



nexus

INSIGHT ... FOCUS ... CONNECT
MAY 2014

SWISS BREAD, MOBILE APPS AND TEMPORARY TATTOOS (AD)VENTURES OF SWISS ENTREPRENEURS ABROAD



Delicious breakfast at the Swiss Bakery, Q&A session at Swissnex in Bangalore, and Swissmiss's studio in Brooklyn, New York

Getting to know Swiss entrepreneurs was the one aspect all three on-site seminars had in common. Whether China, India or the USA – each country attracted courageous people who made their innovative ideas become reality. The extraordinary stories of three start-ups and their founders in Beijing, Bangalore and New York are told here.

Swiss Bakery - Successful Entrepreneurship in China

Beat Müller started out as a pastry chef in Glarus. After working in Hong Kong at the Sheraton, the Airport Zurich and the Hilton in Bangkok, he eventually settled in Beijing. This is where, ten years ago, he discovered a niche market and founded the "Swiss Bakery".

He realized that there were clients in China who appreciated naturally produced Swiss bread, without any artificial ingredients. The success of the bakery lies in the specialization of the natural preservation

method – freezing the bread. Consequently, the clients benefit from the possibility to have fresh bread at their disposal at any time.

«IN THE INITIATION PHASE OF A BUSINESS YOU NEED TO HAVE DIFFERENT TYPES OF PRODUCTS. LIKE THAT YOU CAN FIND OUT WHAT THE CUSTOMER PREFERENCES ARE.» – BEAT MÜLLER, SWISS BAKERY

The product range of the bakery includes bread and pastries as well as chocolates. Most of the products are adapted to the Chinese market, as the taste of the local customers differs very much from the Swiss customers' taste. Mr Müller explains that having different types of products is extremely important in the initiation phase of a new business, as it takes some time to find out what the customer preferences are.

Nexus (meaning connection, tie, link) is the joint newsletter of the three Bachelor student seminars Insight China, Focus India and connectUS. It features news, highlights and information about the Preparatory Seminars (in the first issue) and the On-site Seminars which bring together high calibre organisations, experts and professionals with participating students and lecturers from various FHNW schools. Further news and information can be found on the individual websites.

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The entrepreneur gained much of his experience through hard working jobs. He mentioned working 14 hours a day during 6 days a week at the Hilton in Bangkok: "Jobs where you have to bite through to survive are the best management schools". The Swiss baker also points out that failures belong to almost every entrepreneur: "What is crucial is to learn from the mistakes you make along the way".

The entrepreneurial mind-set of Beat Müller and his incessant ambition impressed the members of the delegation and motivated some of the students to consider establishing their own business in China in the future. Swiss Bakery perfectly illustrated that a good idea needs the right place and the right positioning to stand out from competitors.

● TA / AU / MS / AB

Backpacking to India to Launch a Social Network App

Three years ago, Jonathan Maim, short Jon, and his wife sold everything in Switzerland and went to Bangalore with not much more than their backpacks and the dream to start their own business.

With the vision of giving community managers the possibility to reach their members "in their pockets" as Jon calls it, MINSH offers a special social network app. "The problem with the famous social networks is that thousands of people compete to be seen among the same audience". So, if you want your message to be received by your own specific community, it is best to send it through your own app. But the road to success was not always easy –especially HR aspects confronted Jon with several challenges. "It took us about six months to get all the paper work done, so that we were finally allowed to hire employees". Also, the Swiss understanding of quality is different. "Here I had to put some energy into making the team understand what my expectations towards good quality were", Jon explained.

«IN INDIA, YOU CAN MAKE FIVE TIMES MORE MISTAKES, WHICH IS ESSENTIAL FOR A START-UP.» – JON MAIM, MINSH

However, the so-called silicon valley of India has its advantages as well. The cost of living is very low, which is perfect for the situation of a start up. According to Jon, it was essential to be able to make a lot of mistakes, try new things and then go back and improve it. "In Switzerland, you are maybe able to do this once

until you run out of cash. Here, your money lasts five times longer, so making mistakes is cheaper", he says. ● KH

A Swissmiss Goes NYC

In the United States it is common to leave a child's birthday party with a give-away bag, often including temporary tattoos. Tina Roth Eisenberg a.k.a. swissmiss, was highly disappointed in the badly designed temporary tattoos that her daughter brought home from birthday parties, so she decided to change it. In July 2011, swissmiss launched the start-up company Tattly online, and thanks to her online popularity and professional designers and illustrators in her team, it was an immediate success. Amongst other well-designed temporary tattoos, Tattly also creates customized designs for the Swiss Consulate.



