



**exploreASEAN**  
Building Bridges for Young Talents



# **exploreASEAN 2017/2018**

## **PARTNERSHIP BOOKLET**

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

## Supporting the FHNW School of Business International Student Projects

Since 2001, the FHNW School of Business has offered International Student Projects and in 2017/18, Insight China, Focus India, 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.

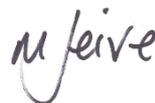
The two-part projects include both seminars in Switzerland and abroad. Each project delivers a one-week preparatory seminar in Switzerland open to all final-year students from the Schools of Business, Engineering, Life Sciences (plus other FHNW Schools on application) as well as international students 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  
Head International Student Projects



We are proud to present **exploreASEAN**, which aims to provide a delegation of students the opportunity to get an insight into the ASEAN (Association of Southeast Asian Nations) community.

**Building Bridges for Young Talents** is the foundation and heart of our project vision. **exploreASEAN** shall transfer knowledge, provide young talents access to the ASEAN market, build a professional network in Southeast Asia and establish a supportive networking platform to connect companies and delegation members.

The ASEAN community, consisting of ten-member countries, is celebrating its fiftieth anniversary in 2017. The once underdeveloped region has become one of the fastest growing consumer markets worldwide, along the way holding the third largest, as well as the youngest labour force in the world. The ASEAN Economic Community (AEC), introduced in 2015, targets to further integrate the member states' economies over the next decades to ultimately become one single market. Although all member states share the same identity, there are considerable discrepancies in economic development, as well as significant differences in culture, language and religion. Therefore, one cannot rely on a one-size-fits-all strategy and consequently, our project pursues to give an in-depth understanding of selected countries to young talents and to support them to gain a foothold in the ASEAN countries.

### Technopreneurship

This year, the **exploreASEAN** delegation will visit the member states Singapore, Indonesia and Vietnam. Despite their considerable differences in factors, such as economic development and religion, they all follow the region's requirement of further economic integration, and at the same time compete in a highly competitive global economy. This year's theme focuses on how the chosen countries use technology and entrepreneurship to further stimulate their economic growth.

Considering the newly evolving technological developments, it is uncertain whether the traditional model of industrialisation, growing through a strong manufacturing base, can be repeated. Although Singapore is not as dependent on manufacturing as Indonesia and especially Vietnam, they are all increasingly investing in the digital age, as well as in infrastructure. These recent developments motivated us to investigate further in this field. What entrepreneurial skills are required? How do governments provide their labour force with the necessary skills and business know-how to compete internationally?

In mutual collaboration with you as partner, we want to find answers to these questions and further develop our understanding of technopreneurship in Singapore, Indonesia and Vietnam.

We would like to have you on board to **exploreASEAN** together!

Your **exploreASEAN** Team 2017/2018



Kaltrina Buqa

David Grossenbacher

Caroline Niederhauser

Gabriel Hardy

**exploreASEAN** is organized by students for students in their final year of studies. Introduced three years ago, the project continues to give a delegation of approximately 20 students the unique chance to link theoretical knowledge with practical experience.

FHNW students from the following fields of studies are given the opportunity to become part of the project's delegation:

- Applied Psychology
- Business Administration
- Computer Science and Information Technology
- Engineering
- Life Science
- Social Work

### Preparatory Seminar

The preparatory seminar takes place from 19 to 23 February 2018. Delegation members, international students from abroad and project partners are offered a thorough insight into the ASEAN community. The economic, cultural and environmental knowledge transfer by guest speakers will be aligned to the selected topic and the countries to be visited.

### Onsite Seminar

After the preparatory seminar, the two-week onsite seminar will connect the delegation with selected companies and organizations in Singapore, Indonesia and Vietnam. The goal is to build relationships with people working in Southeast Asia and to benefit from their work experience.

### Previous expert guest speakers of International Student Projects

Ms. State Secretary Marie-Gabrielle Ineichen-Fleisch

SECO Director and Director of the Foreign Economics Affairs Directorate

Dr. rer. pol. Christian Etter

Federal Council Delegate for Trade Agreements; Head of Special Foreign Economic Service  
Division in the Foreign Economic Affairs Directorate

Mr. Adolf Ogi

Former Federal Council

Prof. Josef Müller

Executive in Residence Former Head Asia Pacific Region Nestlé

### Previous expert speakers from the FHNW

Prof. Dr. Ruedi Nützi

Director of the School of Business - University of Applied Sciences Northwestern Switzerland  
(FHNW)

Prof. Dr. Peter Abplanalp

Professor for Microeconomics - University of Applied Sciences Northwestern Switzerland  
(FHNW)

The onsite seminar focuses on transferring knowledge between senior executives, government officials, universities, and students. This will mainly be achieved by visits to companies and public institutions, as well as official receptions and discussions.



