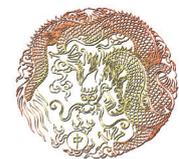
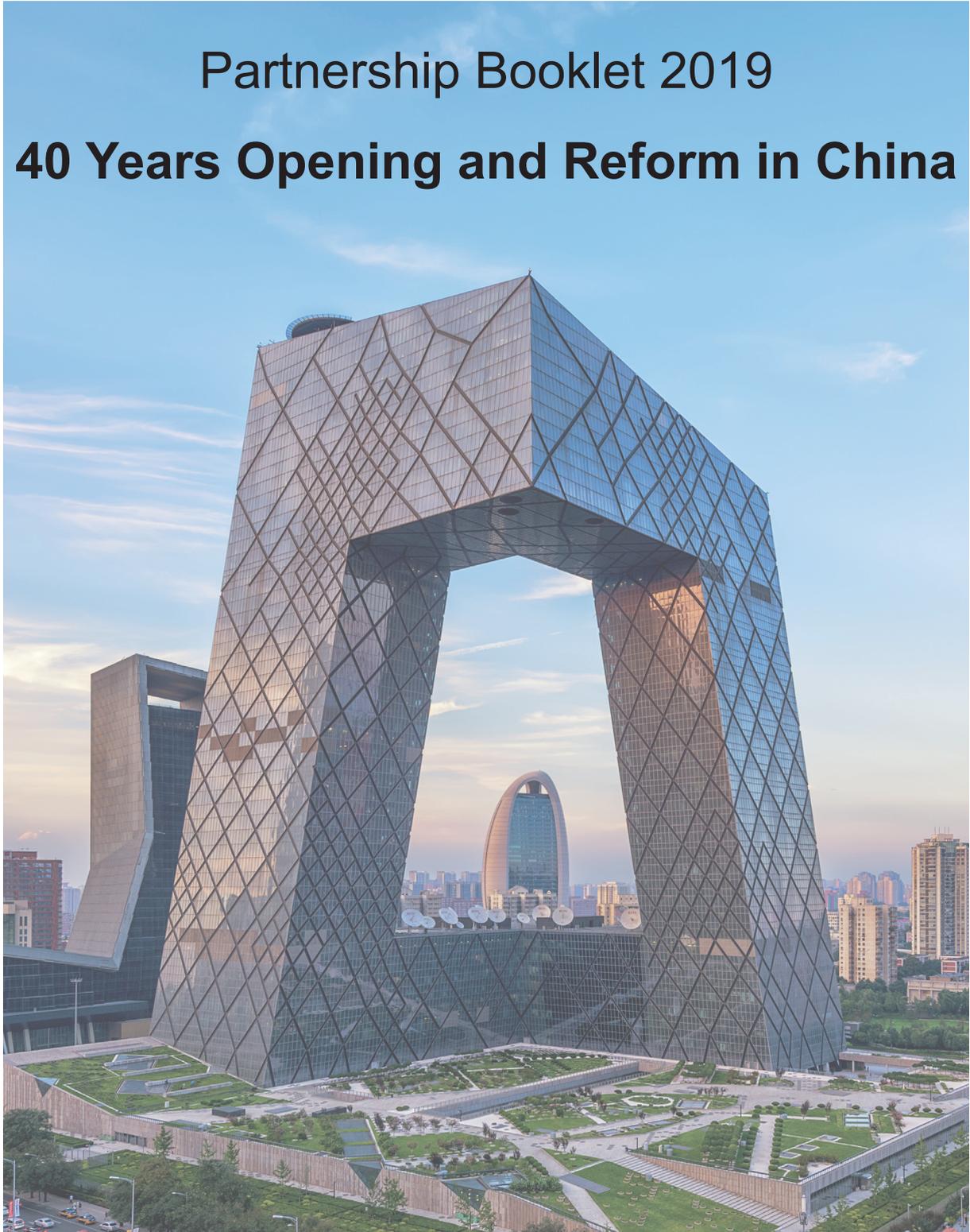


INSIGHT CHINA

Partnership Booklet 2019

40 Years Opening and Reform in China



Enter the door to a mutually
beneficial partnership.



Join us on our journey as an
active partner to **INSIGHT CHINA 2019!**

Welcome

Supporting the FHNW School of Business International Student Projects

Since 2001, the FHNW School of Business has offered International Student Projects and in 2018/19, 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 industry 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.