«I HAVE THIS PERSONAL RULE THAT WHEN I CATCH MYSELF COMPLAINING ABOUT SOMETHING OVER AND OVER, I NEED TO EITHER DO SOMETHING ABOUT IT OR LET IT GO.»

– TINA ROTH EISENBERG, SWISSMISS

Growing up in the small village Speicher in Appenzell Ausserrhoden, Switzerland, Tina Roth Eisenberg realised in 1999 – after her design studies in Geneva and Munich – that more adventures awaited her in the Big Apple, New York City. She gained a lot of experience working at several prominent design firms, and started sharing her inspirations via her blog "swissmiss" in 2005. Today, her blog has over one million views every month. After her first child, her entrepreneurial instincts pushed through; she currently organizes a monthly breakfast lecture series through her organization "CreativeMornings", runs the to-do app "TeuxDeux", which was originally only intended for internal purposes but gained much popularity through its simplicity, and founded the company "Tattly". Next to these projects, she founded and runs the co-working space "Studiomates" (read more about Studiomatics on page 19). ● EML

SUSTAINABLE DIRT CHEAP BUILDINGS AND A MAGIC BUS

Many of the children participating in the Magic Bus programme are girls. It is important for the NGO that girls and boys get the same education and chances for their future lives.



The fully animated Model for the New Wild Silk Training Center, designed by Architecture for Humanity.

(Photo: GlobalGiving)



The Training Center will be for rural farmers producing wild silk (see picture) in order to escape poverty and improve their lives with their own resources.

(Photo: GlobalGiving)



One of the Magic Bus community leaders asks the children about the meaning of different road signs.

Whether it is a modern and advanced economy like the U.S.A. or an uprising economy with great gaps like India, humanity is always a topic that makes people get involved. While NPOs in the U.S.A. lend a helping hand across the world, Indian NPOs are more concerned about humanity within their own country.

“DESIGN LIKE YOU GIVE A DAMN!”

Sustainable dirt cheap buildings for those who can not afford it through architectural cleverness

Over the last 50 years, Madagascar has lost around 40 percent of its rainforest. The Conservation through Poverty Alleviation (CPALI), an international NGO, jumped in to help prevent further destruction and assist reconstruction of the rainforests through fostering the relationship between people and the environment. The Architecture for Humanity in Boston currently supports the SEPALI/CPALI projects in Madagascar, and is working on a design for a new SEPALI farmer training center which produces wild silk. The SEPALI project is the locally run farmer project and a CPALI partner project. The method chosen to construct buildings in that area by the architects was bamboo. Bamboo is a model example of an alternative to wood to minimize environmental impact and it connects to recent efforts by the International Network for Bamboo. The downside to this method, however, is its susceptibility to fire.

Architecture for Humanity is an international NPO since 1999 and volunteer architects design buildings for those who can not afford it. The Headquarter in San Francisco consists of a small full time team, whereas the others work either part time or are volunteers. Usually, the organization works in disaster relief or local community relief. Next to the Madagascar project, it is also working on other projects. One of these is the School San Juan in Comapla, Guatemala where the architects designed a school made with the locally abundant and free tires. This is a “dirt cheap” method, requires only little training to

build, and is sturdy and comfortable. It is, however, labor intense work. The role of the Architects for Humanity is to plan the details; it sometimes also requires onsite architecting and adjustments.

GREEN MEANS RUNNING FAST AND MAKING TRAFFIC NOISES

The Focus India delegation took part in one of the activity sessions of the non-profit organization Magic Bus.

“The goal of today’s game is to teach children the traffic rules”, explains one of the instructors and mentors, who call themselves “community leaders”. The main point was for the children to learn how to cross a street safely. “In the wrap-up session we will then discuss the learnings and the meaning of several road signs” he goes on.

The delegates picked up on the rules of the game quickly: one group had to pretend to be cars driving up and down the street at different speeds. “When I say green, you run fast. Yellow, you walk slowly and red means you stand still”, so the community leader. The members of the other group were pedestrians, who then had to cross the street at some point without getting hit by a car. The kids soon understood the concept behind this: “You have to cross the street when the light is red”, one of them said during the wrap-up session.

