



Laura Zimmer. Photo: CK

## LAURA ZIMMER

◎ My trip to China was full of highlights, surprises, and unforgettable memories. From a business perspective, there were many interesting company visits giving us an insight into different business environments and allowing us to see several production sites in companies such as ABB Robotics and Bühler Group. Furthermore, the company visits were a great networking opportunity. Complimenting this from a cultural perspective, our trip was enriching - ancient locations like the Forbidden City and the Great Wall were impressive to see and taught us about Chinese history. We were also spoilt from a culinary point of view, having the possibility to try many specialities such as the noodle soup from Lanzhou and the famous Beijing duck. Another highlight was the visit to the Lanzhou University of Technology, where we were warmly welcomed by local students and experienced a day full of cultural exchange.

I can definitely say that the Insight China trip has been one of the best experiences in my life. Besides all the business and cultural highlights, I was lucky enough to be part of an amazing delegation. There was a strong feeling of togetherness and we could share many moments we will not forget any time soon.

## connectUS MIRANDA RITSCHARD

◎ This connectUS On-Site trip was a wonderful experience. One of the most important insights gained, was that everybody can be an entrepreneur. It is not crucial to be an expert but to have a vision that drives you and in which you believe. I met numerous inspiring people on this journey who gave me a feeling of "wow, maybe I should also start my own business" and who encouraged me to keep pursuing my dreams. Furthermore, I learned that the US business environment accepts failure as a form of making progress and as a prerequisite to have success. If a person can show that he or she worked hard and could turn the ship around, people will admire and support this entrepreneur for his or her courage and persistence.

In my opinion, this trip was more than just an excursion to three different American cities. I profited from several key learnings which I will embed in my daily life. I was inspired and fascinated by the kind and supportive people that I met. Moreover, I will never forget the extraordinary inside views that various companies provided us by opening their doors and by giving us their valuable time. This was all only possible due to our excellent project and PR team. I am very grateful to be part of the connectUS 2017 delegation and will always think back of these amazing two and a half weeks. I am convinced that the newly gained friends and network will keep enriching my life.



Miranda Ritschard. Photo: JW