



**International Business Management  
Seminar Week 2020**

## University of Applied Sciences and Arts Northwestern Switzerland

The University of Applied Sciences and Arts Northwestern Switzerland FHNW is one of eight state-accredited universities of applied sciences in Switzerland.

The regional university with its national and international orientation has established itself as one of the leading and most innovative universities of applied sciences in Switzerland. FHNW offers:

- Degree-level programmes of study
- Continuing education (Diplomas of Advanced Studies, Certificates of Advanced Studies)
- Application-oriented research and development
- Services to third-parties
- Collaboration with other schools of higher education / research facilities in Switzerland and abroad

The university is composed of nine Schools covering Applied Psychology, Architecture, Civil Engineering and Geomatics, Art and Design, Life Sciences, Music, Teacher Education, Social Work, Engineering and Business. The modern campuses are located in the northwestern part of Switzerland, near the borders of Germany and France and close to the cities of Basel and Zurich, as well as of national and international companies.

The FHNW has a student body numbering more than 10'000 and around 800 lecturers. The hallmarks of the educational opportunities available at the University of Applied Sciences and Arts Northwestern Switzerland FHNW are diversity, practice orientation, and market orientation.

The 29 Bachelor's, and 18 Master's programmes, as well as the wide range of further education courses, convey the knowledge and skills that make FHNW graduates much-sought-after professionals.

For more information visit: <https://www.fhnw.ch/en/startseite>



## International Business Management Seminar Week 2020

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. It is the primary goal of those projects to give students from different faculties, 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, namely the Preparatory Seminar Week in Switzerland and an onsite-trip to a respective country or region with an interdisciplinary delegation.

As a part of the Preparatory Seminars of the international students projects an intensive seminar week “International Business Management Seminar Week” is built for international students. Series of seminars, corporate visits enable once-in-a-lifetime opportunities to meet successful business managers, other students and executives in a variety of organizations in one of these dynamic, fast growing economies. This seminar acts as a bridge between academia and industry within and outside Switzerland.

Additionally, the aim of the projects is to create an intercultural business context from which the participants can learn and share their background.



## Themes

The focus of International Business Management Seminar Week is providing a great platform where students and other interested parties be able to learn about the examined countries in respect to the business environment and challenges faced by the countries or regions. The synergies should be used as much as possible: international students have the flexibility to choose their favorites topics from the preparatory seminar themes.

The International Business Week is open for the following theme with relevant topics:

### Insight China

Reconfiguring Supply Chains in a Challenging World

### Focus India

Transform Mobility. Encourage Adaptability. Enhance Healthcare Access.

### connectUs

Diminish to Flourish: Generate Wealth through Health!

### exploreASEAN

The Flow of Water



Focus India presenting at the Final Event



Insight China doing a Q&A at the Final Event



Delegation at the Seminar Week



exploreASEAN at ABB factory in Hanoi

## Insight China

### Reconfiguring Supply Chains in a Challenging World.

Supply Chain encompasses a company's activities, resources, and organization with its goal of creating, buying, and selling goods/services. It commonly starts with the planning and ends with the distribution of the product to the customers. Expertise in supply chain management is vital for the configuration of a suitable process. It includes financial forecasting, cohesive logistics, and the creation of a successful business strategy. The avoidance of the mentioned aspects would create a weak supply chain; generating delays, lower product quality, financial losses, and more.

With this year's topic, Insight China and experts from Switzerland and China will investigate what an effective response to the new business environment might be for a company's supply chain and its surroundings.

## Focus India

### Transform Mobility. Encourage Adaptability. Enhance Healthcare Access.

Focus India emphasizes a connected nation and explores a more intensive engagement of communities.

With smart business models that enable adaptability and agility whilst remaining firmly anchored to a core set of values, innovative companies can respond to rapidly changing customer needs.

While access to healthcare is often a challenge in India, emerging technologies – such as IoT, AI and Robotics – can allow the country to close the gap using leapfrog technologies and make healthcare affordable and accessible to its overall population.



