

# On-Site Handbook



29 / 03 / 2021

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09 / 04 / 2021

6th  
edition



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Hoian architecture, Vietnam

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***Despite its motto "One Vision, One Identity, One Community", ASEAN is one of the most culturally diverse regions in the world."***

*The University of Sydney*

# Introduction

## About us



We are proud to present the sixth edition of exploreASEAN, which provides young talents with the chance to access the ASEAN community. Each member state of ASEAN has its unique economic, cultural and environmental characteristics. It is challenging to gain an impression of job prospects in each country in Southeast Asia. Our project pursues to give an in-depth understanding of each country to young talents and supports them to gain a foothold in the ASEAN region.

Your exploreASEAN 2021 Team:

Tobias, Jonas,

Michelle K, Ann, Michelle W, Hang.

## About the theme

# ASEAN One Entity: Smart, Digital & Sustainable

Over the last several years ASEAN (Association of Southeast Asian Nations) maintained a strong and steady economic progress showing the enormous potential that lies in this region. As a result of closer economic and political collaboration – the establishment of trade agreements combined with the promotion of peace and stability – poverty declined significantly and GDP rates grew rapidly. The COVID-19 outbreak has brought immediate disruptions worldwide affecting also the region of ASEAN.

### Smart

The people of ASEAN spend worldwide the most time on their smartphones. This high use of mobile connectivity offers a great framework for a truly connected world. ASEAN has already started its foundation with the ASEAN Smart City Network which will use the synergies of multiple connected and intelligent cities from all over southeast Asia. Growth, mobility, and environmental protection are all challenges those cities are facing. The concepts to these problems need to be smart, hence intelligent, flexible, and sustainable. Smart concepts are therefore holistic, future, and development oriented. The surroundings they create become technologically advanced, greener, and more socially inclusive.

### Digital

Digital transformation is taking place all over the world. Due to COVID-19 this transformation is happening at an unprecedented speed, leading us to a “new normal life” in which technologies are going to play a crucial role. As the fastest growing internet market in the world, ASEAN's digital economy is estimated to grow significantly. With the adoption and integration of new technologies, ASEAN's digital future looks very promising bringing tremendous opportunities for such a striving economy. By improving the infrastructure for existing and new technologies, as well as the connectivity the ASEAN region can bring forward further spurring innovations.

### Sustainable

Corporate social responsibility became a core value in today's business world. Firms aim to act in a transparent and environmentally conscious fashion. Compared to a few years ago, sustainable business practices are now progressively being prioritized. These new strategies and standards are set not only by companies but also by governments and various organizations. The ASEAN region today faces many challenges related to sustainability such as reduced air and water quality as well as waste management issues, all of which are usually by-products of their strong economic growth. To ensure sustainable growth, companies must act in contemplation of the partnering country when doing business to preserve and ensure ASEAN's long-term development and growth.



# exploreASEAN Partners

We would like to highlight the extensive commitment of our partners: Blaser Swiss Lube, Bachem, DT Swiss, our supporters and in-kind partners.

Not only the financial contribution, but also the support of all the participating companies, allows the realization and execution of the fifth edition of exploreASEAN.

## Main Joint Partners



## Gold Partner



## Supporters



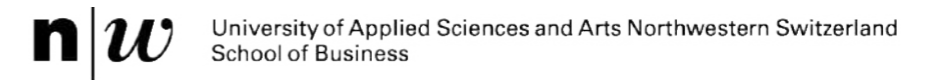
## In-Kind Partners



# Acknowledgement

The exploreASEAN project team wishes to express our sincerest appreciation to all of its partners and sponsors. We are truly grateful for the valuable support providing us with knowledge, advice and financial means. Based on the strong commitment of numerous companies and institutions in Switzerland and Southeast Asia, we could successfully continue this outstanding student initiative. We would especially like to extend our sincerest gratitude to the Swiss-Asian Chamber of Commerce and Swiss Global Enterprise who continues to provide us with intelligence and non-financial support which goes beyond partnership, but also comprises friendship. Finally, we would like to thank the Vietnamese Embassy and Royal Thai Embassy for their generous support and assistance.

## Powered by



## Enabled by



## Recommended by



Vietnamese Embassy in Switzerland



Thai Embassy in Switzerland



# Vietnam & Switzerland

## Half century of cooperation & development (1971 - 2021)



Waterfall in Vietnam

*The year 2021 marks an important milestone in Vietnam and Switzerland celebrating the 50th anniversary of diplomatic relations and 30 years of cooperation for mutual development.*

Swiss direct investment in Vietnam is currently estimated at more than \$2 billion. The country is one of the largest European investors in Vietnam with more than 100 Swiss companies operating in Vietnam, such as Nestlé, Novartis, Roche, Holcim, ABB, creating about 20,000 jobs in many fields such as pharmaceuticals, machinery, food processing, information technology, transportation, architecture. Vietnam is Switzerland's 4th largest trading partner in ASEAN, with the total import and export turnover between the two countries in 2019 reaching more than 3.6 billion USD.

On 8 March 2021, Vietnam Ambassador to Switzerland Le Linh Lan and Commercial Counselor Nguyen Duc Thuong paid a working visit to the representatives of the University of Applied Sciences and Arts Northwestern Switzerland (FHNW) to discuss the promotion of business research and training exchanges, business and investment environment promotion in Vietnam in 2021. FHNW President Crispino Bergamaschi, Prof. Dr. Charlotte Hofstetter, Head of Business School, Prof. Dr. Patrick Renz, Board of Directors of the School of Business, and Dr. Teresa L. Freiburghaus, supervisor of project Explore ASEAN of FHNW University, highly appreciated the working visit of the Ambassador and Embassy officials, expressed their desire to promote cooperation between FHNW University and the Embassy.

In the coming time, the two sides are expecting to coordinate to organize several research cooperation activities, promote the Vietnamese investment environment, connect the business community, introduce Vietnamese cuisine and culture to other business organizations and business students.

