



University of Applied Sciences and Arts  
Northwestern Switzerland  
Student Project



exploreASEAN  
2021/2022

PARTNERSHIP  
BOOKLET

# WELCOME

PARTNERING THE FHNW SCHOOL OF BUSINESS INTERNATIONAL STUDENT PROJECTS

The School of Business of the University of Applied Sciences and Arts Northwestern Switzerland FHNW offers its bachelor students in their final year the unique possibility to plan, organize and execute four international student projects, namely Insight China, Focus India, Connect Us, and **explore**ASEAN. The primary goal of those projects is to give students from different schools, such as Business, Engineering, Life Sciences among others, the chance to get an insight into business operations and culture in an international context.

These projects build on two different blocks, the preparatory seminar week in Switzerland and an on-site trip to a country or region with an interdisciplinary delegation. The preparatory seminar offers the participants insights into the business environment and relevant socio-economic and demographic challenges of the country or region of choice. Speakers from companies, administrations, embassies, trade organizations, chambers of commerce as well as FHNW lecturers share their knowledge and experiences to increase the understanding of the selected region by the seminar's participants. During the on-site phase, a diverse group of between twenty and thirty students, lecturers and staff will then travel their chosen destinations according to a schedule which was carefully designed in advance by the project team.

The two-week programme includes visits to multiple locations and focuses on a defined theme through visits to industry partners, government agencies 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 fully 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.

As **explore**ASEAN project supervisor, I am proud of our students' commitment and resourcefulness. This booklet hopefully gives you a deep insight into this students' project. I also hope it motivates you to become a member of this unique endeavour, and you will join in supporting **explore**ASEAN student project in 2021/22, as many other sponsors do, which support our students every year. It would be a pleasure for the **explore**ASEAN project management team to discuss with you directly.

Dr. Teresa L. Freiburghaus

**explore**ASEAN Project Supervisor

# ABOUT **explore**ASEAN

W

e are proud to present **explore**ASEAN, the youngest of the four prestigious student projects by the University of Applied Sciences and Arts in Northwestern Switzerland. The primary objective of **explore**ASEAN is to provide an opportunity for a selected pool of final year students to get deeper insights into the ASEAN (Association of Southeast Asian Nations) community.

Building Bridges for Young Talents is the foundation and heart of our project vision. **explore**ASEAN 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 states, celebrated 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 and youngest labor force in the world. The ASEAN Economic Community (AEC), introduced in 2015, aims at further integrating the member states' economies over the next decades to eventually 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.

Project Management Team  
Pictured left to right:  
Patrick Bier, Jasmin Freiburghaus, Anil  
Singh, Marsha Schurtenberger



# ASEAN+ IN THE GLOBAL VALUE CHAIN

## GAIN & SUSTAIN

**T**

he journey of this year's **explore**ASEAN edition will lead us to the three member states of ASEAN+ Singapore, Thailand, and South Korea.

The world is a complex value chain, a network of organizations that work collaboratively to move products and services from producers to consumers. The world we have become accustomed to will no longer exist without supply chains. This is the reason why we want to dive into the complex world of global value chains and the positioning of ASEAN+ in those growing dynamics. Due to the rapid growth, sustainable potential and fast pace of innovation the value chain of ASEAN+ is an interesting destination for tomorrow's investors.

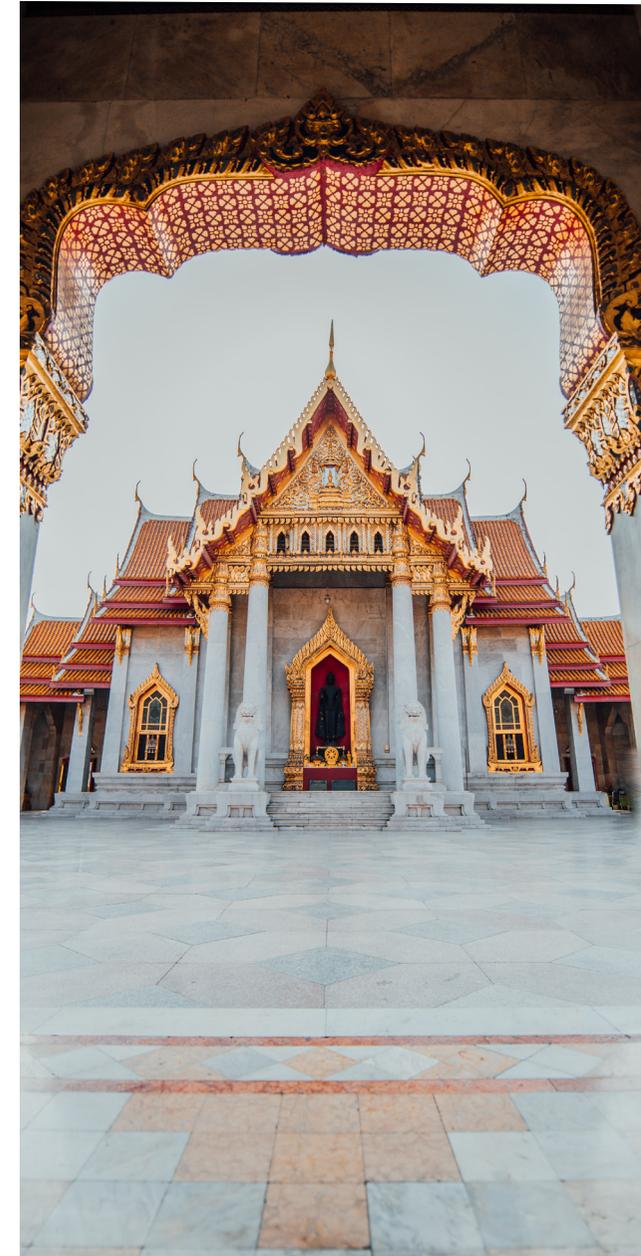
In addition to previous year, one of ASEAN's main partner, South Korea, will be involved in the project for the first time. Considering the growth and influence of South Korea in the global market that cannot be overlooked.