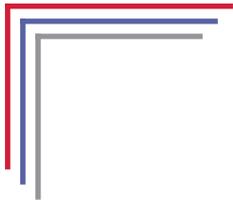
To our knowledge, Insight China, Focus India, connectUS and exploreASEAN are unique within Switzerland due to their nature, their organization and in particular the central role played by students in defining, organizing and leading the projects. Their future success is especially due to the close and 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 2018/9. Our student project teams look forward to discussing these challenging and educational projects personally with you.

Prof. Michael Jeive

Head International Student Projects





About INSIGHT CHINA 2019

Introducing our Team and Project

INSIGHT CHINA can look back on over 17 years of success and was the first of the four International Student Projects. It is organized by students for students of the University of Applied Sciences and Arts Northwestern Switzerland (FHNW).

“Be curious, be critical, go abroad!”
Doris Leuthard, Preparatory Seminar
February 2018, Brugg.

“An International Project
by Students for Students”

This year's team strives to provide an intercultural platform where dialogues are encouraged, networks are fostered and critical thinking is promoted by combining relevant theory with real-world application.



Raphael Gehrig
Project Coordination &
Communication

Nadine Hitz
Preparatory Seminar

Michael Schaub
Partnership and Finance

Pascal Neuhaus
On-Site Seminar

The Topic 2019

40 Years Opening and Reform in China

Celebrating the 40th anniversary of the opening and reform policies, China can retrospect at a thriving economy and a worldwide unprecedented poverty alleviation. With the introduction of the four modernizations in 1978, former Chinese leader Deng Xiaoping strengthened the fields of agriculture, industry, national defence as well as science and technology, envisioning to become a strong economic power by the 21st century.

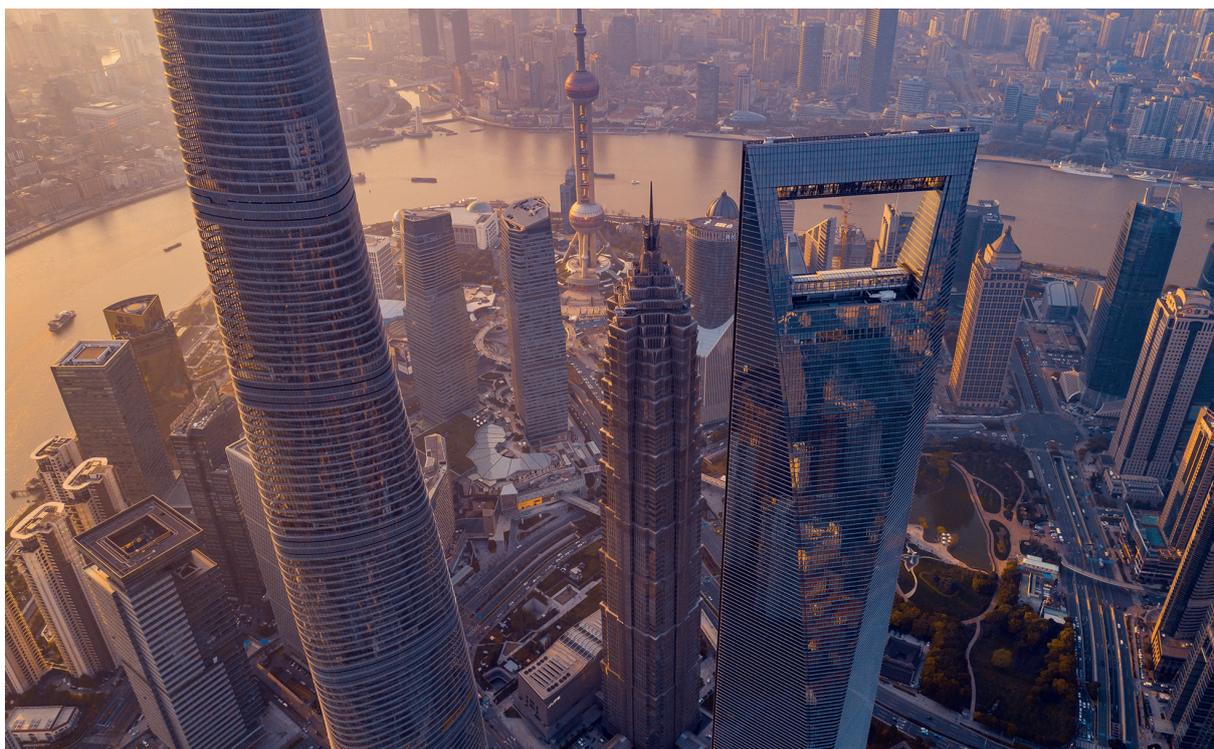
Declaring **globalization as the solution to the extreme poverty**, China decollectivized agriculture and encouraged entrepreneurship. For attracting foreign investment, the first Special Economic Zone was created in Shenzhen with similar zones to follow. Further steps encompassed the privatization of state-owned industry and the admission to the World Trade Organisation. By the time acting President of the People's Republic of China Xi Jinping assumed office in 2013, the country had already become **the world's second largest economy** and continues growing.