Ambassador Le Linh Lan also shared Vietnam's good implementation of the "dual goal", which is controlling the epidemic and maintaining economic development at 2.91%. Regarding the friendship and cooperation relationship between Vietnam and Switzerland in the past half-century, the Ambassador expressed her optimism about the prospects of cooperation between the two countries, especially in the context that the leaders of the two countries both wanted to promote the early signing of the Free Trade Agreement (FTA) between Vietnam and EFTA after 9 years of negotiation.

The signing of the FTA in 2021, which is the year the two countries celebrate the 50th anniversary of diplomatic relations is a very meaningful event that promotes trade and investment cooperation between the two countries. The Ambassador also believes that the two economies Vietnam and Switzerland are complementary, and that Vietnam can take advantage of many of the strengths of Switzerland, one of the world's leading countries in terms of competitiveness and Innovation.



# Thailand & Switzerland

## 90 years of diplomatic relations (1971 - 2021)



Khon pantomime performances action of thailand

*The year 2021 has marked the 90th anniversary of the establishment of Thailand - Switzerland diplomatic relations.*

From a broad perspective, Switzerland and Thailand maintain remarkably close ties and share a long history full of great mutual respect and strong moments. The first documented contacts between Switzerland and Thailand dated back to the 17th century when His Majesty Chulalongkorn (King Rama V) visited Switzerland in 1897 and 1907. His two visits marked the beginning of a long friendship, which was formalized through the establishment of diplomatic relations in 1931.

The political, economic, and social exchanges between the two countries have constantly grown ever since. Frequent visits and exchanges of people from both sides have expanded, with over 100,000 Thai tourists visiting Switzerland and more than 200,000 Swiss spending their vacations in Thailand each year. The number of Swiss in Thailand has also grown to around 10,000 in 2020. Around 200 Swiss companies are now based in Thailand, creating more than 55,000 jobs. Switzerland has remained a favorite country for Thai students, especially in the field of hospitality and science.

Economically, trade flows in both directions have intensified over the years. In 2019, Switzerland has become Thailand's 13th largest trading partner with over \$5.5 billion (2.2%) of total Thai exports. As far as investment is concerned, Swiss foreign direct investment in Thailand has continued to move in a positive direction. With more than 14 investment projects worth 50 million US dollars in the first three quarters of 2020, Switzerland has become the third-largest European investor in Thailand, behind the Netherlands and Germany. The latest venture by Central Group, one of Thailand's largest retail conglomerates, which expanded to acquire a 50% stake of GLOBUS Switzerland earlier in 2020 also reflected a development in this economic cooperation. Big Swiss companies such as Nestlé have also become one of Thailand's top fast-moving consumer goods (FMCG) companies with 3,200 employees and seven factories in the country.

On 1 January 2021, the Royal Thai Embassy in Bern launched a website dedicated to the celebration of this diplomatic relations ([www.thaiswiss90years.org](http://www.thaiswiss90years.org)) and a Facebook Page ([facebook.com/thaiswiss90years](https://facebook.com/thaiswiss90years)) to begin the commemorative year of 2021. The website contains all information and news about events to be organized throughout 2021 by the Embassy and its partners, both in Thailand and Switzerland. It also features special articles and interviews of special guests, especially those who have had extensive knowledge and experience in Thai - Swiss relations.

Under the current circumstance, the close collaboration between Thailand and Switzerland has made them both stronger. Despite many restrictions of the COVID-19 outbreak, the special bond of friendship is a testament to the deep-rooted their relations since the time of the visionary King Rama V and will serve as an important steppingstone for both countries to forge even closer ties and cooperation this year and many years to come.

# Assignment Information

## Preliminary Notes

To obtain 70% final grade of integration module you must make a collaborative group presentation and deliver a final paper of an assigned/chosen topic. Depends on the topic, each team will be allocated to one supervisor.

Team presentation (40%) - Each team should prepare a presentation of no longer than 20 minutes.

Group final paper (30%) - Each team should deliver a report of approx. 5000 words (+/- 10%) excluding references and appendices to cover the same information as the presentation as well as incorporating changes or modifications suggested during the presentation feedback.

**Presentation: April 8, 2021**

**Paper submission: by May 7, 2021**

## Guidelines for Presentation

- Presenting time: 15' - 20'
- Q&A sessions: 10' - 15'
- Group size: 3-5 participants
- Participation: 100% participation is required

Since grading is based on the presentation, group members should notify the lecturer before the presentation if any member does not do their share. Shyness or stumbling does not negatively affect the grade.

Each member of the group will receive the same grade on the topic (unless someone fails to participate in the presentation leads to an individual grade, which = 1)

Equal Participation

- Each group member should contribute equally.
- Each member should speak for approximately three to five minutes.
- The presentation can reflect the diversity of viewpoints of the presenters.
- Designate one team member as the team leader. This person will be responsible for introducing the presentation, and each presenter. The team leader will also summarize the presentation at its conclusion and lead a class discussion

# Topics

**Theme: ASEAN One Entity - Smart, Digital & Sustainable**

## Subtheme I: Innovation

COVID-19 has affected people and the economy. Physical distancing, face masks, video conferencing, virtual events, remote work, and e-commerce transactions are reshaping business and the environment of work. Along with this redesign of business, comes a change in the mindset that allows people to view, for example remote work or virtual meetings as a new normal rather than an occasional opportunity. Although the "new normals" provide opportunities for business and different stakeholders, they also cause uncertainty and fear.

We invite contributions, which critically discuss the challenges and opportunities associated with the "new normals" in a Post-COVID World. Topic can be focused on the fields of business administration and economics, but contributions from other social sciences are also highly welcomed. Papers and presentation could, for example, focus on the following topics that are relevant to Southeast Asia:

- Redesigning the existing business model of a specific start-up
- New strategies to cope with the impacts of the pandemic
- The pandemic and digital transformation
- New business models as a result of the pandemic
- International supply chains after the pandemic
- Experiences with "new normals" in different industries
- New policy environment in a Post-COVID World.

