



**INSIGHT  
CHINA**

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



## International Student Projects

Our **International Student Projects** Insight China, Focus India, connectUS, exploreASEAN, and Holatam are flagship initiatives within the FHNW School of Business, organized by teams of students for delegations of students in their final year, all of whom are eager to learn and perform in international business. The project teams work under supervision of a FHNW lecturer. Designed to create a unique and vibrant platform for networking opportunities, these projects allow specially recruited students to gain unique business culture experiences, explore contemporary business concepts, and access valuable opportunities. Each initiative includes two major segments: a preparatory seminar held in Switzerland followed by a study-trip abroad. These seminars provide exclusive insights into the target country or regions, examining their business landscape along with cultural, political, socio-economic and demographic challenges.

### **Your Advantages of Being a Partner**

Partnering with our ISPs offers your business access to a rich pool of talented and hand-picked individuals from diverse academic backgrounds, such as engineering, business information technology, life sciences or management bachelor programmes. We provide opportunities to network with our delegates and access to CVs, helping you forge valuable and sustainable connections. Additionally, your company logo will be featured at ISP events, ensuring visibility within our broad student community.

We encourage your participation in our job fairs and speed-interview sessions, where you can match potential candidates and promote your company during our seminars. This partnership allows your brand to be associated with diversity, innovation, and global exploration.

We consider you a crucial partner in empowering our future, fostering cross-cultural connections, and supporting the development of our talent. By partnering with us, you contribute to creating a thriving environment for both your organization and our students. The success of these projects is driven by the strong and collaborative relationships we establish with our partners.

**WELCOME TO INSIGHT  
CHINA 2024/25**

## **Leveraging China's High-Tech innovations**

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This year, Insight China embarks on an exciting journey into China's technology leadership, offering Swiss companies a unique platform to dive into China's cutting-edge sectors or showcase their own innovations. With China's ambitious modernization plans focused on next-generation technologies, Swiss companies have unparalleled opportunities.

The project emphasizes sustainable development alongside technological progress, ensuring a balanced approach to growth. Insight China provides valuable insights into China's high-tech landscape, fostering a deeper understanding and strategic advantage for Swiss companies.

This initiative bridges the gap between theory and practice, allowing participants to gain first-hand experience and make valuable connections. It is a transformative experience that equips Swiss companies with the knowledge and partnerships needed to thrive in the evolving global marketplace.

Your **Insight China 2024/25** Team



## THE OTHER 4 ISP



### **Focus India - The Swiss Indian TEPA: Innovation through Collaboration**

2025 marks the 20th edition of Focus India and a landmark year for international collaboration between India and Switzerland. This milestone is celebrated through the recent trade and economic partnership agreement (TEPA) between the EFTA states and India, which promises unprecedented trade incentives, investment in sustainable growth, and technological advancement. By embracing our three P approach—People, Planet, and Profit—we aim to explore new horizons in sustainable development and economic collaboration. This year's delegation will have a unique opportunity to immerse themselves in India's rich cultural heritage. We want to learn how to foster innovation, facilitate collaboration, and sustainability and empower different generations to create a purpose-driven and future-ready society. Our aim is to showcase multifaceted benefits of the triple bottom line, the 3 p's of sustainability people, planet and profit, showing us the way towards positive and lasting change.

### **connectUS - Exploring Innovation in Times of Change: Fostering a Sustainable Tomorrow**

The newest edition of connectUS focuses on how emerging technologies and visionary practices are driving progress towards sustainable innovations. We explore this through five key subtopics, offering insights into groundbreaking solutions and strategies that are shaping a more resilient future. Our areas of interest include the opportunities and risks of food security in the age of genetic engineering, the challenges of implementing circular economy, the reality of AI-driven productivity versus its hype, the unseen challenges of urban resilience, and the dynamic between ambition and practical constraints in the entrepreneurship paradox. Join us as we delve into these critical areas in Switzerland and Northern America and uncover how innovation is paving the way for a sustainable tomorrow.