Latest Chinese government's intentions to remove barriers for foreign investment in the financial sector underline the country's policies to open up and emphasize the strong standing against protectionism.

Not only does this approach favour the Chinese economy but more so **offers attractive investment opportunities** for countries with a high expertise in financial services and the service sector, like Switzerland. China's plan to move from high-speed to high-quality growth also provides various business opportunities for Swiss companies.

Even though the Chinese Government seeks an increased level of an open economy, there are practices impeding international cooperation, which are driving forces behind discussions at economic and political level globally. Further challenges are exemplified by the current dispute over trade between the US and China or the impacted environment. Finally, encouraging global trade goes along with Xi Jinping's 2013 introduced **Belt and Road Initiative**, fostering economic connectivity, international networks and cooperation.

The focus of this year's project lies on China's policies to open its economy with all related opportunities and challenges. We would very much appreciate to welcome you as an active partner to this unique project and are looking forward to a mutually beneficial collaboration.



Our Milestones

Four milestones with the goal to create unique experiences and knowledge transfers

First Milestone: The Preparatory Seminar

The preparatory seminar takes place from 11 to 15 February at the FHNW in Olten. During this 5-day seminar, selected speakers from various fields will share their expertise about China.



Second Milestone: The Career Fair

During the preparatory seminar a career fair will take place at the FHNW in Olten. This event offers the opportunity to **meet our delegation and the future graduates in various fields of studies personally**. The unique setting allows students to find the ideal employer and organizations to meet possible candidates for their vacancies.



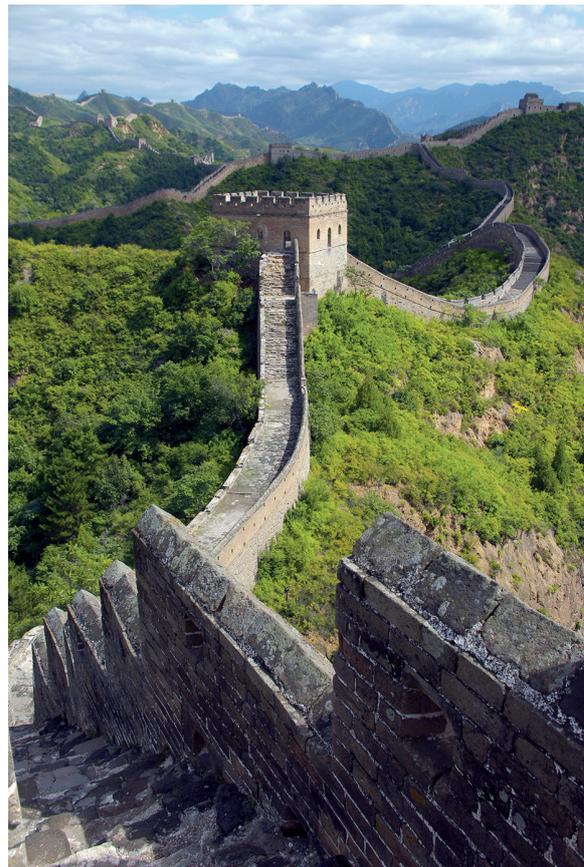
Third Milestone: The On-Site Seminar

The On-Site Seminar from 28 March to 14 April consists of a **17-day trip through various cities in China** with a delegation of around 30 FHNW students and university lecturers. This exceptional seminar allows the delegation to experience China in all its facets, transfer knowledge, broaden horizons and to expand networks during company, public institution and university visits.