## Group Allocation

Name	Group
Rigo	Aurora
Zehnder	Mango
Thommen	Julia
Morcinek	Patrick
	Thomas
	Mango



# Topics

## Subtheme 2: Sustainability

The COVID-19 pandemic has resulted in crisis in various parts of the world and has brought challenges to committed countries implementing Sustainable Development Goals (SDGs). Achieving the development target in 2030 is a challenge with the COVID-19 pandemic. The challenges faced by the pandemic include three pillars, namely economic, social, and environmental. For the first time, global poverty rates have soared drastically in decades. The existence of a health crisis has turned into a social and economic crisis that has exacerbated many people's inequality and vulnerability. Another challenge faced in achieving SDG4, which is "Quality Education" due to COVID-19.

UNESCO recently warned that only half of the students would return to school. The risk of dropping out of school and a decline in the quality of learning due to digital divide and economic factor is one of the main barriers to education. The UN points out that there is still reason for optimism as the pandemic offers an opportunity to accelerate change. SDGs must be considered as the whole community's guiding framework, including the government, the business sector, and society. The world is forced to cope with the corona virus, which continually changes and brings about increasing uncertainty. How do we accelerate effective sustainable development in a pandemic era and beyond? Papers and presentation could, for example, focus on the following areas to aligning SDGs during the COVID-19 for sustainable development in Southeast Asia:

- Aligning SME Business Practices with the SDGs
- Practice of the Principles for Responsible Management Education (PRME)
- Inclusive and equitable quality education and lifelong learning opportunities for all
- Poverty, Hunger, and Inequality
- Female Leadership Efficiency
- Renewable and Clean Energy for SDGs

### Group Allocation

Name		Group
Pfranger	Samuel	Avocado
Matter	Kevin	Avocado
Umar	Nafisa	Avocado
Reismüller	Simon	Avocado

# Topics

## Subtheme 3: Business Strategy

DT Swiss is a Swiss developer and manufacturer of high-performance components for bikes. They currently have a subsidiary in Taiwan. However, they would like to now expand their manufacturing as well as penetrate the ASEAN-market with a focus on Vietnam /Thailand. The idea is to offer an alternative transportation mode for the cities but also introduce the bike as a pastime.

### Focus

You are invited to explore and to present a business strategy on how DT Swiss can expand their presence in the Asia-Pacific region by entering the ASEAN-market with a focus on Vietnam & Thailand. To that end describe the Vietnamese market, describe the competitive situation and recommend a market entry strategy for DT Swiss.

### Note

Use the insights given by DT Swiss as well as their website (please DO NOT contact DT Swiss directly). In addition, use your knowledge learning during the preparatory week and the On-Site.

The presentations and recordings can be found on MS Teams.

### Group Allocations

			Name		Group
Vietnam Strategy		Hänggi	Fabienne		Orange
		Berger	Michael		Orange
		Peyer	Brian		Orange
		Marti	Jason		Orange

			Name		Group
Thailand Strategy		Güntensperger	Marc		Apple
		Benedetto	Matteo		Apple
		Palamar	Hanadi		Apple
		Ryter	Lucas		Apple



# Week 1 Schedule



Singapore skyline

	Monday 29.03.2021	Tuesday 30.03.2021	Wednesday 31.03.2021	Thursday 01.04.2021	Friday 02.04.2021
08:00					
08:30	Opening On-Site Seminar 08.30 - 09:15			Fun, Travel and continuous learning after FHNW Thomas Schmid - Hexagon 08.30 - 09.30	
09:00	Break	Virtual Singapore Tour 09.00 - 10.30	Stefan Morkoetter - HSG Singapore 09.00 - 10.00	Break	
09:30			Break 10.00 - 10.30		
10:00	DT Swiss Company Introduction 09.45 - 10:45	Break 10.30 - 11:00	"Innovation and Entrepreneurship in Southeast Asia" Prof. Dr. Rolf-Dieter Reineke - FHNW 10.30 - 12.00	Escape Room 09:45 - 12:00	
10:30		Building a bridge for digital assets Rico Müller - Sygnum AG 11.00 - 12:00			
11:00	Lunch Break 10:45 - 12:00				
11:30					
12:00	Creating Shared Values Towards Thriving Communities Vikram Belliappa - Nestlé 12:00 - 13:00	Lunch Break 12.00 - 13.15	Lunch Break 12.00 - 13.15	Closing First Week	
12:30					
13:00					
13:30		DT Swiss Employer Branding Workshop 13.15 - 15.30	Activating the 2030 Agenda UN SDG Lab 13.15 - 14.30		
14:00	Time for Project 13.00 - 16.00				
14:30					
15:00					
15:30					
16:00	Digital Innovation in ASEAN Workshop 16.00 - 17.00				
16:30					
17:00					

Good Friday

## Monday (29.03):

All day: [On-Site Seminar exploreASEAN general](#)

## Tuesday (30.03):

Virtual Singapore Tour: Link will be sent to your FHNW-email addresses

11.00 onwards: [On-Site Seminar exploreASEAN general](#)

## Wednesday (31.03):

09.00 - 10.00: [On-Site Seminar exploreASEAN general](#)

[Innovation & Entrepreneurship in Southeast Asia](#)

Afternoon: [On-Site Seminar exploreASEAN general](#)

## Thursday (01.04):

All day: [On-Site Seminar exploreASEAN general](#)

[Escape Room](#)

# Monday Schedule

**29 March**

- 08.30 - 09.30: **Opening On-Site Seminar**
- 09.30 - 09.45: **Break**
- 09.45 - 10.45: **DT Swiss Company Presentation**
- 10.45 - 12.00: **Lunch Break**
- 12.00 - 13.00: **Creating Shared-values Towards Thriving Communities**  
Vikram Belliappa, Nestlé
- 13.00 - 16.00: **Time for project**
- 16.00 - 17.00: **Workshop: Digital Innovation in ASEAN**  
Barbara Eisenbart, FHNW



*Gong and singing bowls, traditional Asian musical*

## DT Swiss Company Presentation

### Our Mission

DT Swiss meticulously develops high-performance cycling components that provide a competitive edge to every ambitious cyclist.