“The goal is to change the course of children’s lives”, says another of the community leaders. On a weekly basis, the organization runs activity sessions for the children in the community. Through playing games that have an underlying message, the kids build knowledge, social and physical skills on a learning-by-doing basis. Topics include health, gender sensitivity, rights and education. The mission of Magic Bus is to reinforce positive behavioral change and alter poor children’s view on the world; which gives them the opportunity to shape their own future and hopefully steer out of poverty. ● EML / KH

SWISS EXPATS - FOREIGN EXPERIENCES OF SWISS MANAGERS

● The need for global managers becomes vital, when companies become global due to expansion orientation. To have an effective management in a consistent manner around the globe in the same company and the flexibility to adapt to local needs are distinguishing structures required for accelerating growth and maintaining competitiveness among competitors in the market.

Expatriate managers are usually a popular solution to implant a company's mission, vision and values in a sister company far away from home. Two international student delegations, Focus India and connectUS, had the opportunity to talk to an expatriate in the respective country to get more insights on what it is like to work in a foreign land.

● **Oliver Hoppach: Head of Operations with Sulzer Chemtech talks of move to Pune.**

What is it like working with Indians as a foreigner?

Coming from Switzerland, you look different and often you have a position in higher management, so you are obviously different. But the approach we have in Switzerland is quite open and of course I tried to do the same here. Whenever I come to the office I try to greet everyone, which is something people are not used to here. But once they notice that you are quite open for communication some of them open up as well. Also, I already knew some employees from previous collaborations, so that helped.

What is your personal learning through the experience of living abroad?

From the outside it looks sometimes very difficult to

adjust, but that must not be the case. My family and I had a very smooth settling in. Of course, thinking of family, you always imagine certain worst-case scenarios. But it is often not as hard as you think to leave your comfort zone and start something new in a totally different environment with things you don't know in advance. ● KH

● **Working in a Swiss Bank in New York City: The expat story of a Credit Suisse director**

„In Switzerland you are being praised by not being criticized, in the U.S.A. you are being criticized by not being praised.“ Philipp Lisibach, director of Credit Suisse in the Private Banking Division, based in New York.

During his presentation, the Swiss banker pointed out the essential difference in approaching a project: “Swiss do a lot of thinking, set goals, assess risks, start later, and move slowly, and do not change their plans. The U.S. Americans, on the other hand, maybe have a common goal, slice the project into pieces, run it, make reassessments, run again, and make reassessments, and so on. Though in the end the outcome might be similar, the approach is quite different”. Thus, working in a team with both Swiss and Americans on the same project is rather challenging. Even the language poses difficulties; though foreigners might be very comfortable with the English language, the interpretation can be very different and can cause a lot of confusion. Lisibach's tip therefore: “Always make a summary at the end of a phone call conference, to make sure that everyone is on the same page.” ● EML

Continued on page 5



Oliver Hoppach, Head Operations Development Sulzer Chemtech, and his family have been in India for three years now and will go back to Switzerland in one year. Getting settled in a new country was easier than he had expected.



Philipp Lisibach lives with his wife and children in Manhattan, and is now settled in. “To get really settled in, you have to go through the annual cycles a couple of times; it took me two to three years.”



Amlan Mukherjee, Blaser, Switzerland



Robert Baog, Schindler



Nancy Boeskor & Edward Greife



David Law, Greenpeace



Matthew Boggie



Axel Schilling



Ralph Zhang, Holcim



Andreas Müller



Theresa Freiburghaus

Continued from page 4

● In contrast: Reverse expatriate in China

Insight China discovered the new popular concept of management “Reverse-expatriate” in China. As companies in China are growing in numbers and strength, the lack of local knowledge is becoming increasingly costly for companies to survive.

According to Endress + Hauser (China), “reverse-expatriate” strategy means that a Chinese local is trained in the company’s homeland and sent back to China to manage the branch in China.

“We need to be totally localised in order to get a slice of the market in China, as our products have to be customised to fit the needs of the clients,” said Dr Qinxue Wei, managing director of Endress + Hauser Flowtec (China), who was working in Germany for many years in the industry before he was employed to work for Endress + Hauser Flowtec (China) leading his own local team in China.