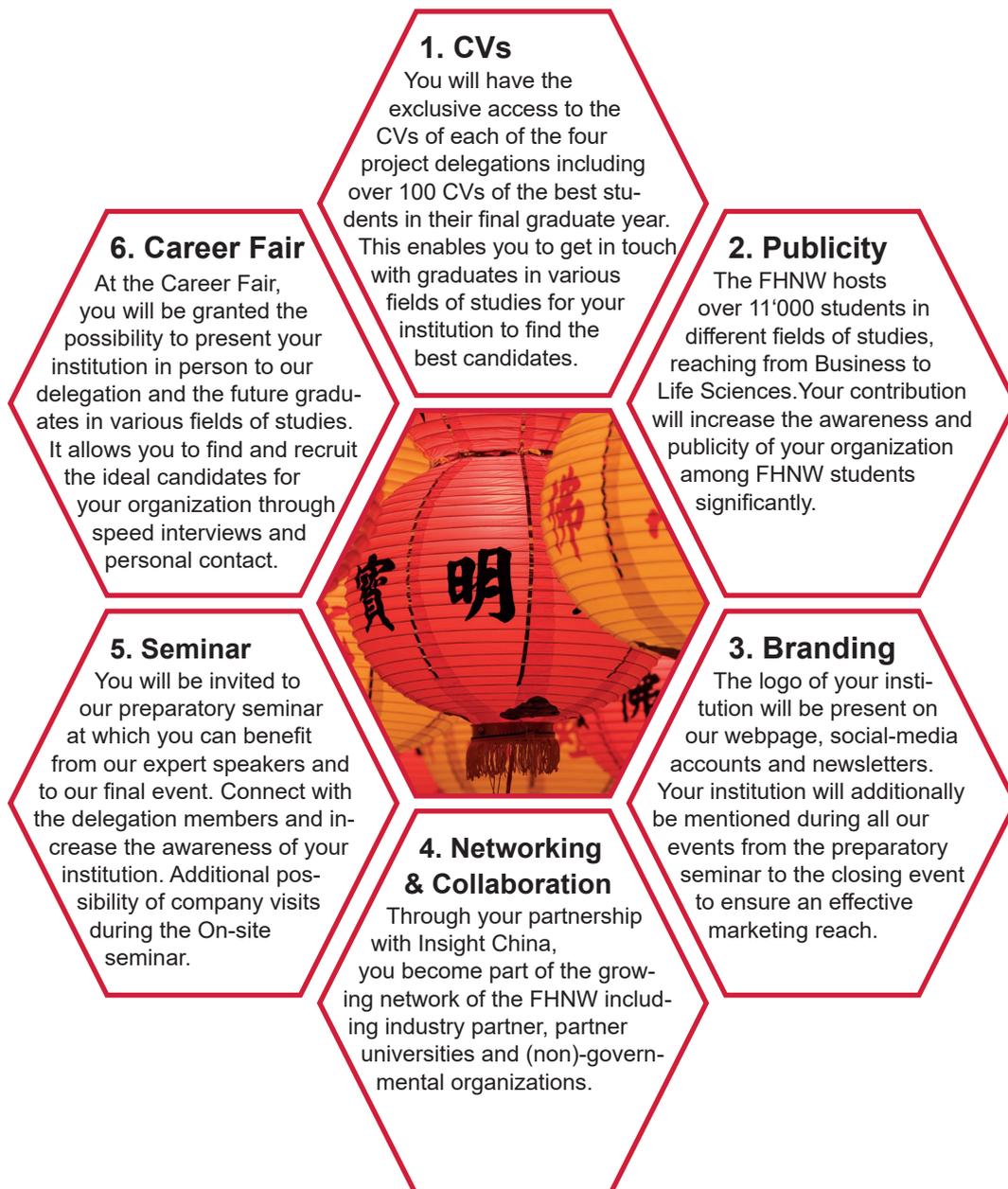
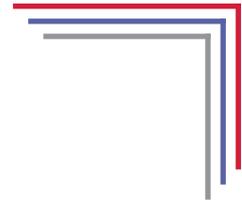
Fourth Milestone: The Closing Event

The closing event on the evening of 8 May at the FHNW in Olten gives us the time to reflect on the experience and knowledge gained from INSIGHT CHINA 2019. The event includes all four international student projects who will provide a review of their 2019 edition.



Your benefits

As a partner of **INSIGHT CHINA**
you enjoy numerous benefits



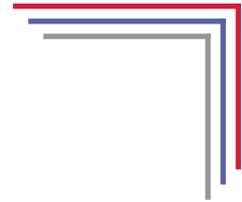
Sponsoring Matrix

Which commitment suits best for you?