### Competitive Edge

We aim at ultimate riding performance. Thus, we strive for benchmark products that provide a decisive advantage. Our guiding idea is to constantly push technological barriers.

### Meticulous

We believe in the art of engineering and strive for sophistication in the product development process. Ingenuity, finesse, experience and clarity drives this desire for perfection. Innovative solutions paired with the highest reliability is our definition of high-performance. Therefore, we perceive a diligent product approval, extensive testing and a rigorous quality control as an integral part of product development.

### 25 Years

We invent, develop, shape and create, every day. We aspire to engineering leadership, every day. We strive for products that set benchmarks, every day. We help cyclists achieve their ambitions. Every day for the last 25 years, engineering performance has been at the heart of everything we do.



[DT Swiss Website](#)



# Creating Shared-values Towards Thriving Communities

## About Nestlé Vietnam

Nestlé has a long history in Vietnam when it established its first representative office in Saigon (Ho Chi Minh City nowadays) in 1912.

Since then, the famous symbol of Nestlé's nest has become familiar to many generations of Vietnamese families over the past 100 years.

[Website](#)

## About the speaker



### Vikram Belliappa

Prior to Nestlé, he worked for 13 years in the coffee trade in India as a physical coffee broker, working with farmers, traders and the industry.

Nestle career spanning 13 years:

- Senior Procurement Manager Nestlé India responsible for Green Coffee, Edible Oils, Fats and Chicory
- Green Coffee Buyer based in Singapore responsible for procurement and price risk management strategy for Nestlé factories in Asia, Oceania and Africa
- Global Category Manager for Green Coffee – Lead for Global Robusta sourcing and risk management strategy based in Kuala Lumpur, Malaysia
- Currently, Head of Procurement, Nestlé Vietnam

# Digital Innovation in ASEAN



### Barbara Eisenbart

Dr. Eisenbart is a practitioner with over 20 years experience having worked in multinational companies, SMEs as well as for startups. As an acknowledged expert in new ventures, business modelling and digital ecosystems she provides seminars and corporate training internationally. She is jury member of the [Swiss Innovation Challenge](#) as well as Steering Committee Member of [the Impact Hub](#).

Furthermore, she found her own company and organized different collaborative efforts such as InnoChance during the pandemic or startup weekend. Dr. Eisenbart is responsible for several modules and teaches in the MBA-MCI in Ho Chi Minh City, Vietnam, Swiss Asian MBA on Digital Transformation, MBA EBS dual degree Special Module on International Entrepreneurship, MBA Innovation & Venture Lab and in the Specialization of International Entrepreneurship (BSc IM). Dr. Eisenbart has a Ph.D. in Business Innovation from University of St. Gallen, a M.A. in International Economics from Tokyo and have been a visiting fellow at Harvard University.

# Tuesday Schedule

**30 March**

- 09.30 - 10.30: **Virtual Singapore Tour**
- 10.30 - 11.00: **Break**
- 11.00 - 12.00: **Building a bridge for digital assets between Switzerland and Singapore**  
Rico Müller, Sygnum
- 12.00 - 13.15: **Lunch Break**
- 13.15 - 15.30: **DT Swiss employer branding workshop**
- Onward: **Time for project**



*Gardens by the bay, Singapore*

## Virtual Singapore Tour



From a backwater in the past, to a bustling metropolis today, Singapore has indeed transformed. Moving forward, developing a SMART Nation is our next phase of transformation. One-north was designed with this in mind. Having a precinct that is dedicated to innovation is important for local start-ups to experiment, research and grow. Learn more about this "Silicon Valley of Singapore" as we discover a new ecosystem, introduce various local start-ups, and tell the stories of how they brought their ideas to life.

**Note:**

The link for participating will be send directly to your FHNW mail addresses.



# Building a bridge for digital assets between Switzerland & Singapore

## About Sygnum

Sygnum was rooted from the start in the financial hubs of Switzerland and Singapore. From this heritage, they grew to be the first digital asset specialist with both a Swiss banking licence and a Singapore asset management licence. They harness the power of Distributed Ledger Technology (DLT) to systematically and holistically embed digital assets into regulated banking.

Their clients believe in the value of digital assets to create new business opportunities and transform the financial industry. They want the security provided by a regulated bank, and the tech-driven innovation and agility of a global digital asset specialist. At Sygnum, they empower institutional and private qualified investors, corporates, banks and other financial institutions to invest in the emerging digital asset economy with complete trust.

They call the emergence of a trusted, secure and efficient digital asset economy Future Finance. Every day, their team of digital asset experts are working towards Future Finance by leveraging the advantages of DLT to serve their clients with innovative products and services.

## About the speaker



### Rico Müller

Rico is the Product Manager at Sygnum for the tokenization solution Desygnate and secondary market place SygnEx. He has joined Sygnum in the beginning of 2019 after completing his studies in Business Administration at the University of St. Gallen.

# DT Swiss employer branding workshop

## Their story

DT Swiss is a Swiss developer and a leading global manufacturer of high-performance components for bikes. In addition to the headquarters in Biel, manufacturing and sales locations have been established in Germany, Poland, France, USA and Taiwan.

## Vision

DT Swiss has made it a particular strength to recognize the potential of young talent and to promote it in a targeted and meaningful way. They offer apprenticeship as well as internship to develop future key performers in all divisions of the company.