**exploreASEAN:** Previous onsite seminar, visit of the ASEAN secretariat in Jakarta, Indonesia, 12 April 2017

### Final event

All international student projects will present at a final event at the FHNW in Olten their findings and experiences made during the two seminars.

The goal of the final event is to present and reflect on the seminars.

As a partner of **exploreASEAN** you can take advantage of the following benefits:

### Access to highly motivated and talented students

FHNW hosts more than 10'000 students on three campuses (Basel, Brugg and Olten). Indeed, numerous degree programs are offered by the FHNW such as International Management, System Engineering and Applied Psychology. The wide diversity of degree programs ensures a variety of students with interest in different areas. On the campuses, we are raising awareness for your institution, your chance to get in touch with possible future employees.

### Access to CV of delegation members

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

### Access to the preparatory seminar

A one-week seminar at Campus Olten in February where the delegation, interested students (national and international), and your employees or clients can learn and benefit from speeches about the region of the project.



**exploreASEAN:** Previous Preparatory seminar in Olten, 13 to 17 February 2017

### Networking and 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.

### Platform to present your organisation

In case this is your interest, you have the opportunity to present us your organisation or to incorporate an expert speaker of your organisation during the preparatory seminar in Switzerland. Furthermore, you can give the delegation the unique opportunity to visit your establishment in Singapore, Indonesia or Vietnam.



**exploreASEAN:** Previous onsite seminar, visit of ABB in Hanoi, Vietnam, 14 April 2017

### International contact event

After the onsite 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.

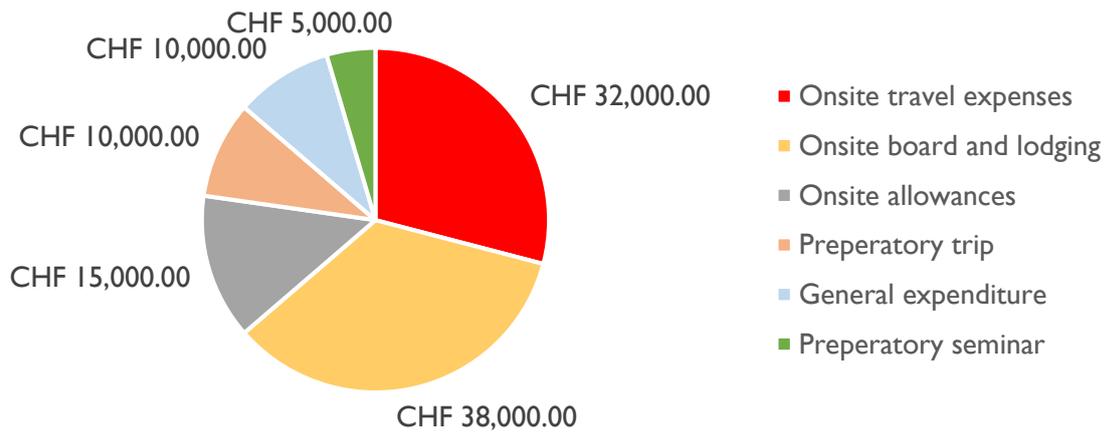
### Branding

Raise the awareness and attractiveness of your company amongst FHNW students. During all project activities, you benefit from the placement of your company logo during on-campus activities, in newsletters, on websites and social media platforms, which will raise awareness among people far beyond the borders of the FHNW.

