



Luisa, Rudolf Zobrist and Erwin Spichtig in the production facilities of Sandmaster. Photo: MN

the company as a “typical Swiss SME” which specialises in machine building. Operating worldwide in a niche market, Sandmaster has only one subsidiary in Indonesia apart from its Zofingen headquarter. “Our standard machines need to get cheaper, otherwise it is not profitable for us any more”, Spichtig explains the reason why the company decided to establish this production facility in Jakarta. Additionally, being in this location enables Sandmaster to serve the dynamic market of Indonesia as well as to build an international hub for the Asia region. After all, for Sandmaster, “the decision to be in Indonesia was not just about cheap labour cost but also where the company see the future of business”, insists Spichtig.

LILI PEPPER’S FAIRY TALE

Ever dreamed of being your own boss? Franziska and Damian Carnevale did. These two creative minds are the owner of the Swiss Start-Up

“Beyond Textiles” based in Bangalore. They had never planned to end up in the start-up capital of India, it just happened. They have now around eight employees and an outstanding portfolio of customers like Globus, Pfister, Interio or Manor. “It was a lot of luck being at the right time at the right place with the right ideas”, stated Damian.

But being a business owner in India is not always easy. The industry requires improved social compliance and labelling, which they are gladly fulfilling. The biggest challenge is and always will be attracting customers. In the textile industry, you have to adapt fast to the changing fashion environment. You have to be different, you have to stand out. The design is crucial: “Our advantage is, that we know what the Europeans like. I feel responsible that my buyers have the perfect product, therefore I am very picky on the colour mixing.”, said Franziska. Franziska's own brand called ‘Lili Pepper’, which designs and produces home textiles for Swiss retailers. ● CK, FG, CH & MN



Roberto with the two entrepreneurs and designers Franziska and Damian Carnevale, the founders of Beyond Textiles. Photo: AH



THANKS BRIGITTE!

© Prof. Dr. Brigitte Sprenger, Lecturer in Communication at the FHNW School of Business and editor of NEXUS since its inception in 2014 has decided to step down from the role.

Brigitte was central to the original concept and has worked tirelessly to ensure its continued success.

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Michael Jeive
Head International Student Projects:
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