## Mission

Their objective is to improve their employer branding with a focus on young professionals and suggest ideas on how DT Swiss can position themselves better as an employer.



### Your Task:

You have an hour to work in your teams and develop new and interesting ideas. At 14:30 be prepared to present a 5–8-minutes pitch to Patricia Schwab, Head of HR, and Florence Javet, Specialist HR. Be also prepared to answer questions during the Q&A.

# Wednesday Schedule

## 31 March

- 09.00 - 10.00: **Doing Business in Singapore**  
Stefan Morkoetter, HSG Singapore
- 10.00 - 10.30: Break
- 10.30 - 12.00: **Workshop:**  
**"Innovation & Entrepreneurship in Southeast Asia"**  
Prof. Dr. Rolf-Dieter Reineke FHNW  
Dr. Oliver Gottschall, Minor Food Public Co. Ltd.  
Peter Goetsch, NNIT Healthcare Industry Partners
- 12.00 - 13.15: Lunch Break
- 13.15 - 14.30: **Activating the 2030 Agenda - UN SDG Lab**  
Fernando Arevalo Carreño, Junior Consultant  
Marlène Borlant, Communications Officer
- Onward: Time for project



Long boats in Thailand

## Doing business in Singapore

### About the speaker



### Stefan Morkötter

Prof. Dr. Stefan Morkötter is a Professor of Finance at the University of St.Gallen and Head of the St.Gallen Institute of Management in Asia (SGL-HSG), which is the local institute of the University of St.Gallen in Singapore. He is also the Academic Director of HSG's Asia Term, which is the flagship exchange programme on the bachelor level at the University of St.Gallen and which takes place every year in Singapore.

His research interests are in the area of financial intermediation, wealth management and private equity in specific. As a Professor in Finance, Stefan is a member of the School of Finance at the University of St.Gallen and teaches on the bachelor, master and executive education level. During the last years Stefan developed several courses and (executive) education programmes with a strong focus on exploring Southeast Asia and Singapore in specific.

### HSG Singapore

The University of St.Gallen is offering Asia-related academic activities through its own subsidiary, the "St.Gallen Institute of Management in Asia Pte. Ltd." or SGI in short.

The University of St.Gallen has a long record of academic activities and connections in Singapore. Exchange programs between St. Gallen and Singapore are mutually beneficial. Faculty from St.Gallen visits Singapore to teach and to do research. Likewise, professors from Singapore give lectures regularly in St.Gallen.

Furthermore, brisk contacts with local companies enable a variety of projects in which our students actively participate and contribute. At the same time, they offer our students opportunities to communicate with executives face to face and learn from their business experience. In addition, the community of HSG Alumni in Singapore is large and dynamic.



# Innovation and Entrepreneurship in Southeast Asia

[Link to join](#)

## About Minor Food Public

Minor Food is one of today's largest casual-dining and quick-service restaurant companies with over 2,200 outlets operating in 27 countries worldwide. As a constant forerunner and innovator in the ever-changing landscape of the global foodservice industry they always leading change for the better, they are unwaveringly passionate and committed to delivering their customers catering-to-your-taste-buds food and tailored-to-your-exact-needs service.

## About the speakers

Prof. Dr. Rolf-Dieter Reineke, Dr. Oliver Gottschall & Peter Goetsch



Prof. Dr. Rolf-Dieter Reineke is Professor at the School of Business (FHNW). He is the Head of the MBA programs of FHNW School of Business in Switzerland and Asia. He also serves as the project manager of the Swiss Innovation Challenge in Switzerland and Asia. Dr. Dieter is the Founder and Board Member of several companies in Europe and Asia. During his 30 years of practice as a consultant, trainer and entrepreneur he worked in more than 40 countries, with a regional focus on ASEAN countries.



Peter Goetsch built up specialized consulting companies for the life science industry in Switzerland, Europe and Asia since 2002. After selling the group of companies to a global consulting firm, he now heads its European and Southeast Asian business. Previously, he held various line and staff management positions with the Swiss tourism leader in Switzerland and abroad. Starting as a "one-man show", he has experienced the various facets and challenges of entrepreneurship in the service and solutions business on a daily basis, learning to balance business and private life in a healthy way.

# Activating the 2030 Agenda

## About The Lab

The Lab works with a diverse ecosystem of actors that are focused on delivering the 2030 Agenda and identifies strategic opportunities for convergence in order to energize and maximize the added value of International Geneva in supporting implementation of the SDGs. The SDG Lab contributes to Geneva "walking the talk" when it comes to delivering the SDGs creating space for interdisciplinary and multisectoral collaboration while consistently testing assumptions and asking questions about what is needed to achieve the 2030 Agenda.

## About the speakers



**Fernando A. Carreño**

Fernando is a Junior Consultant who passionate about cooperation for development and international relations. As a Junior Consultant, he supports the Lab team by conducting research about on the SDG implementation, following intergovernmental processes related to the 2030 Agenda, as well as assisting with communication and outreach projects.



**Marlène Borlant**

Marlène joined the Lab in February 2020 as a Communications Officer. A key part of her work is increasing the Lab's visibility through different communication tools and community networks. She also assists the Lab in reviewing key SDG-related data and information from countries' Voluntary National Reviews (VNRs) as well as civil society VNR shadow reports.

# Thursday Schedule

**1 April**

- 08.30 - 09.30: **Fun, Travel and continuous learning after FHNW**  
Thomas Schmid
- 09.30 - 09.45: **Break**
- 09.45 - 12.00: **Escape Room**
- 12.00 - 12.15: **Closing first week**
- Onward: **Time for project**

## Escape Room

[Link to join](#)

Seven young people escape the quarantine of their own four walls and go to a vacation home to spend a party weekend together. But this weekend takes a turn for the worse. Only six of these seven students returned home. What happened? Was it an accident? A tragic misfortune? Cold-blooded murder? Please help us solve this case and clear up the mysterious death of Nikki Maison.