Dr Wei confirmed that the knowledge, values and vision learned in Switzerland were properly implemented in E+H China. However, he was given the freedom to adapt these strategies and practices in order to have a good cultural fit in China. Regardless of whether you are an expatriate or a reverse-expatriate, having an in-depth knowledge about the locals and the market, being flexible and open minded and the cutting-edge leadership styles are the most appreciated threads of competence a global company is looking for. ● GS



Dr Qinxue Wei, Managing Director of Endress + Hauser Flowtec (China)

ZURICH MEETS NEW YORK: A FESTIVAL OF SWISS INGENUITY



● Recent finance and tax issues gave Switzerland a rather bad reputation in the U.S.A., but more damaging to the Swiss image are the American movies where Swiss guys often play the villains such as in Quantum of Solace (James Bond) and The Wolf of Wall Street, according to Thomas Schneider, Head of the Culture and Education Department. The Swiss Consulate in New York is trying to restore the Swiss image. The Consulate organizes around 25 annual events in New York.

The biggest one this year will be running from this Friday, 16 May 2014 until 23 May 2014: Zürich Meets New York. The event is organized and hosted by the Swiss Consulate in New York, together with the city of Zurich, ETH Zürich, and the University of Zurich. The aim of the project is to promote Zurich, the universities and Switzerland in general. Thus, this will hopefully restore the slightly damaged Swiss image. During the course of this week, several events take place with themes of arts and culture, science and technology, as well as urban systems. Exhibitions, seminars, multimedia presentations, but also concerts, performances, film screening, and theaters are part of the program. ● EML

Consulate Generals

There are four Consulate Generals of Switzerland in the United States, which all have similar responsibilities within their districts.

The Swiss Consulate in New York works closely together with Swiss living in this district – and also renews Swiss passports for them, grants Visas to Switzerland, protects interests, is concerned with economic affairs and social media presence.

Furthermore, a big part of their business is networking with Swiss companies in their district.

SWISS EMBASSIES AROUND THE WORLD

SUPPORTING ENVIRONMENTAL PROJECTS IN CHINA AND INDIA

● One main objective of Swiss embassies is to maintain diplomatic relationships between Switzerland and the host country. Additionally, they support the Swiss expatriate community, Swiss business, science, education, culture as well as other interest groups and promote Switzerland as a whole.

However, in China and India, the Swiss Embassy possesses not only its traditional reputation but also a whole new image as an environmental protection advisor. In China, similarly in India, the Swiss Embassy is involved in several sustainable development projects tackling environmental issues in both countries.

The followings are highlights of an air pollution index report and water management project, respectively in China and in India:



www.insightchina.ch

● All about Air!

In 2010, Switzerland was invited by the Chinese Ministry of Environment Protection to assist in the revision of their clean air legal framework. This Sino-Swiss cooperation helps in identifying an appropriate set of policies and measures that is aimed to reduce particle emission in China.

Before 2013, China's old air quality standard only measured 3 pollutants namely; SO₂, NO₂ and PM₁₀. And the threshold values for these pollutants are relatively high compared to the standards here in Switzerland. This could mean that a "good" day may just be a very unhealthy day by Europe's standard. Following the cooperation, improved emission standards were set in China by increasing the threshold values for the 3 pollutants mentioned before and including two other major pollutants, PM_{2.5} and Ozone, into the list of emissions.

The targets for the air pollutants emission came into effect in 2013 and the project is ongoing. The Swiss Embassy estimates that it might take a little more time for China to meet the stringent new requirements. However, they do see a strong determination from the Chinese government to ensure better breathing air for future generations. ● GS



www.focusindia.ch

● All about Water!

Global Programme Climate Change (GPCC), one of the many projects that is run in India, helps people in India improve their lives in many ways. One of these is the Water Management project. In India, people mainly experience a rainy season from July to September and dry seasons throughout the rest of the year. Often, not even a single drop of rain falls during this period.

Water is the most essential element to life on earth. How could India survive in times of drought and how could India preserve the rainfall and distribute it efficiently throughout the months? These are issues faced by India on a daily basis. The Swiss Embassy in India is involved in supporting India to solve these issues.

For instance, initiators of the project came up with a system to collect weather data in order for farmers to be able to make weather forecasts. Water budgeting methods are also taught to farmers. This helps farmers and communities to measure the amount of water that has been used or is still available in a village for future usage. Another example of Swiss technology is the water-saving technique of drip irrigations which are installed evenly over the agriculture fields. This ensures efficient water usage in farming. ● GS / KH



Many thanks to the swissnex missions for welcoming our delegations in Shanghai, Bangalore and Boston and providing us with insights into the world of entrepreneurship, start-ups and the challenges of a market entry in each country.



