



INSIGHT CHINA 2017

SPONSORING BOOKLET

STUDENT PROJECT OF THE UNIVERSITY OF APPLIED
SCIENCES AND ARTS NORTHWESTERN SWITZERLAND



关注中国



COLLABORATION

Supporting FHNW School of Business International Student Projects

«Since 2001, the FHNW School of Business has offered International Student Projects and in 2016/17, INSIGHT CHINA, FOCUS INDIA, connectUS and exploreASEAN will again deliver international, interdisciplinary, experiential learning opportunities for students and staff from across our university. The projects occupy a key position in our international management education and are supported by the highest levels of the School of Business.

The two-part projects include both seminars in Switzerland and abroad. Each project delivers a one-week preparatory seminar in Switzerland open to all final-year students from the Schools of Business, Engineering, Life Sciences (plus other FHNW Schools on application) as well as international students from our broad network of partner universities worldwide. The preparatory seminar offers the participants an insight into the country or region, the business environment and the socio-economic and demographic challenges. Speakers from industries, embassies and trade organizations, chambers of commerce as well as FHNW lecturers offer the participants a comprehensive seminar. In the international phase, each project takes an interdisciplinary delegation of between twenty and thirty students and staff to travel to their chosen country or region. The two-week program includes visits to three or four cities and focuses on investigating a defined theme through visits to industry partners, government departments 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 indus-

try 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 sponsor the 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 sponsors to make these projects a reality.

To our knowledge, Insight China, Focus India, connectUS and exploreASEAN are unique within Switzerland due to their nature, their organization and in particular the central role played by students in defining, organizing and leading the projects. Their future success is especially due to the close and supporting relationship with the sponsors.

I, and the projects' supervising lecturers, hope you will look favorably on the students' sponsoring brochure and that you will join in supporting these projects in 2016/17. Our student project teams look forward to discussing these challenging and educational projects personally with you.»



*Prof. Michael Jeive
Head International Student Project*



ABOUT THE PROJECT

Insight China 2017

With its 16th anniversary in 2017, the prestigious project of Insight China is the oldest International Student Project at the University of Applied Sciences and Arts Northwestern Switzerland (FHNW). Insight China's aim is the transfer of knowledge between the delegation of students and the companies that are involved in the project to create and strengthen the foundation of doing business in China.

China and The Middle-Income Trap

Over the last 3 decades, the Chinese economy has grown at an average pace of 10% per year which is about three times the global average. Through this tremendous wave of growth, over 600 million Chinese people could be lifted out of poverty. Following the classification of the World Bank for Middle Income Countries, this growth has transformed the People's Republic of China from a low-income to a middle-income country. China's GDP per Capita in 2015 constitutes

USD 8'300 – the cut-off point to become a high-income country is set at USD 16'000.

Nowadays, China finds itself facing hurdles which are typical for a middle-income country. Between 2011 and 2014, the economy grew with an average of 8% which is the lowest pace in over a quarter century. The factors that fostered the country's rapid growth start to evaporate. Now the question is whether or not China's economy can continue the growth of prosperity that the country has observed over the past 30 years and transform into a high-income country. Long-awaited structural and economic reforms, raising wages to boost the consumption and GDP per capita and the focus on improved entrepreneurship and innovation are considered as factors to overcome the middle-income trap.

With this year's project we want to create value for all participants by gaining a real insight of how China is facing the difficulties mentioned above. We would be happy to welcome you as an active contributor to this project and are looking forward to meet you in person.



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THE PROJECT'S MILESTONES

Insight China consists of three major parts: The Preparatory Seminar, the On-Site Seminar and the Final Event. Each of the Milestones has its own aims but all stand in the overall framework of broaden the participants' horizon in terms of knowledge transfer between theory and practice.

PREPARATORY SEMINAR FEBRUARY 2017 (5 DAYS)

The Preparatory Seminar takes place in the building of FHNW in Olten, Switzerland. The seminar will not only be about how business is done in China and what to consider in terms of Chinese culture but also it is focused on this year's topic "China and the middle-income trap". In order to reach these objectives, exclusively selected speakers from various fields such as Management, Law, Politics and Culture will offer a thorough introduction to life and work in China. All members of the delegation team will be present at the Preparatory Seminar.

