

**INSIGHT CHINA**  
关注中国

## **Information Brochure for Students**

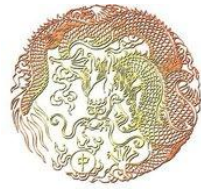


**For an unforgettable experience in your final year of studies  
... join Insight China 2012!**

A students project of:



University of Applied Sciences Northwestern Switzerland  
School of Business



INSIGHT CHINA  
关注中国

## Outline



China – Country of Superlatives .....	3
Background .....	4
Seminar Concept.....	4
Provisional Program .....	5
Dates .....	5
Participant Profile .....	7
Finances .....	8
Your Benefits.....	8
Module Compensation.....	8
Application Procedure .....	9

A students project of:



University of Applied Sciences Northwestern Switzerland  
School of Business

## China – Country of Superlatives

With more than 1.3 billion inhabitants, 3 currencies, 56 different ethnic groups, China is indeed a country with many facets. Additionally, with more than 1'000 mountains with an altitude of over 7'000 meters on the vast area of 9.6 million square kilometers, and an enormous economic growth in the last few years China is a land of superlatives.



According to the Global Competitiveness Report 2010-2011, the People's Republic of China continues to lead the way among large developing economies. China is increasing its global significance not only in economic terms, but also from a cultural perspective. Chinese medicine, martial arts, fashion, architecture, contemporary art, and the Chinese language are becoming increasingly fashionable and spreading around the world.

For the past decade, China has been booming. With the continuous growth of the Chinese economy, the country faces many opportunities – but also challenges. Among many domestic and international macroeconomic challenges such as the European debt crisis or domestic inflation pressures force the government to take action. The 12th five year plan tries to tackle these challenges by emphasizing the importance of consumption, technology and sustainability.

**Insight China 2012, celebrating its 11<sup>th</sup> year of success, explores various aspects of China transforming from a low-cost production centre to a significant consumer market and technological advanced country, while further enabling the participants to get an insight into the fascinating culture of China. The practice-oriented Insight China Seminars offer first-hand experience from top executives, decision makers and experts from several fields who are, have been or will be active in China and therefore know what they are talking about. This is a unique opportunity for you to sample real life in China and build your valuable business network and expand your own experience and knowledge of this fascinating country!**



## Background

For many years, the University of Applied Sciences Northwestern Switzerland has had strong relationships with officials from the province of Gansu and its universities. Frequent study trips by our lecturers have fostered and strengthened these relationships and additionally established good relations with universities and city administration in Beijing and Shanghai.

The *Insight China* Seminar is a result of the close collaboration between the FHNW and the Gansu Training Center in Lanzhou. Moreover, it is an important pillar of our university's strategy in achieving the status of a "China Hub" – a Swiss competence centre for educational and business exchange with China.



## Seminar Concept

*Insight China* is an in-depth on-site seminar organized by students for students. It is designed for a selected number of students and lecturers from the campuses of Olten, Basel, Brugg and Muttenz.

The seminar starts with a one-week preparatory seminar in Olten (Topic: "From Made in China to Designed in China") with expert guest lecturers. After this intensive introduction you will be well equipped with relevant know-how, which hopefully mitigates the effect of a cultural shock once you are in China. The two-week on-site trip in April consists of visits to a number of major cities and regions in China focusing on hands-on experience and knowledge transfer between you and the local top executives, government officials, and university professors.

## Provisional Program

The trip will bring you to the booming cities: Beijing – the capital of China, Shanghai – the most important industrial city, Chengdu – one of the most important economic, transportation and communication centers in Western China , as well as Lanzhou – the capital of the northwestern Chinese Gansu province.



Lanzhou represents the newly developing Western part of China and will give you a great insight into another face of the fast pace of developing China.

In these cities we will visit international as well as local companies and of course you will also see some important cultural sites such as the Great Wall or the Forbidden City in Beijing. *Insight China* – this unique seminar is a once in a lifetime opportunity. Take your chance and join us!

## Dates

<b>Preparatory Seminar</b>	13 <sup>th</sup> to 17 <sup>th</sup> February 2012
<b>On-site Seminar in China</b>	29 <sup>th</sup> March – 15 <sup>st</sup> April, 2012

The following is a provisional outline of visits, which are subject to confirmation and change. Additional destinations are currently in discussion and will be communicated in due time.