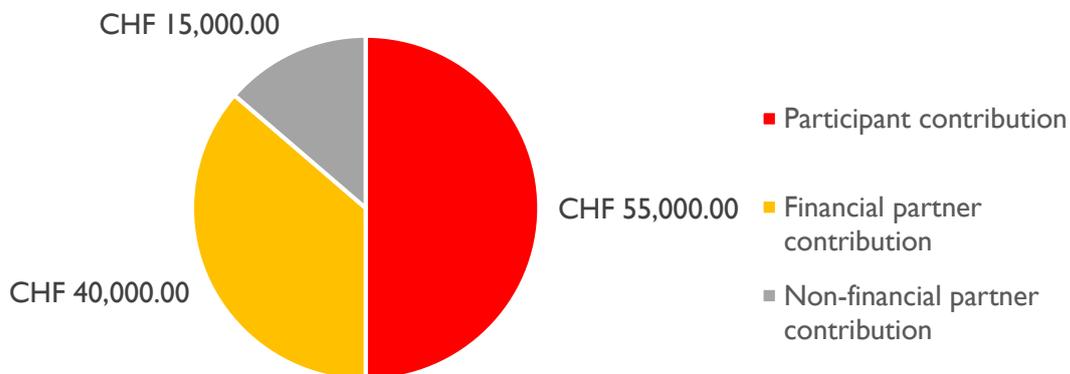
Your support as a partner will ensure continuity and growth of the project. **exploreASEAN** relies on the generosity and support of partners to become reality. Our expenses consist of four main cost factors: Onsite expenses, general expenditures, preparatory seminar and preparatory trip expenses – whereas the onsite expenses are further divided into three subdivisions.

Our sources of funding are the participating students themselves and the cooperating businesses. All costs for accompanying lecturers are met by the FHNW and therefore organized in a separate budget. 100% of your contribution supports students. An indicative overview of our budgeted expenses can be found below.\*

## Expenses



## Funding



## PREVIOUS PARTNERS:

### MAIN-JOINT PARTNER



### GOLD PARTNER



### SILVER PARTNER



### SUPPORTER



\*Figures may be subject to change without prior notice.

First and foremost, we would like to thank you for considering any contribution to this project. Without your generosity and support, **exploreASEAN** could not be realised. Our objective is to assume with you a partnership of collaboration, in which both parties can benefit from each other on as many levels as possible. Please, consider the following partnership commitments.

	PLATINUM	GOLD	SILVER	SUPPORTER
<b>Access to CV's</b>				
Access to the CV pool of the delegation members	✓	✓	✓	X
<b>Publicity</b>				
Placement of your company logo on project webpage	Priority spots	Secondary spots	Tertiary spots	Upon Agreement
Company description on webpage as well as mentions on Facebook	Detailed	Medium	Brief	X
Presence on posters, publications, printouts and videos with indications of your name and logo	Priority spots	Secondary spots	Tertiary spots	X
Display of your logo in our newsletter	Priority spots	Secondary spots	Tertiary spots	X
Display of your logo at informational project events	Priority spots	Secondary spots	Tertiary spots	Upon Agreement
<b>Preparatory seminar</b>				
Seats will be provided to your employees or clients for networking purposes and to gain expertise	Unlimited	5	3	Upon Agreement
Stand at the career fair	✓	✓	✓	Upon Agreement
Possibility to distribute promotional material	✓	✓	X	X
Timeslot to present your company	✓	X	X	X
<b>Final presentation</b>				
Possibility to distribute promotional material	✓	✓	X	X
<b>Your contribution</b>	CHF 7,000. –	CHF 5,000. –	CHF 3,000. –	Upon Agreement

Tailor-made solutions are accepted. We are happy to present you our project in person. Please contact us for further information.

Since the beginning of **exploreASEAN** we attach great importance to sustainable actions. As an international project, we aim to act responsibly and adequately concerning environmental issues. Our objective is to organize and conduct **exploreASEAN** in an economically efficient and environment friendly manner. To ensure the achievement of these goals we implement the following listed business principles and standards:

- **Compensate CO<sub>2</sub> of flights of the entire delegation (myclimate)**
- **Reduction paper-, toner- & ink consumption and no surplus of print media** (e.g. use of USB stick instead of print media)
- **Avoid waste**
- **Use of recycled material** (e.g. business cards, USB sticks)
- **Run Webserver, datacenter and website CO<sub>2</sub> neutral** (In order to compensate the CO<sub>2</sub> emissions, the Hydropower project in Renun, Indonesia, is supported)
- **Choosing CO<sub>2</sub> neutral partners and suppliers where possible**
- **Being recognized as a project that is actively concerned with the issue of climate change**
- **Sensitizing participants, partners and suppliers to relevant environmental issues**



By courtesy of our sustainability partner



Clima Neutral  
Website powered  
by iDeskPro & ClimatePartner

**Please do not hesitate to contact us.  
We look forward to hearing from you.**



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