FINAL EVENT MAY 2017 (1/2 DAY)

In order to reflect on the learnt lessons and digest the impressions of the Preparatory Seminar and the On-Site Seminar, a Final Event will take place in Olten. Insight China as well as its partner projects will present their insights and experiences.



ON-SITE SEMINAR APRIL 2017 (17 DAYS)

The second part of the project takes place in different metropolises in China. The whole delegation of about 30 students as well as several university lectures will attend the On-Site Seminar. The study trip mainly focuses on transferring knowledge between senior executives, government officials, Chinese universities and FHNW students. This will be achieved by visits of companies, public institutions as well as universities. Regarded as an outstanding journey, it is a must for everybody who seeks to broaden one's horizon in a unique manner and who would like to discover how Chinese do business in real.

HOW YOU CAN BENEFIT

A partnership with Insight China enables your company to join a supportive and fast growing network of students, professionals and industrial partners.

As a partner of Insight China, you enjoy from the following benefits:

Prime access to highly talented and motivated students

The University of Applied Sciences and Arts Northwestern Switzerland hosts an enormous amount of students from various study fields such as Applied Psychology, Life Sciences, Teacher Education, Social Work, Engineering, Information Technology and Business. A partnership with insight China boosts the awareness of your company among these students.

Possible collaboration during the Preparatory Seminar and the On-Site Trip

As a supporter of Insight China, you will be invited to our One-week Preparatory Seminar and your company may have the opportunity to be incorporated in terms of an expert speaker. Also, we could visit your organisation during our On-Site Trip in China to increase students' awareness of your business.

Platform to promote your organisation

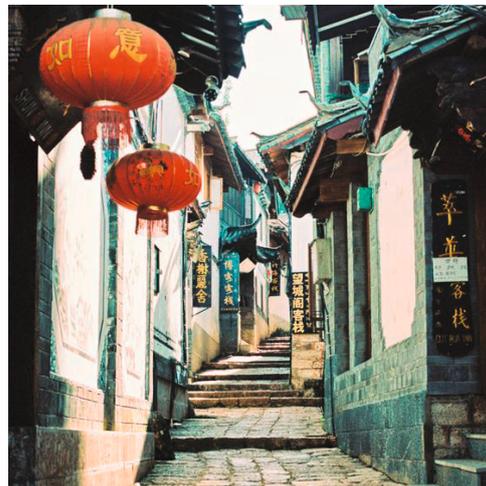
Not only you will be present on our webpage, social media activities and newsletters but also you will be mentioned during the Preparatory Seminar, the On-Site Trip and the Final Event which ensures an effective marketing reach.

Opportunity to network and collaborate

FHNW – with its great national and international network – has valuable connections among industry partners, influencers and partner universities. With an Insight China partnership, you become a part of this growing network.

Access to CVs

Established by last year's student projects, you will have granted access to the CVs of all the four Project Delegation Teams (around 100 students). Through this unique opportunity you have access to a selection of the best students of the current generation from various study fields which might enables you to get in touch with the perfect graduate for your organisation.



SPONSORSHIP MATRIX

	PLATIN	GOLD	SILVER	ADD.- SUPPORTER
CONTRIBUTION	8'000	6'000	4'000	
ACCESS TO CVS				
Access to the CV pool of the delegation teams	all projects	all projects	Insight China	-
PUBLICITY				
Presence on newsletters, presentations and videos	Priority Spots	Priority Spots	Secondary Spots	Upon Agreement
WEBSITE				
Your logo will be shown on the main page of our web site	x	-	-	-
Your company will be described on our homepage and mentioned in the project's social media engagement	Detailed	Medium	Medium	Medium
PROJECT EVENTS				
Your logo will be shown during the project events (Preparatory Seminar / Final Event)	big	medium	medium	small
NEWSLETTER				
Your company will be mentioned in the project's newsletter	Large Logo	Medium Logo	Medium Logo	Small Logo
PREPARATORY SEMINAR & FINAL EVENT				
You are provided with the following amount of seats at both events	unlimited	7	5	3
INCORPORATION AT THE PREPARATORY SEMINAR				
Share your ideas - Granted opportunity for your company to give a speech	x	-	-	-
PROMOTIONAL MATERIAL				
You can distribute promotional material during the Preparatory Seminar and Final Event	x	x	x	-

FINANCE

Partners from the industry, such as you are, ensure a successful execution of the Insight China Project 2017. Although the selected members of the delegation team as well as the FHNW School of Business contribute their part to the project, we are depending on additional support from companies and associations.