## connectUs

### Diminish to Flourish: Generate Wealth through Health!

Increasing profits through working ecologically is the ideal precondition for the future. This year's project aims to elaborate ways how to flourish a business in accordance with a responsible use of resources. The project will in particular investigate how companies can contribute to an efficient work environment in harmony with our nature. To do so, it will focus on:

- **Rethink:** Change your mind set to become a key player in the new era of sustainable development.
- **Reduce:** Diminish waste through innovative approaches and foster a healthy work environment.
- **Reuse:** Bin less, recycle more and increase efficiency through a closed loop economy.
- **Recover:** Invest today in the recovery of the nature and discover new values for your business.



## exploreASEAN

### The Flow of Water.

As the world population tripled in the 20th century, water usage for human purposes has multiplied six fold. As most governments are heavily subsidising water services, many users do not value water and so waste it. Consequently, providing six times more water than a hundred years ago is an enormous task with significant effects on people, businesses and the environment. Impacting and connecting all member states in their entirety, water plays an everlasting historical, economic and political role in the ASEAN region.

Over the course of this year's project, the project aims to raise awareness for sustainable water usage and investigate the role of water in the ASEAN region.



## Who can attend the International Business Seminar Week and what will it offer?

The International Business Management Week is a closed event at the FHNW in Olten, Switzerland. Swiss and International students from the Schools of Business, Engineering, Life Sciences among others as well as lecturers of the University receive the chance to take part in it. This year, we would like to open the seminars to our partner universities in the ASEAN region. We would like to invite students, lecturers and other university staff to join our unique International Business Seminar Week from February 10 to 14, 2020 in Switzerland.

Participants will have the chance to choose between a wide range of topics that might be of interest. From Monday to Thursday, each project offers its own activities concerning its country or region of interest. On Friday, participants will have the chance to be part of a career fair where our partner companies will be present to look for potential talents.

## What role can you play?

The International Business Seminars of the projects strongly focus on the exchange of knowledge, background and country information. While lecturers, guest speakers and firms share their experience about working abroad, it is essential for the other participants to additionally receive first-hand knowledge from the examined countries. To successfully prepare for your business and career journey to the respective countries, your input and background can make the difference.



## How can participants benefit?

The International Business Seminar Week provides participants with a chance to enrich their knowledge in different fields and in various culture contexts.

Several subjects can be explored and applied by directly interacting with guest speakers coming from many industries, companies, governmental agencies and experienced professors of FHNW.

- International Business Management
- Cross-cultural Learning
- Innovation
- Entrepreneurship
- Sustainability and Green Economy
- Leadership
- Business Communication
- Corporate Social Responsibility
- Doing Business in Emerging Markets
- Doing Business in China
- Doing Business in India
- Doing Business in America

Another primary advantage of joining the International Business Seminar Week is that participants will be able to build up their international network.

The presence of international firms, speakers, students and lecturers will facilitate the networking.

Besides, not only can the local participants of the projects profit from this cross-cultural exchange. If you are interested in how businesses run in Switzerland or if you find it valuable to receive information on how to do business abroad, taking part in this seminar week will give you insights into these topics.

Last but not least, you will get to know the Swiss culture from a whole different standpoint. The diversity of cultures and approaches to different fields of business ensures a valuable experience for participants of this seminar week.

### What do participants obtain?

After attending the Seminar Week and handing in a review of the experience gained, an attendance certificate for you is issued by the University of Applied Sciences and Arts Northwestern Switzerland FHNW.



*I was able to broaden my horizon and see others' perspective of my country, Indonesia. As we all know, cultural differences have become one of persistent challenges that will be faced by the young generation. Preparing ourselves to overcome this challenge earlier would be one of the best approach to survive in this era of heated competition.*

- Salsabilla Kintan, Institut Teknologi Bandung

## Previous topics

The following tables give an overview of guest speakers during the International Business Management seminar week of previous years. The updated schedule 2020 will be communicated after the acceptance of registration.