	Exclusive PLATIN Partner	GOLD Partner	SILVER Partner	SUPPORTER
Access to CVs Access to the CV pool of:	All Delegations	All Delegations	INSIGHT CHINA Delegation	Upon Agreement
Job advertisement Job advertisement on the website and social media channels during the project period	3	2	1	Upon Agreement
Publicity Presence on newsletters, presentations and videos	Priority Spots	Secondary Spots	Tertiary Spots	Upon Agreement
Webspace Your logo will be displayed on our website	✓	✓	✓	✓
Your company will be described on our homepage	Detailed	Medium	Medium	Upon Agreement
Preparatory Seminar & Closing Event Stand at the career fair at the preparatory seminar	✓	✓	×	Upon Agreement
Speed interview option at the career fair	All Delegations	All Delegations	Upon Agreement	Upon Agreement
Possibility to distribute promotional material at the preparatory seminar	✓	✓	×	Upon Agreement
Timeslot granted if you wish to present your company during the preparatory seminar	✓	×	×	×
Company logo will be shown at the project events	Large	Medium	Medium	Upon Agreement
Seats provided for networking purposes at the project events	Unlimited	5	3	Upon Agreement
Your Contribution	CHF 8,000.–	CHF 6,000.–	CHF 4,000.–	Upon Agreement

We are happy to discuss customized partnership options in person.

Finances

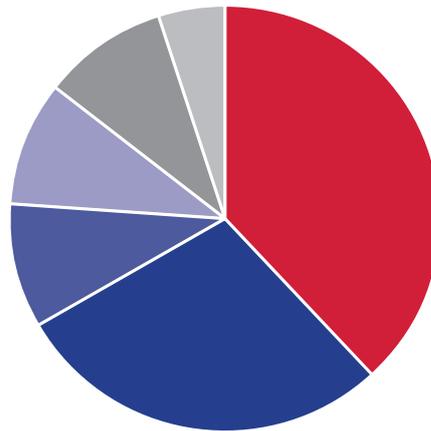


Transparent and accountable

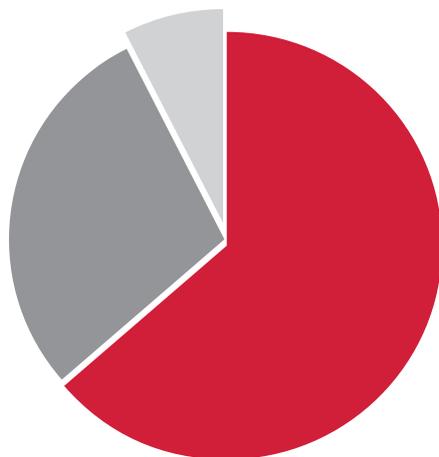
Although delegation members are asked to pay an admission fee and the FHNW School of Business contributes their part to the success of the project in an admirable manner, we depend on the generosity of you and other organizations to realize such a project.

Our main expenses are costs for the on-site seminar in China including travelling and lodging of the delegation. Further, costs accrue for the preparatory seminar and organizational expenses during the project. In the following charts, our budgeted expenses and expected fundings are illustrated.

Expenses



Fundings



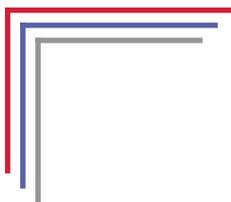
Participants Contribution	CHF 70'000.-
Other Partner's Contribution	CHF 32'000.-
Your Contribution	CHF 8'000.-

On-Site travelling expenses	CHF 40'000.-
On-Site Lodging	CHF 30'000.-
On-Site Provisions	CHF 10'000.-
Preparatory Trip	CHF 10'000.-
General Expenses	CHF 10'000.-
Preparatory Seminar	CHF 5'000.-

We can assure that **your grant will be used 100% for the INSIGHT CHINA PROJECT 2019** to support students and neither individuals nor the FHNW will profit from any partner's contribution.

Our aim is to keep the student's share of funding as small as possible, whilst simultaneously creating the most beneficial experience for all the people involved.

A collaboration is mutually beneficial and for this reason we would be honoured to welcome your institution to **INSIGHT CHINA 2019**.



Our contacts



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Michael Schaub

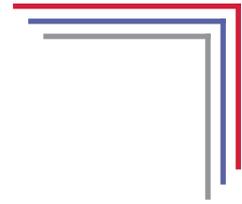
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We appreciate your time and look forward to welcoming you as an active partner to INSIGHT CHINA 2019.

Our contacts



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Nadine Hitz

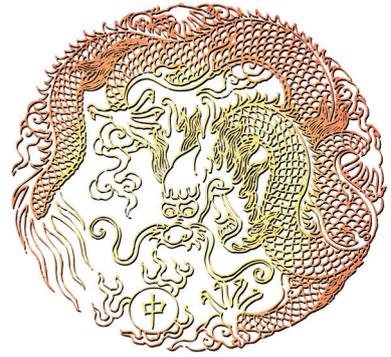
Preparatory Seminar

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If you have any further questions, please do not hesitate to contact us.



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Partnership Booklet

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