The groups are as followed:

Name		Group
Benedetto	Matteo	1
Hänggi	Fabienne	
Morcinek	Thomas	
Reismüller	Simon	
Ryter	Lucas	
Zehnder	Julia	
Güntensperger	Marc	2
Marti	Jason	
Matter	Kevin	
Rigo	Aurora	
Umar	Nafisa	3
Berger	Michael	
Palamar	Hanadi	
Peyer	Brian	
Pfranger	Samuel	
Thommen	Patrick	

# Fun, Travel & Continuous Learning after FHNW

*An example how to start a professional live with a lot of flexibility.*

## About Hexagon

Hexagon is a global leader in sensor, software and autonomous solutions. We are putting data to work to boost efficiency, productivity, and quality across industrial, manufacturing, infrastructure, safety, and mobility applications.

Our technologies are shaping urban and production ecosystems to become increasingly connected and autonomous – ensuring a scalable, sustainable future.

Hexagon's Manufacturing Intelligence division provides solutions that utilize data from design and engineering, production and metrology to make manufacturing smarter.

## About the speaker



### Thomas Schmid

Thomas started his career in 2004 as a land surveyor. His degree in mechanical engineering at FHNW in Switzerland brought him to the industrial metrology field of Hexagon where he is employed since 2012. Since 2017 he is based in Singapore where he completed an executive MBA at the National University of Singapore.

His curiosity about the different countries, cultures and foods taught him a lot about Asia. But also let him eat once a table decoration in India which made him almost losing a tooth.



# Week 2 Schedule



Temple of dawn Wat Arun Bangkok, Thailand

	Monday 05.04.2021	Tuesday 06.04.2021	Wednesday 07.04.2021	Thursday 08.04.2021	Friday 09.04.2021
08:00					
08:30					
09:00		Swiss Embassy in Thailand 08.30 - 09.30	Virtual Ho Chi Minh Tour 08.00 - 09.30	Future Trends in Manufacturing: ASEAN Automotive Trung Nguyen Thanh - Siemens 08.00 - 09.15	Presentation Innovation Group Mango 08.30 - 09.15
09:30		Break 09.30 - 10.00	Break	09.15 - 09.30	Presentation Sustainability Group Avocado 09.15 - 10.00
10:00					Break
10:30		Thomas Rufener - Singapore ETH 10.00 - 11.00	Global Class UEH Vietnam 09:45 - 11:30	Mekong Quilts Company Walk 09.30 - 11.45	Presentation Business Strategy VN Group Orange 10.15 - 11.00
11:00		Break			Presentation Business Strategy TH Group Apple 11.00 - 11.45
11:30		Matthias Leisinger - focusRight 11.15 - 12.15	Break 11:30 - 12:00	Break 11.45 - 12.00	Final Words On-Site Seminar
12:00			Happy Turtle Straw Company 12.00 - 12.45	Round table with Asia Society Karin Wenger 12.00 - 13.00	
12:30			Break 12:45 - 13.00		
13:00			Preparation for Siemens 13.00 - 13.45		
13:30					
14:00					
14:30					
15:00					
15:30					
16:00					

**Easter Monday**

## Tuesday (06.04):

All day: [On-Site Seminar exploreASEAN general](#)

## Wednesday (07.04):

Virtual Ho Chi Minh Tour: Link will be sent to your FHNW-email addresses

09.45 onwards: [On-Site Seminar exploreASEAN general](#)

## Thursday (08.04):

[On-Site Seminar exploreASEAN general](#)

Mekong Quilts: Link will be sent to your FHNW-email addresses

Round Table with Asia Society: [Link to register](#)

## Friday (09.04):

All day: [On-Site Seminar exploreASEAN general](#)

# Tuesday Schedule

**6 April**

08.30 - 09.30:	<b>Swiss Embassy in Thailand</b>  Pierre Hagmann
09.30 - 10.00:	Break
10.00 - 11.00:	<b>Singapore - ETH Center</b>  Thomas Rufener
11.00 - 11.15:	Break
11.15 - 12.15:	<b>focusright, Matthias Leisinger</b>
12.00 - 13.15:	Lunch break
Onward:	Time for project



*Sunrise in the beach, Thailand*

## Swiss Embassy in Thailand

Switzerland and Thailand established diplomatic relations in 1932. Relations between the two countries are based on the presence of Swiss companies that are well-established in Thailand, significant communities of Thai nationals in Switzerland and Swiss nationals in Thailand (which currently make up the largest Swiss community in Asia) and on tourism.

As the official representation of Switzerland, the Embassy in Bangkok covers all matters regarding diplomatic relations between the Swiss government and governments of Thailand, Cambodia and Lao PDR. It is responsible for the official relations between Switzerland and the governments of these three countries. In this respect, it is keeping a close contact with respective ministries to strengthen bilateral relations. It represents Swiss interests in the areas of political, economic and financial affairs, legal arrangements, science, education and culture.

### About the speaker



#### **Pierre Hagmann**

Pierre Hagmann, 45, joined the Swiss Federal Department of Foreign Affairs in 2006 and has been serving as Deputy Head of Mission at the Embassy of Switzerland in Bangkok/Thailand since 2017. He previously worked at the UN Division in Bern (2011-17) and as political officer at the Embassy of Switzerland in Beijing/China (2006-2011). He holds a MA in Chinese studies & history (University of Geneva) and an advanced MA in international politics and history (IHEID, Geneva).



## Singapore - ETH Center

### About Singapore ETH Center

The Singapore-ETH Centre was established in 2010 by ETH Zurich - The Swiss Federal Institute of Technology and Singapore's National Research Foundation (NRF), as part of the NRF's CREATE campus. As ETH Zurich's only research center outside of Switzerland, the center has strengthened the research capacity of ETH Zurich to develop sustainable solutions to global challenges in Switzerland, Singapore, and the surrounding regions.