Speaker	Position
Ms. Doris Leuthard	President of the Swiss Confederation
Prof. Dr. Crispino Bergamaschi	President University of Applied Sciences and Arts Northwestern Switzerland
Dr. Uli Sigg	Former Ambassador to China
Ms. Christa Markwalder	Former President of the National Council
Dr. Ruedi Nützi	Director FHNW School of Business
Mr. Tuck Seng Low	Co-Chairman of Singapore Board SACC
Mr. Jesse Ng	Founder and CEO of Bajak Ltd
Mr. Thomas Schmid	Leica Geosystems
Mr. Heiko Fischer	CEO Bosch Power Tools
Mr. Patrick Roettger	Managing Director at Lenovo Switzerland
Mr. Hans-Jörg Bertschi	President Bertschi AG
Mr. Andreas Volz	Senior Manager at Accenture
Ms. Martina Fuchs	CNNMoney Switzerland TV
Dr. Balz Strasser	Former CEO Swissnex India



Speaker	Position
Dr. Heinrich Siegmann	SwissBanking
Mr. Kevin Leuthardt	KMPG
Dr. Daniel V. Christen	Swiss-Chinese Chamber of Commerce
Mr. Alessandro Rossi	Specialist Engineer Apxo
Dr. Dirk Schneider	Siwssbiolabs
Mr. Niklaus Glatthard	Chairman of Youn Professionals SACC
Ms. Ngo Minh Nguyet	Consular of Vietnamese Embassy
Mr. Amol Thakare	Senior Desin Engineer at Sulzer Chemtech
Ms. Melanie Auer	Roche
Mr. Paul Meeusen	Swiss Re
Mr. Fabian Schnell	Avenir Suisse
Ms. Barbara Lüthi	Former SRF correspondent in China

## Relevant Topics

- Cross-cultural Management
- Globalisation
- Threats and Opportunities for Swiss Companies
- Integration of SME abroad
- Innovation
- Country Policies
- Emerging Markets
- Digitalisation 4.0
- Economic Insights
- Swiss Relations
- Sustainability and Health
- Green Economy

## Company visits

Participants have the chance to visit companies during the seminar week. The visit will be arranged by the management teams. The list of companies will be updated as the week comes closer.



## General Information

### Date

The seminar week is going to take place from February 10 to 14, 2020.

### Venue

University of Applied Sciences Northwestern Switzerland FHNW  
Von Rollstrasse 10  
4600 Olten  
Switzerland

### Seminar fees

The registration fee: CHF 375.- including materials and local transportation concerning the company visits.

The attendance fee: CHF 800.- per participant.

Attendance fee waiver for FHNW partner universities' students and lecturers.

Seminar fees do not include insurance, accommodation, visa fees, meals and international flight costs.

### Visa

As some residence of the ASEAN states may need a Visa travelling to Switzerland, we will provide you with an invitation once your application was accepted.

### Accommodation

We are happy to support you with finding a place to stay in Olten and support you with your choice of booking.

Based on the subject to availability, the FHNW offers the following accommodation options for you:

#### 1. Home Stay

Estimated cost: 200 CHF / week / person

#### 2. Staff House

Estimated cost: 200 CHF + 100 CHF cleaning fee / week / person

#### 3. Hotel

Estimated cost: 115 CHF / room / night

Please note that the costs for accommodation will be borne by the participants.

### Buddy

Your personal buddy will meet and greet you at the Zurich/Basel airport in Switzerland and accompany you to your accommodation. Each participant from our ASEAN partner universities will be assigned a buddy for the whole week. They will be your first primary contact person for questions and will help you get settled in and give you the necessary information about the week.

## Application Procedure

The application should contain the following:

- Completed application form
- Curriculum Vitae (including references)
- Motivation letter – Containing the following information among other:
  - What is your motivation to join the IBM Week?
  - What are your interests concerning the IBM Week?
  - What can you contribute to the IBM Seminar Week?
  - Core strengths
  - Experience and background

And send us your application documents by **31 December 2019**:  
[corinne.koepfli@fhnw.ch](mailto:corinne.koepfli@fhnw.ch).

You will receive further information upon receipt of the application.

## Contact Us

We are looking forward to an interesting seminar week and to hosting you at the University of Applied Sciences and Arts Northwestern Switzerland.

Please do not hesitate to contact us. We will be pleased to help you!



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**Apply now!**