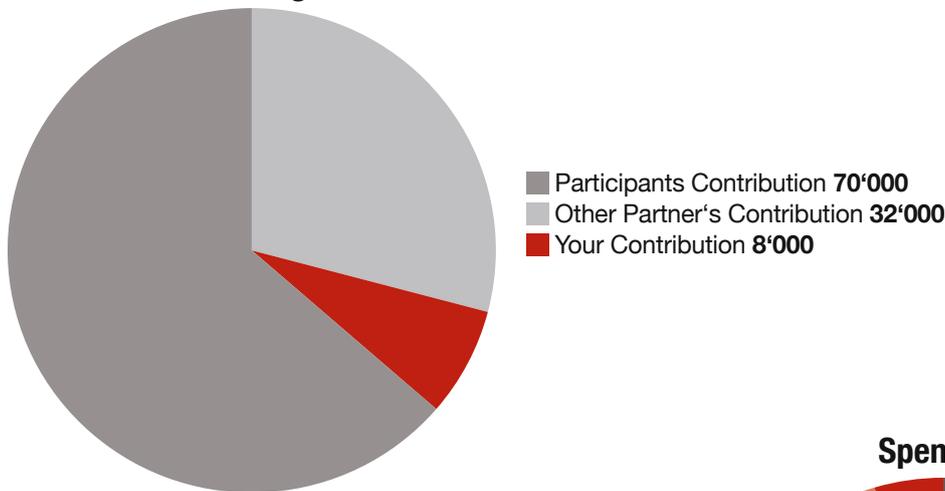
The main part of our expenses are costs for travelling to and within China during the On-Site Seminar. Further, spending on accommodation for the delegation team, costs for catering and expenses for the organization of the preparatory seminar accrue. In order to provide our services and create a

unique and international learning environment we rely on the generosity and support of Insight China's partners.

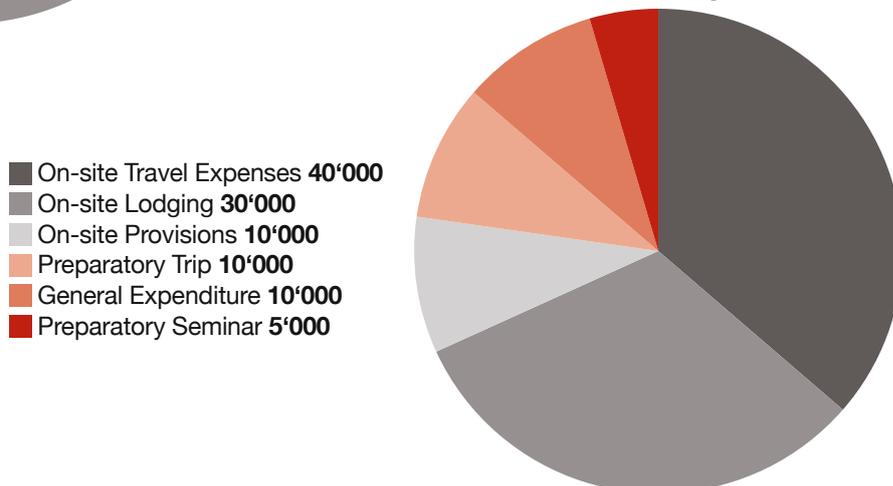
We would like to mention that your grant is used 100% for the project of Insight China and therefore is neither a contribution to the University of Applied Sciences and Arts Northwestern Switzerland nor to certain individuals.

Below you find an overview of our budgeted spending and our expected funding. Our aim is to keep the students' premium as small as possible.

Funding



Spending



CONTACT

Please do not hesitate to contact us.
We are looking forward to get in touch with you.



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On-Site Seminar

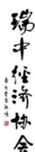
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