### GAIN

Value chains exist to connect producers and consumers in an ongoing exchange of value. As a result, innovations in value chain drive innovations in the rest of the economy. Hence this project will investigate the position of ASEAN+ in the global value chain and how their role might be strengthened or challenged.

### SUSTAIN

Value chains are to human civilization what oxygen is to life; When they work well, no one notices them. It is only when they start to fail that we realize there is a problem. For this reason the value chain is an integral part of a company which will face many challenges of transformational change in the next few years. Therefore, we will explore what difficulties, innovations and opportunities those changes will bring upon ASEAN+ and how their competitiveness can be sustained.





# DATES & EVENTS

The **explore**ASEAN project is organized by students for students in their final year of studies. Introduced six 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 14th to 18th February 2022. 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 of ASEAN+ In The Global Value Chain - Gain & Sustain as well as the countries to be visited, namely Singapore, Thailand and South Korea.

## ON-SITE SEMINAR

After the preparatory seminar, the two-and-a-half-week on-site seminar takes place from the 7th of April to 24th of April 2022 and connect the delegation with selected companies and organizations in Singapore, Thailand and South Korea. The goal is to establish a professional network with people working in Southeast Asia and to benefit from their work experience. Furthermore, the on-site 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.

## FINAL EVENT

All international student projects will present their findings and experiences made during the two seminars at a final event on the 9th of May in 2022 at the FHNW in Olten.

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

## MILESTONES

1

PREPARATORY SEMINAR  
14 - 18 FEBRUARY 2022

2

ON-SITE SEMINAR  
7 - 24 APRIL 2022

3

FINAL EVENT  
9 MAY 2022

# Partnership BENEFITS

## ACCESS TO HIGHLY MOTIVATED AND TALENTED STUDENTS

FHNW hosts more than 10'000 students on four campuses (Basel, Brugg, Olten, and Muttenz). 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 CVS 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.

## 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

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, Thailand or Vietnam.

## INTERNATIONAL CONTACT EVENT

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

## 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.

## We act SUSTAINABLY

**E**ver since the beginning of **explore**ASEAN, we attached 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 **explore**ASEAN in an economically efficient and environment friendly manner.

To ensure the achievement of these goals we implement the following listed business principles and standards:

- Support of a selected sustainable project
- Reduction of paper-, toner- & ink consumption and no surplus of print media (e.g. use of USB stick instead of print media)
- Avoidance of waste
- Usage of recycled material (e.g. business cards, USB sticks)
- Choice of sustainable partners and suppliers where possible
- Recognized as a project that is actively concerned with the issue of climate change
- Sensitizing participants, partners and suppliers to relevant environmental issues

# Collaboration Benefits

	exclusive PLATINUM Partner	GOLD Partner	SILVER Partner	SUPPORTER
<b>Access to CV's</b>				
Access to the CV pool of:	All Delegations	All Delegations	ASEAN Delegation	Upon Agreement
<b>Job advertisement</b>				
Job advertisement on the website and social media channels during the project period	3	2	1	Upon Agreement
<b>Publicity</b>				
Presence on newsletters, presentations and videos	Priority Spots	Secondary Spots	Tertiary Spots	Upon Agreement
<b>Webspace</b>				
Your logo will be displayed on our website	✓	✓	✓	✓
Your company will be described on our homepage	Detailed	Medium	Medium	Upon Agreement
<b>Preparatory Seminar &amp; Closing Event</b>				
Stand at the career fair at the Preparatory Seminar	✓	✓	✗	Upon Agreement
Speed interview option at the career fair	All Delegations	All Delegations	Upon Agreement	Upon Agreement
Possibility to distribute promotional material at the Preparatory Seminar	✓	✓	✗	Upon Agreement
Timeslot granted if you wish to present your company during the Preparatory Seminar	✓	✗	✗	✗
Company logo will be shown at the Project Events	Large	Medium	Medium	Upon Agreement
Seats provided for networking purposes at the Project Events	Unlimited	5	3	Upon Agreement
<b>Your contribution</b>	CHF 7,000. –	CHF 5,000. –	CHF 3,000. –	Upon Agreement