### **explore ASEAN - Sustainovative Bridges: Exploring Future alongside Tradition**

Welcome to the 10th edition of exploreASEAN, marking a decade of enriching journeys and enlightening discoveries. This year, we celebrate our milestone anniversary with an exciting exploration of technology, sustainability and cultural heritage. Our journey will shed light on how innovative technologies harmonise with time-honoured traditions to shape a sustainable future. Through our seminars in Switzerland and our visits to Vietnam, Thailand and Malaysia, we aim to deepen our understanding of the dynamic interplay between modern progress and cultural preservation, and to highlight the importance of these issues.

### **Holatam - Continues in 25/26**

After two successful editions of Holatam, we will pause for the year 2024/25 to reflect on our achievements and plan for the future. This break will allow us to gather valuable feedback, explore new ideas, and ensure that our next edition surpasses all expectations. We appreciate the support from our community and look forward to returning with even more exciting and impactful events. Stay tuned for updates on our progress and future plans.

## YOUR BENEFITS

### **Access to CV**

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Access the CVs of over 120 graduates from our four international student projects. This talented and diverse group offers you the opportunity to find the ideal candidate for your vacancies.

### **Advertising**

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Benefit from access to over 12,000 students at the four main campuses of the FHNW, covering a range of academic disciplines from business and engineering to life sciences. Partnering with us will raise your company's profile and help you attract potential future employees.

### **Branding & Marketing**

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Increase your brand visibility by placing your company logo on our website, social media and newsletters. Your company will also be highlighted at all of our events, from the seminar in Switzerland to the closing event, ensuring a comprehensive marketing reach.

### **Networking & Cooperation**

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Join Insight China to connect with an extensive network of industry experts, universities and (non-)governmental organisations associated with FHNW. This platform offers unrivalled opportunities for collaboration and growth.

### **Take part in our seminars**

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Join our one-week seminar in Switzerland in February 2025 and our closing event in May 2025. Benefit from the insights of experienced experts on China and the year's theme. Increase your company's visibility by networking with delegation members and presenting your company as a guest speaker during the seminar.

### **Career Fair**

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Take advantage of our career fair during the one-week seminar at the FHNW campus in Olten in February 2025. Present your company in person, conduct speed interviews and make valuable contacts to efficiently recruit the ideal candidates.

## MILESTONES

### Seminar in Switzerland

The seminar in Switzerland will take place from **10 to 14 February 2025**, with selected speakers from various fields sharing their expertise on China and this year's theme.



### Career Fair

During the **week of the seminar in Switzerland**, you will have the opportunity to meet our delegation and students face-to-face, allowing you to meet potential employees and find suitable candidates for open positions.



### Seminar in China

From **4 to 23 April 2025**, the Insight China project team is planning a visit to Beijing, Shanghai and the Greater Bay Area with a delegation of 25 students and lecturers from the FHNW. This unique seminar will enable the delegation to experience China in all its facets, impart knowledge, broaden horizons and expand networks by visiting companies, public institutions and universities.



### Closing Event

On the evening of **8 May 2025**, all four student projects will hold a closing event reflecting on this year's journey.