Set in Asia, in a rapidly urbanizing region, the Singapore-ETH Centre aims to provide practical solutions to some of the most pressing challenges on urban sustainability, resilience and health through its programmers: Future Cities Laboratory (FCL), Future Resilient Systems (FRS), and Future Health Technologies (FHT).

They work with Singapore's universities and government agencies to tackle challenges such as the urban heat island effects through the Cooling Singapore project and the conservation of nature through the Natural Capital Singapore project.

### About the speaker



#### Thomas Runfener

Thomas Runfener is the managing director of the Singapore-ETH Centre since January 2019. Before joining the SEC, he was the chief operating officer for the Group General Counsel Area at the Zurich Insurance Company - a leading global multi-line insurer. Prior to this role, amongst other activities, he was involved in establishing and developing the internal consulting unit within Zurich Insurance. He also worked for the strategy consulting company McKinsey & Co. in the financial and energy production sectors and was on the management board of a listed total contracting and real estate investment company.

## focusright

### About focusright

focusright provides consultancy services that make human rights tangible for business. They work with companies to embed responsible business practices and human rights due diligence throughout their business and supply chains. They work in a pragmatic, business-focused way that is aligned with international human rights standards and frameworks.

They operate in various sectors - one focus is on the development of socially responsible tourism.

As thought leaders in business and human rights, they build bridges between NGOs, businesses, academia and governments.

### About the speaker



#### Matthias Leisinger

Matthias is a specialist in corporate responsibility with fourteen years of experience in the private sector. His professional goal is driving change to create a more sustainable business model, which delivers commercial success. He has a record of success in human rights due diligence, capacity building and developing and managing multi-stakeholder initiatives.

# Wednesday Schedule

**7 April**

- 08.00 - 09.30: **Virtual Ho Chi Minh Tour**
- 09.30 - 09.45: Break
- 09.45 - 11.30: **Global Class Vietnam**  
University of Economics Ho Chi Minh City
- 11.30 - 12.00: Lunch Break
- 12.00 - 12.45: **Happy Turtle Straw**
- 12.45 - 13.00: Break
- 13.00 - 13.45: **Preparation for Siemens**
- Onward: Time for project



Aerial view of Ho Chi Minh city, Vietnam

## Virtual Ho Chi Minh Tour



Ho Chi Minh City (Saigon) is the business and financial hub of Vietnam, with a prominent history going back hundreds of years. The Khmers originally settled the region, with the Vietnamese taking over in the 17th century. The French conquered Saigon, as it was then known, in 1859, and made it the capital of Cochin China in 1862, which resulted in numerous elegant architecture and broad boulevards that are still present to this day. At the peak of the Vietnam War in 1969, the city had 4.5 million inhabitants who were all evacuated when Saigon and the rest of the South fell to North Vietnam in 1975.



## Global Class - UEH

### About

University of Economics Ho Chi Minh (UEH) city was founded in 1976, is a university specializing in economics in Vietnam, in the group of key national universities. This is a pillar in Vietnam's higher education system and also a research center for economic and management policies for the government and large enterprises.

### Mission

The University of Economics Ho Chi Minh City (UEH) is dedicated to excellence both in offering students a broad range of high-quality academic programs in Economics Science, Business, Management, Law; and applying the results of scientific research directly into real-world situations, making pivotal contributions to the labor force development for the national industrialization and modernization in the context of global economic integration.

### Vision

By the year 2020, the University of Economics Ho Chi Minh City (UEH) will become a research, training and consultation center in Economics, Business, Management and Law, on par with other prestigious higher education institutions in Asia. Our university aims to provide the best higher education and research environment with the highest standards of professionalism to our students, ensuring that our graduates will be fully capable of competing and adapting to the global economy.

#### [Introduction Video](#)



## Preparation Siemens

As preparation for the presentation of Siemens in the next day, work in your groups to research the car industry in the ASEAN region with a focus on Vietnam. Also try to make predictions for how the industry will evolve and change in the future.

## Happy Turtle Straw

The Happy Turtle Straw® is a Swiss company. Our mission includes helping the reduction of plastic pollution created by the dependency of plastic straws. We are manufacturing one of the most eco-friendly alternative straw to date. We also strive to create additional revenues for local farmers, help endangered sea turtles repopulate, and provide clean water to refugees.

### 100'000 Sea-Turtles are victims of plastic pollution every year

The straws are design to disappear; they are 100% manufactured to protect marine life. Made from potatoes and cassava. they can be safely eaten by animals instead of hurting them. They biodegrades in 90 days or can be turned into compost even at home.



# Thursday Schedule

**8 April**

- 08.00 - 09.15: **Future Trends in Manufacturing:  
reference ASEAN Automotive**  
Trung Thanh Nguyen, Siemens Vietnam
- 09.15 - 09.30: Break
- 09.30 - 11.45: **Mekong Quilts Company Walk**
- 11.45 - 12.00: Break
- 12.00 - 13.00: **Gen A Round Table #3**  
Karin Wenger & Asia Society
- Onward: Time for project



*Panoramic view after sunset of Danang city, Vietnam*

## Future Trends in Manufacturing: reference ASEAN Automotive

### About the speaker



### Trung T. Nguyen

Mr. Trung is Head of Automotive, Siemens Vietnam. He came back to Vietnam 2 years ago and is currently in charge of all Automotive Projects. Based in Vietnam, he supports OEMs and Supplier to lift their organizational, technological, and processual base in order to become a Digital Enterprise.

Before he came back to Vietnam, he was working at Siemens' Power Generation Service Strategy team (today Siemens Energy) in Berlin. Prior his career at Siemens, Trung has worked as a Management Consultant at KPMG Germany to advise clients from Industries such as Aviation, Consumer goods and Automotive on their IT Strategy and Roadmaps.