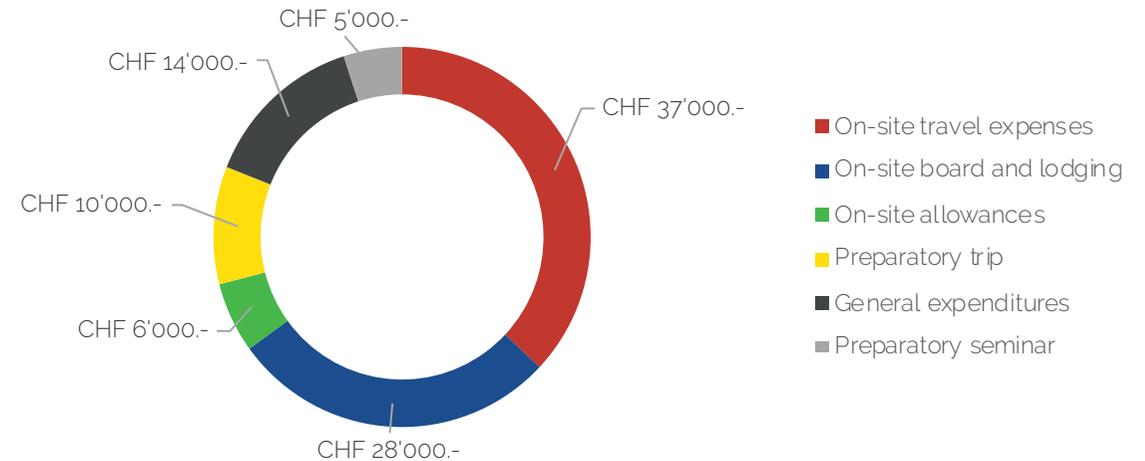
We are happy to discuss other options with you as well and to present you our project in person.  
Please contact us for further information.

## Our FINANCES

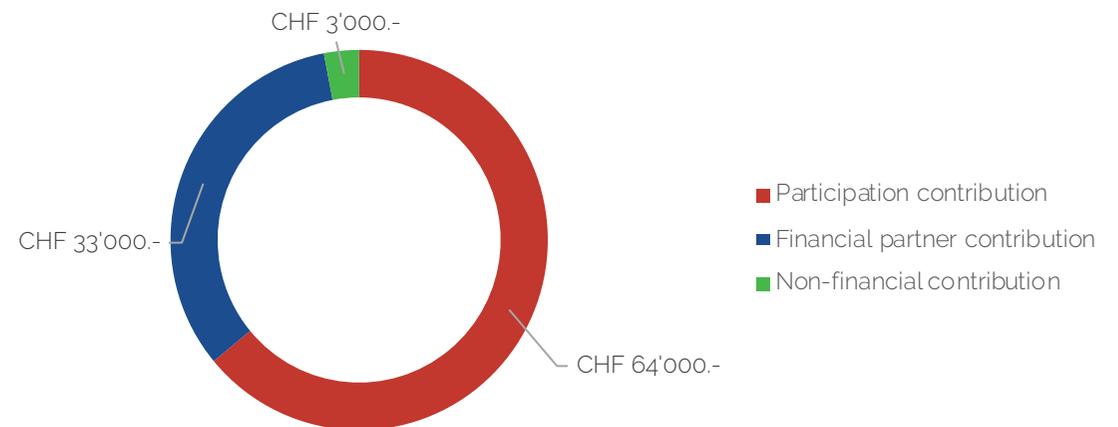
**Y**our support as a partner will ensure the continuity and growth of this exciting project. **explore**ASEAN relies on the generosity and support of partners to become reality. Our expenses consist of four main cost factors: On-site expenses, general expenditures, preparatory seminar and preparatory trip expenses – whereas the on-site 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 are therefore organized in a separate budget. 100% of your contribution supports the students. An indicative overview of our budgeted expenses is represented on the right.

### EXPENSES



### FUNDING



# A BIG THANKS TO OUR PREVIOUS PARTNERS & SUPPORTERS

Previous Main Joint Partner

**Blaser.**  
*SWISSLUBE*

Previous Gold Partners

**DT SWISS**

PAUL SCHERRER INSTITUT  
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**dreier**

**Roche**

**Jakob**<sup>®</sup>  
Rope Systems

**ADAM**  
UHREN BIJOUTERIE OLTEN



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