## OPPORTUNITIES

Sponsoring Benefits	Platinum Partner	Gold Partner	Silver Partner	Supporter
<b>Access to CVs</b>	All four active delegations	All four active delegations	Insight China delegation	Upon agreement
<b>Publicity</b>	First-class locations	Second-class locations	Third-class locations	Upon agreement
- Vacancies via Insight China Social Media	5	3	2	Upon agreement
- Company logo at the seminars	Large	Medium	Medium	Upon agreement
- Customised social media campaign	✓ (China and CH)	✓ (CH)	X	Upon agreement
- Webpace	Logo + detailed description	Logo + Medium description	Logo + short description	Upon agreement
<b>Seminars</b>				
- Career fair stand	✓	✓	✓	Upon agreement
- Speed Interviews	All delegations	All delegations	Upon agreement	Upon agreement
- Distribution of advertising material	✓	✓	X	Upon agreement
- Presentation slot	✓ (China or CH)	✓ (CH)	X	Upon agreement
- Company visit	✓ (China or CH)	✓ (CH)	X	Upon agreement
- Innovationsworkshops	✓ (China or CH)	X (CH)	X	Upon agreement
<b>Special Benefits</b>				
- Feature in the project documentation	✓	X	X	Upon agreement
- Exclusive interviews with the 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 closing event	Unlimited	3	1	Upon agreement
- Private networking dinner	✓	X	X	Upon agreement
<b>Contribution</b>	<b>CHF 9'500.--</b>	<b>CHF 6'500.--</b>	<b>CHF 4'000.--</b>	<b>Upon agreement</b>

## JOINT OPPORTUNITIES

Sponsoring Benefits	Full Joint Platinum	Selected Joint Platinum	Joint Gold	Joint Supporter
<b>Individual Partnership Benefits</b>				
All benefits of an individual partnership package for all partnered projects	All Full Platinum Benefits	All Selected Platinum Benefits	All Gold Benefits	Upon agreement
<b>Additional Publicity</b>				
Company logo will be shown at the events of all partnered projects	✓	✓	✓	Upon agreement
Individual page in the seminar brochures of all partnered projects	✓	✓	✓	Upon agreement
Social media post from a chosen destination of the partnered projects including the company logo	✓	✓	X	Upon agreement
Detailed social media info/promotion post on the channels of the partnered projects (e.g. video including production)	✓	X	X	Upon agreement
<b>Seminar in Switzerland</b>				
Lunch interview with interested students of the delegations during the seminar in Switzerland	✓	✓	✓	Upon agreement
Possibility to hold a workshop at the Seminar in Switzerland with a selected pool of the partnered projects' delegations (e.g. talent scouting)	✓	✓	X	Upon agreement
Presentation slot and know-how integration at the Seminar in Switzerland of all partnered projects	✓	✓	X	Upon agreement
Panel discussion on the last day of the Seminar in Switzerland with all projects combined	✓	X	X	Upon agreement
<b>Partnership with FHNW</b>				
Mandate a bachelor thesis in collaboration with FHNW	✓	✓	✓	Upon agreement
<b>Contribution</b>	<b>CHF 5'000.00 per project</b>	<b>CHF 4'500.00 per project</b>	<b>CHF 3'500.00 per project</b>	<b>Upon Agreement</b>
Number of partnered active projects (excluding Holatam)	4	2 – 3	2 – 4	Upon Agreement

Remark: all joint partners will relate to FHNW career services, to assess the possibility of an individual partnership.

## **TRANSPARENT & RESPONSIBLE**

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While the delegation members pay an honorarium and the FHNW School of Business contributes significantly to the success of our project, we rely on your generosity to make this project a reality.

Our main costs cover the seminar in China, including travel and accommodation for about 30 people. Additional costs will arise from the seminar in Switzerland and other organisational expenses during the project.

100% of your contribution to Insight China 2024/25 will be invested in reducing the costs for participating students and supporting the realisation of the project. No sponsorship income will be transferred to the school. Our aim is to minimise the cost to the students while creating the most beneficial experience for all involved.

***Working with us is mutually beneficial and we would be delighted to welcome your institution as part of Insight China!***

We would be delighted to present our project to you in person and discuss other options tailored to your company. Contact **Noël Bader** by e-mail at [noel.bader@insightchina.ch](mailto:noel.bader@insightchina.ch) or by phone at **+41 79 391 42 47**.

## THE TEAM BEHIND THE PROJECT

### The project team

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**THE TEAM BEHIND THE  
PROJECT**

**The communications team**

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



**INSIGHT  
CHINA**

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

**Insight China**

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**Insight China** 

**Insight China (FHNW)** 