alike.

But our exploration doesn't stop there. HOLATAM recognises that health is not just about medical treatments; it's about lifestyle, nutrition, mental well-being, and sustainability.

We are committed to examining how digitalisation is influencing food consumption patterns, mental health support systems, and sustainable practices that promote a healthier planet and population.

In this project, we aim to highlight the pivotal role of digitalisation in bridging gaps, enhancing accessibility, and promoting better health outcomes for all in Argentina and Brazil. We will showcase the innovative initiatives, challenges, and successes within these two dynamic nations as they adapt and embrace technology to meet the evolving needs of their diverse populations.

With Argentina and Brazil as our focal points, we invite you to join us on this enlightening journey through the corridors of digital health. As we navigate the complexities and opportunities of this transformative era, HOLATAM aims to inspire and inform, fostering a deeper understanding of the profound impact that digitalisation is having on the future of health in Latin America and beyond.

ADVANTAGES OF BEING A PARTNER

1

Contribute to education

Join us in our mission to foster cultural connections between Switzerland and Latin America. By partnering with us, you will play a vital role in bringing this project to life for our student delegation, and your generous contributions will be duly acknowledged and celebrated.

2

Access to talent

Get connected to potential talent simply and on multiple occurrences.

1. Direct access to the CVs of all delegation members (an exclusive selection of talents in their final year of study).
2. At our Career Fair in February, where you and other project partners will have the opportunity to present your company and recruit candidates.

3

Publicity

Your brand will increase in awareness and attractiveness in cost-effective ways. During the project, your company logo will be professionally featured on all our social media pages, project newsletters, videos, presentations, and website.

4

Preparatory Seminar & Final Event

You will be invited to our one-week preparatory seminar in February, where you will have the opportunity to engage in discussions with experts. At the final event in May, you, the delegation and other project partners will be able to share your successes, experiences and acquired knowledge about the culture, health and economy of the regions.

5

Contribute to the healthcare system

You will be acknowledged for your commitment to advancing digitalisation within the healthcare system. This year, our focus is on the intersection of health and technology, presenting a unique opportunity for you to make a meaningful contribution to this important initiative. Your support can play a pivotal role in shaping the future of healthcare through digital innovation.

6

Enrich know-how

Together we will enhance our understanding of healthcare issues, strengthen the appreciation of other cultures and bring people closer together. Moreover, we will acquire a deeper understanding of the economic relationship between these countries. Know-how subsequently applied to business and society.

YOUR CONTRIBUTION



Which commitment suits your company best?

	Platinum	Gold	Silver	Supporter
Access to CV's Access to the CV pool of:	All Delegations	All Delegations	HOLATAM Delegation	Upon Agreement
Job Advertisement Job advertisement on website and social media channels during the project period	3	2	1	Upon Agreement
Publicity Presence on newsletter, presentation and videos	Priority spots	Secondary spots	Tertiary spots	Upon Agreement
Webspace <ul style="list-style-type: none"> Your logo will be displayed on our website Your company will be described on our homepage 	✓	✓	✓	✓
	Detailed	Medium	Medium	Upon Agreement
Preparatory Seminar & Closing Event <ul style="list-style-type: none"> Stand at the career fair at 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 Preparatory Seminar Company logo will be shown at the Project Events Seats provided for networking purposes at the Project Events 	✓	✓	✗	Upon Agreement
	All Delegations	All Delegations	Upon Agreement	Upon Agreement
	✓	✓	✗	Upon Agreement
	✓	✗	✗	✗
	Large	Medium	Medium	Upon Agreement
	Unlimited	5	3	Upon Agreement
Your contribution	CHF 7'000.-	CHF 5'000.-	CHF 3'000.-	Upon Agreement

We would be glad to present our projects to you in person and to discuss other options tailored to your company needs!

JOINT CONTRIBUTION



Want to support other ISPs as well?

	Joint Platinum	Joint Platinum of 2-3 ISPs	Joint Gold	Joint Supporter
Individual sponsorship benefits All benefits of an individual sponsorship for all partnered projects	All Platinum benefits	All Platinum benefits	All Gold benefits	Upon Agreement
Additional publicity Company logo will be shown at the events of all partnered projects	✓	✓	✓	Upon Agreement
Individual page in the seminar brochures of all partnered projects	✓	✓	✓	Upon Agreement
Social media post from a chosen destination of the partnered projects including the company logo	✓	✓	✗	Upon Agreement
Detailed social media info/promotion post on the channels of the partnered projects (e.g. video including production)	✓	✗	✗	Upon Agreement
Seminar in Switzerland Lunch interview with interested students of the delegations during the seminar in Switzerland	✓	✓	✓	Upon Agreement
Possibility to hold a workshop at the seminar in Switzerland with a selected pool of the partnered project's delegations (e.g. talent scouting)	✓	✓	✗	Upon Agreement
Panel discussion at the seminar in Switzerland with a selected pool of the partnered project's delegations	✓	✗	✗	Upon Agreement
Partnership with FHNW Build up an individual partnership with FHNW career services	✓	✗	✗	Upon Agreement
Mandate a bachelor thesis in collaboration with FHNW	✓	✓	✓	Upon Agreement
Your contribution	CHF 5'000.-	CHF 5'000.-	CHF 4'000.-	Upon Agreement

We would be glad to present our projects to you in person and to discuss other options tailored to your company needs!

KEY DATES



1

Seminar in Switzerland: 12 - 16 February 2024

The first of in total four milestones of this project is the one-week Seminar in Switzerland which takes place at the FHNW campus in Olten. During this week the delegation, the project team and our partners have the possibility to share and broaden their knowledge about the culture, healthcare and economy of Argentina and Brazil while participating in workshops with country and topic experts.



2

Career Fair: 16 February 2024

On the last day of our one-week Seminar in Switzerland the Career Fair partners of all four projects have the unique opportunity to present their companies and talk to highly motivated students and potential future employees.



3

Seminar Abroad: 21 March - 7 April 2024

The third milestone of this project is the seminar abroad where the delegation will go to Argentina and Brazil. During this two-week long trip, the delegation will visit several companies, public institutions, non-profit organisations and universities. This permits a deep dive into the work environment of Argentina and Brazil with a strong focus on this year's topic and enables the students to broaden their personal networks.



4

Closing Event: 6 May 2024

The project will end with final presentations where each project team presents their findings and shares their experiences of the seminar abroad with you and students of the FHNW. It will be an exciting look back on what we have achieved together in this year's edition of HOLATAM.

OUR TEAM



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