### Siemens Vietnam

Siemens Vietnam dates to 1979 when the company supplied and installed the first two industrial steam turbines at Bai Bang Paper Mill. The establishment of our representative offices in Hanoi Capital and Ho Chi Minh City in 1993 and the turn into a limited company in 2002 are the most significant and far-reaching steps in our history in Vietnam. During several decades, Siemens has successfully participated in numerous infrastructure projects in Vietnam and made remarkable contributions to the socio-economic development of Vietnam.



# Mekong Quilts Company Walk

## About Mekong Quilts

Mekong Quilts (MKQ) is a social enterprise acting for sustainable employment of under-privileged women in Vietnam and Cambodia, by creating high-quality products, respectful of the planet. We will meet the local rural quilters and learn about their products to discover not only economic benefits but also community development. Visit their [Website](#).

## About Mekong Delta

The Mekong Delta is a network of distributaries in southwestern Vietnam, between Ho Chi Minh City and Cambodia. The river itself starts in the Himalayas and passes through China, Myanmar, Thailand and Cambodia before reaching Vietnam, which partly explains why the waters are so murky. More than half of Vietnam's rice and fish comes from the delta region. It's vital to the Vietnamese economy and diet.



Old man picking lotus in Mekong Delta, Vietnam

# Gen A 2021 Round Table #3

[Link to register](#)

## About the speaker



## Karin Wenger

Karin Wenger has been Southeast Asia Correspondent for the Swiss radio and television broadcasting company Schweizer Radio und Fernsehen (SRF) based in Bangkok since 2016. From 2009 until 2016, Karin was South Asia Correspondent for SRF based in New Delhi. From 2004 until 2009, she worked as a freelance journalist in the Middle East, among others for the Neue Zürcher Zeitung. Karin studied Social Sciences (political sciences, media and journalism) in Fribourg (CH), Limerick (IRL) and at Birzeit University in the West Bank. She pursued her language studies in Spain and studied Arabic in Birzeit and Damascus, and worked as peace observer in Mexico and Gaucha in Argentina. In 2006 she was awarded the Zurich prize for journalism. In 2008 her book Checkpoint Huwara was published by NZZ Libro.

## About Asia Society

Asia Society Switzerland is committed to exploring Asia's role in a multilateral world and to advancing the dialogue and strengthening partnerships among individuals and institutions in Switzerland and Asia. Across the fields of arts, culture, education and policy, we provide insights, promote collaboration and contribute to a deeper understanding of the most dynamic and fastest-growing region in the world.

Asia Society Switzerland is an independent Swiss foundation. We are a member of the global Asia Society family. As the first Center in Europe, Asia Society Switzerland – founded in 2016 – provides a unique opportunity to become part of this global community, and to contribute to a meaningful dialogue that could shape our future.

# Friday Schedule

**9 April**

- 08.30 - 09.15: Presentation Innovation, Group Mango
- 09.15 - 10.00: Presentation Sustainability, Group Avocado
- 10.00 - 10.15: Break
- 10.15 - 11.00: Presentation Business Strategy Vietnam, Group Orange
- 11.00 - 11.45: Presentation Business Strategy Thailand, Group Apple
- 11.45 - 12.00: Final Words On-Site Seminar



Golden Bridge in Danang, Vietnam

# Presentation Schedule

Date	Time	Group	Topic
08.04.2021	08:30	Mango	Innovation
	09:15	Avocado	Sustainability
	10:15	Orange	DT Swiss Business Strategy - Vietnam
	11:00	Apple	DT Swiss Business Strategy - Thailand

## Pro tips for effective presentations?

### Show your Passion and Connect with your Audience

The great presenters say that the most important thing is to connect with your audience, and the best way to do that is to let your passion for the subject shine through.

Be honest with the audience about what is important to you and why it matters.

### Focus on your Audience's Needs

Your presentation needs to be built around what your audience is going to get out of the presentation.

As you prepare the presentation, you always need to bear in mind what the audience needs and wants to know, not what you can tell them.

### Tell Stories

Stories help us to pay attention, and also to remember things. If you can use stories in your presentation, your audience is more likely to engage and to remember your points afterwards. It is a good idea to start with a story, but there is a wider point too: you need your presentation to act like a story.



# Thank You!

*"Don't cry because it's over, smile because it happened."*  
Dr. Seuss



The sixth edition of exploreASEAN, which took place exclusively online, ends with the presentations of the individual projects. These were challenging times, not only for participants but also for organizers and speakers.

Even if at the beginning we were very optimistic to be able to travel, soon one bad news after the other followed. First, it was not possible to hold the preparatory seminar physically, then the on-site online had to be planned as well. This after the hard decision had already been made that the project would only be carried out in Switzerland this year. Nevertheless, now the end has come, and we look back on a successful seminar. New friendships and travel plans were made, knowledge was shared and spread. We look forward to hopefully meeting you soon in ASEAN while traveling and exploring.

**Thank you all for your motivation and participation during the project!**

# Accompany Lectures



**Dr. Sabina Heuss**  
Lecturer at FHNW School of Business



**Prof. Dr. Michael de Wild**  
Lecturer at FHNW School of Life Sciences



**Béla Ackermann**  
Research Assistant at FHNW School of Business

# Delegations



**Matteo Benedetto**  
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**Michael Berger**  
BSc Business Information  
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FHNW School of Business



**Marc Güntensperger**  
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FHNW School of Engineering



**Fabienne Hänggi**  
BSc International Management  
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**Kevin Maurice Reto Matter**  
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**Thomas Morcinek**  
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**Brian Livio Peyer**  
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**Julia Zehnder**  
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# exploreASEAN Team

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Head of South East Asia Business

"Southeast Asia with its young, diverse, and ambitious people will play an even more important role in the future. The exploreASEAN project creates a unique learning space for students and delegates to gain knowledge, interact with this promising region."



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