



**INSIGHT
CHINA**

**Leveraging China's
High-Tech Innovations**



WELCOME TO INSIGHT CHINA 2024/25

Leveraging China's High-Tech Innovations

The Insight China project at the University of Applied Sciences Northwestern Switzerland is entering its 23rd year. This prestigious project consists of three phases: a seminar in Switzerland, a seminar in China and a major closing event. The project is designed to give a delegation of ambitious students an in-depth insight into cultural and economic issues in China. It also promotes exchanges between students and experts from Swiss and Chinese companies.

This year's theme is Technology Leadership with a focus on China's potential and capabilities. The goal is to provide a platform for Swiss companies to gain a deeper insight into the high-tech sectors in China or to present their progress to the Insight China project. As China plans to significantly expand its high-tech sectors in the future, this development is inevitable for Swiss companies.

Your **Insight China** 2024/25 team



YOUR BENEFITS

CV-Access

Gain access to the CVs of over 120 final-year students from our four International Student Projects' delegations. These students represent a diverse and talented pool, offering you the opportunity to find the perfect candidate for your vacancies.

Publicity

Benefit from exposure to more than 12'000 students across four main campuses of the FHNW, spanning various fields from Business and Engineering to Life Sciences. Partnering with us raises your company's profile, helping you attract potential future employees.

Branding & Marketing

Maximize your brand's visibility through the placement of your company logo on our webpage, social media accounts, and newsletters. Your institution will also receive recognition at all our events, from the Seminar in Switzerland to the final closing event, ensuring a broad marketing reach.

Networking & Collaboration

Join Insight China to connect with an extensive network of industry professionals, universities, and (non)-governmental organizations associated with the FHNW. This platform offers you unparalleled opportunities for collaboration and growth.

Join our Seminars

Participate in our comprehensive one-week seminar in Switzerland in February 2025 and our final event in May 2025. Benefit from expert speakers' insights about China and the annual topic. Enhance your organization's presence by engaging with delegation members and incorporating your company as a featured speaker during the seminar.

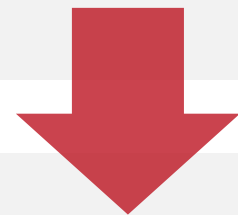
Career Fair

Take advantage of our Career Fair during the one-week seminar at the FHNW Campus in Olten in February 2025. Present your organization in person, conduct speed interviews, and make personal connections to recruit ideal candidates efficiently.

MILESTONES

Seminar in Switzerland

The Seminar in Switzerland takes place from **10 – 14 February 2025**, where selected speakers from various fields share their expertise about China and this year's topic.



Career Fair

In the **week of the Seminar in Switzerland**, you will have the opportunity to personally meet our delegation and students, which allows you to connect with potential employees and find a suitable fit for vacancies.



Seminar in China

Between the **4 April and 23 April 2025**, the project team of Insight China with a delegation of 25 students and FHNW lecturers plans to visit various Chinese cities. This unique seminar allows the delegation to experience China in all its facets, transfer knowledge, broaden horizons and expand networks during visits to companies, public institutions and universities.



Closing Event

On the evening of **8 May 2025**, the closing event will take place. The event is carried out by all four student projects and serves to reflect this year's journey.

CONTRIBUTION

Sponsorship Benefits	Platinum Partner	Gold Partner	Silver Partner	Supporter
Access to CVs	All four active Delegations	All four active Delegations	Insight China Delegation	Upon Agreement
Publicity	Prime Spots	Secondary Spots	Tertiary Spots	Upon Agreement
- Job Promotions via Insight China Social Media	5	3	2	Upon Agreement
- Company Logo at Project Events	Large	Medium	Medium	Upon Agreement
- Customized Social Media Campaign	✓ (Abroad and CH)	✓ (CH)	X	Upon Agreement
- Webspace	Logo + Detailed Description	Logo + Medium Description	Logo + Brief Description	Upon Agreement
Seminars				
- Career Fair Stand	✓	✓	✓	Upon Agreement
- Speed Interviews	All Delegations	All Delegations	Upon Agreement	Upon Agreement
- Promotional Material Distribution	✓	✓	X	Upon Agreement
- Presentation Slot	✓ (Abroad or CH)	✓ (CH)	X	Upon Agreement
- Company Visit	✓ (Abroad or CH)	✓ (CH)	X	Upon Agreement
- Innovation Workshops	✓ (Abroad or CH)	X (CH)	X	Upon Agreement
Special Benefits				
- Feature in Project Documentary	✓	X	X	Upon Agreement
- Exclusive Interviews with Project Team	✓	✓	X	Upon Agreement
- Innovation Partnership Badge	✓	✓	X	Upon Agreement
- High-Tech Partner Award	✓	✓	X	Upon Agreement
- Seats for Networking at Seminar in CH or Final Event	Unlimited	3	1	Upon Agreement
- Private Networking Dinner	✓	X	X	Upon Agreement
Contribution	CHF 9'500.--	CHF 6'500.--	CHF 4'000.--	Upon Agreement

We would be pleased to present you our project in person and to discuss further possibilities tailored to your company. Contact Noël Bader via noel.bader@insightchina.ch or under the number **+41 79 391 42 47**

FINANCES

TRANSPARENT & ACCOUNTABLE

While delegation members pay a fee and the FHNW School of Business contributes significantly to our project's success, we rely on your generosity to bring this project to fruition.

Our primary expenses cover the Seminar in China, including travel and lodging for approximately 30 people. Additional costs arise from the Seminar in Switzerland and other organizational expenses throughout the project.

100% of your contribution to Insight China 2024/25 will be invested in reducing costs for participating students and supporting the project's execution. No sponsorship income is transferred to the School. Our goal is to minimize student expenses while creating the most beneficial experience for everyone involved.

A collaboration with us is mutually beneficial, and we would be honoured to welcome your institution to be part of Insight China!



THE TEAM BEHIND THE PROJECT

The Project Team



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THE TEAM BEHIND THE PROJECT

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*"The journey of a thousand miles begins with
a single step." Lao Tzu*

**INSIGHT
CHINA**

**Join us in fostering a rewarding
collaboration and become an
active partner in Insight China
2024/25!**

Insight China

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Insight China 

Insight China (FHNW) 