### Beijing (3 – 4 days)

- Culture and history (Great Wall, Forbidden City, Temple of Heaven)
- Company visits
- Visit to the Swiss Embassy

### Lanzhou (2 – 3 days)

- Visit of our partner university (Lanzhou University)
- Getting to know China from different angle



A students project of:



### **Chengdu (2 – 3 days)**

- Company visits (in the areas of consumption, technology and sustainability)
- Culture and history

### **Shanghai (4 – 5 days)**

- More culture and history (City tour, Shanghai World Financial Center, the Bund)
- Company visits

A students project of:

## Participant Profile

*Insight China* is intended for students and professors from the University of Applied Sciences Northwestern Switzerland, who have strong interests in China's many fascinating and challenging faces. **It is an intensive and challenging seminar that guarantees a lifetime experience.** The 5<sup>th</sup> semester students of the following schools are invited to apply for participation:

Olfen	Basel	Brugg	Muttenz
International Management	International Business Management	Betriebsökonomie	Life Science Technologies
Betriebsökonomie	Betriebsökonomie	Engineering	Molecular Life Sciences
Wirtschaftsinformatik			
Angewandte Psychologie			
Soziale Arbeit			

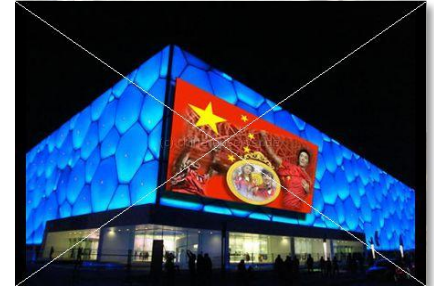
- The seminar is held in English.
- The number of participants of the on-site seminar is limited to 14 students only
- The Steering Committee of the project will make the selection of the participants based on your interests in China, your motivation for the project, and your English skills.



A students project of:

## Finances

The project is only feasible thanks to significant financial contributions by various generous companies supporting the seminar. Therefore, the students' contribution to the whole trip to China will not exceed CHF 2'800.00, including all flights, hotel accommodation in a double room, transfers, sightseeing tours, and most of the meals. Personal expenses of about CHF 500 should be calculated. We are aware of the fact that CHF 2'800.00 is a lot of money for any student. **Nevertheless, we assure that the benefit stands in no relation to its costs.** Two weeks intense, academically guided traveling in China on an all-in basis will definitely be worth the financial effort.



## Your Benefits

- Cultural exposure to a fast developing country
- Unique seminar concept
- Interdisciplinary experience
- Networking and building up relationships abroad
- First-hand information from top-level officials and business people
- Exchange of ideas with internationally educated and experienced students and lecturers
- Opportunity to meet our sponsors, who could be your prospective future employer

## Module Compensation

*Insight China* consists of 90 lessons (preparatory seminar 30L; trip to China and presentation 60L). These lessons will be compensated individually according to your degree program.

### School of Business in Olten

The *Insight China* seminar will be accredited with 4 ECTS for all programs at the School of Business in Olten (International Management) as part of context module.

### Other Schools and Campuses

Are compensated according to the information of the Deans of each School.



A students project of:

## Application Procedure

Are you interested? Would you like to be part of *Insight China* 2012?

If yes, please send us the following documents per mail to [pascal.kuenzi@insightchina.ch](mailto:pascal.kuenzi@insightchina.ch).

- A motivational letter (not more than 1 A4-page) in English, stating why you would like to participate in the seminar.
- CV
- A picture of yourself

**The deadline for your application is Monday, 14 November 2011, 4pm.**

You are welcome to contact us any time at [pascal.kuenzi@insightchina.ch](mailto:pascal.kuenzi@insightchina.ch) should you have any questions. The Steering Committee will make the decision on who will participate in the *Insight China* Seminar before the Christmas break and the participants will be informed accordingly.

**Don't miss this unique chance! Make your last year of studies an unforgettable experience! Last but not least, this seminar is not just a unique learning experience, but also great fun! We are looking forward to receiving your application and wish you good luck.**

The Insight China 2012 Project Team

*Disclaimer: Should the project team be unable to raise sufficient sponsorship, the on-site seminar may not take place.*

A students project of: