



University of Applied Sciences and Arts
Northwestern Switzerland

Student Project



exploreASEAN

Building Bridges for Young Talents



SHAPING THE FUTURE WITH RENEWABLE ENERGY AND AUTOMATION

exploreASEAN Partnership Booklet 2022/2023

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 five international student projects, namely Insight China, Focus India, ConnectUs, **exploreASEAN**, and this year for the first time, Holatam. 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.

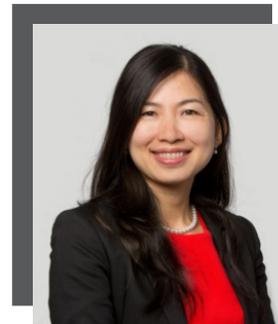
The two-week programme includes visits to multiple locations and focuses on a defined theme through visits to industry partners, government agencies and embassies, social projects, partner universities and trade promotion agencies such as chambers of commerce.

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 **exploreASEAN** 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 **exploreASEAN** student project in 2022/23, as many other partners do, which support our students every year. It would be a pleasure for the **exploreASEAN** project management team to discuss with you directly.



Dr. Teresa L. Freiburghaus

exploreASEAN Project Supervisor

ABOUT **explore**ASEAN

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

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 states, celebrated its fifty-fifth anniversary in 2022. 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. 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:

Julia Meyenberg, Emanuele Konzelmann,
Tschì Yin Huynh, Nilka Esmeralda Abreu Forne



RENEWABLE ENERGY & AUTOMATION

Motivated to contribute to a more sustainable future, this year's **exploreASEAN** edition will focus on renewable energy and automation. Thereby, the goal is to explore organisations that produce and use renewable energy and also companies that own innovative automation technologies.

RENEWABLE ENERGY is an inexhaustible, environment-friendly, and thus more sustainable form of energy. Economic and technological development, as well as the current political situation are changing the energy market fundamentally, indicating great value to learn about and develop in renewable energy. Additionally, today's energy decisions greatly affect present and future generations and thus should be given utmost importance.

AUTOMATION is the development and implementation of technology to create and distribute goods and services with little human intervention. While improving process control, reducing lead times, and increasing output, automation also decreases energy consumption. Due to climate change and the cost of energy resources, this is nowadays even more important than ever.

For this year's edition, the **exploreASEAN** project will dive into three countries: Singapore, Vietnam, and Malaysia. While Singapore is one of the most innovative countries in the world, Vietnam shows enormous potential regarding business automation, and Malaysia has great experience in solar, hydro and bioenergy. Therefore, these three ASEAN countries are playing a considerable role in reaching the Sustainable Development Goals defined by the United Nations, such as Goal 7 (Affordable and Clean Energy), 9 (Industry, Innovation, and Infrastructure), and 13 (Climate Action).

Your **exploreASEAN** Team





DATES & EVENTS

The **explore**ASEAN project is organized by students for students in their final year of studies. Introduced seven 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

SEMINAR IN SWITZERLAND

The seminar in Switzerland takes place from 13th to 17th February 2023. 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 topics Renewable energy and Automation as well as the countries to be visited, namely Vietnam, Malaysia, and Singapore.

SEMINAR ABROAD

After the seminar in Switzerland, the two-and-a-half-week seminar abroad takes place from the 30th of March to the 16th of April 2023 and connect the delegation with selected companies and organizations in Vietnam, Malaysia, and Singapore. The goal is to establish a professional network with people working in Southeast Asia and to benefit from their work experience. Furthermore, the seminar abroad 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 8th of May in 2023 at the FHNW in Olten. The goal of the final event is to present and reflect on the seminars.



KEY DATES

1

SEMINAR IN SWITZERLAND
13 - 17 FEBRUARY 2023

2

SEMINAR ABROAD
30 MARCH - 16 APRIL 2023

3

FINAL EVENT
8 MAY 2023

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 CV'S OF DELEGATION MEMBERS

You will be granted access to all CV's 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 SEMINAR IN SWITZERLAND

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 in Switzerland and in the countries visited. 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 seminar in Switzerland. Furthermore, you can give the delegation the unique opportunity to visit your establishment in Vietnam, Malaysia, and Singapore.

INTERNATIONAL CONTACT EVENT

After the seminar abroad, 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

Ever 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
Access to CV's				
Access to the CV pool of:	All Delegations	All Delegations	ASEAN Delegation	Upon Agreement
Job advertisement				
Job advertisement on the website and social media channels during the project period	3	2	1	Upon Agreement
Publicity				
Presence on newsletters, presentations and videos	Priority Spots	Secondary Spots	Tertiary Spots	Upon Agreement
Webspace				
Your logo will be displayed on our website	✓	✓	✓	✓
Your company will be described on our homepage	Detailed	Medium	Medium	Upon Agreement
Seminar in Switzerland & Closing Event				
Stand at the career fair at the Seminar in Switzerland	✓	✓	X	Upon Agreement
Speed interview option at the career fair	All Delegations	All Delegations	Upon Agreement	Upon Agreement
Possibility to distribute promotional material at the Seminar in Switzerland	✓	✓	X	Upon Agreement
Timeslot granted if you wish to present your company during the Seminar in Switzerland	✓	X	X	X
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
Your contribution	CHF 7,000. –	CHF 5,000. –	CHF 3,000. –	Upon Agreement

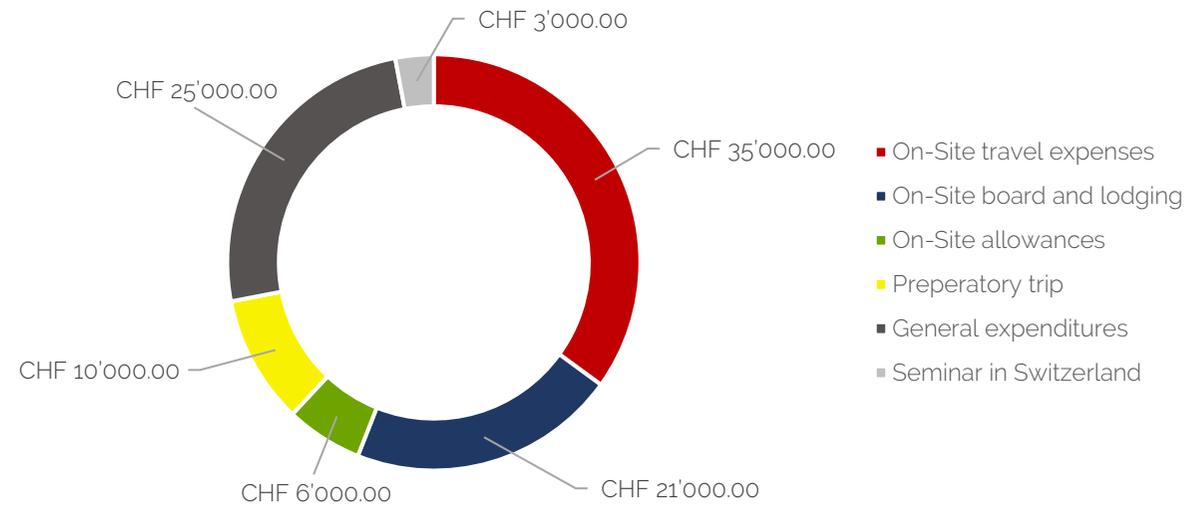
We are happy to discuss other options with you as well and to present you our project in person.
Please contact **Emanuele Konzelmann** for further information.

Our FINANCES

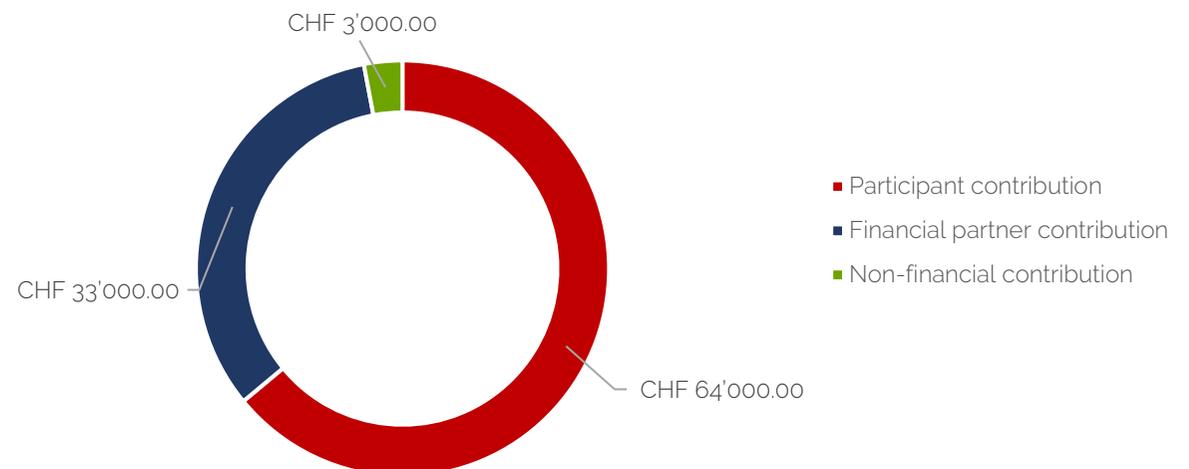
Your support as a partner will ensure the continuity and growth of this exciting project. **exploreASEAN** relies on the generosity and support of partners to become reality. Our expenses consist of four main cost factors: Expenses abroad, general expenditures, seminar in Switzerland and preparatory trip expenses – whereas the expenses abroad 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



Endress+Hauser

Previous Supporters

bildzug
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