Jean-Jacques de Dardel, EDA Ambassador of the Embassy of Switzerland in Beijing hold a speech to the Insight China delegation and to the Chinese students of the University of International Business & Economics

UNIVERSITIES: A FEW UNUSUAL GLIMPSES

The two political parties dominating American politics: The elephant represents the Republicans, the donkey represents the Democrats.

"Democracy is the worst form of government, except for all those other forms that have been tried from time to time." – Winston Churchill

The connectUS delegation could sit together with two politics and networking professors of the George Washington University in Washington, D.C., Nancy Bocskor and Edward Grefe and chat about politics, the differences between American and Swiss foreign policies, fundraising, political campaigns, and much more.



The elephant and the donkey symbolise the two major parties in America

Zebrafish is essential for Cancer Research

The Massachusetts Institute of Technology (MIT) based in Cambridge, Massachusetts, is not only the most prestigious technology university; it also has huge research centers, one of which is the David H. Koch Institute for Integrative Cancer research. What might look like a weird alien is actually a scanned electron microscope image of a zebrafish larva. Zebrafish can be used "to conduct large-scale screens for growth control and cancer genes" as Prof. Jacqueline A. Lees explains on the Koch Institute website.



A zebrafish used for Cancer Research

The Class of 1959 Chapel

On the campus of the Harvard Business School in Boston there is a particular chapel: the Class of 1959 Chapel. Not only is the architecture very special, but also its purpose; it is a non-denominational chapel and contains a greenhouse with a below-ground koi pond, including live plants and small waterfalls. It was named after the class of 1959 thanks to donations from these alumni. Both the interior and exterior are quite contemporary and unusual compared to European chapels.



Harvard Church Botanic Garden (top left), exterior Harvard Church (bottom left), interior Harvard Church (right)

"Constantly Improving, Blazing Our Own Path"

Lanzhou University is one of the most important and prestigious state universities and produces one of China's top ten Ph.D. programs. Situated in Lanzhou, the capital of the province Gansu, the university hosted the delegation magnificently with one highlight being a ping pong match between the host and guest students in an old factory hall. The Chinese students only discovered they would play the Swiss one day earlier - yet the lack of practice was not evident - they played magnificently.



Swiss and Chinese students playing ping pong in the old factory hall

INTEGRATING EMPLOYEES: LONG FAMILIAR VS. NEWLY EMERGING CONCEPT

● What is probably standard in western companies is only now emerging in Asian corporate cultures – the concept of integrating employees in decision-making processes and appreciating their contribution in their daily work life. Especially the Focus India and Insight China delegates had the opportunity to learn more about companies who took on a pioneering role in India and China when it comes to breaking down hierarchical structures and introducing new leadership styles.

«WE CONNECT WITH THE EMPLOYEES THROUGH ENHANCING COMMUNICATION, INVOLVEMENT, SELF-REALIZATION OPPORTUNITIES AND TRAINING.» – SOARABH PATHAK, ASSISTANT GENERAL MANAGER, MARUTI SUZUKI INDIA

The Indian example is the one of car manufacturer Maruti Suzuki in New Delhi. There are daily meetings between the teams and their supervisors, but also regular meetings with department heads or plant managers. The goal is to flatten the hierarchy and promote direct communication – which is very different from the traditional top-down line of command. Furthermore, employees benefit from an in-house training center, in which they learn basic skills regarding hydraulics, electronics or robotics. Once a year, the “Learning Fest” is organized where the best new projects and initiatives developed by employees are awarded.

Raisecom in Beijing, China is a leading vendor for comprehensive access solutions and network devices and also pays close attention to employee motivation

and integration schemes. “Best employee of the month” boards outside every department office highlight special efforts that brought value to the company. However, not only the individual employee is featured, but also the team members are mentioned at the bottom. This honors the fact that the individual cannot succeed without his or her team, which is a thought stemming from the Chinese collectivist culture.



Lena Wang and Lucas from Raisecom Technology Co., Ltd giving a speech to Insight China

«IN RAISECOM, PEOPLE ARE THE ENGINES. WITHOUT THEM, WE ARE UNABLE TO PROGRESS OR MOVE FORWARD.»– HR BOARD, RAISECOM

China is also generally considered authoritarian and hierarchical. However, Raisecom tries to change this. Through quarterly feedback sessions done by every department, employees can bring in their opinions and write down whatever they think requires improvement. These feedbacks are read and processed by the department heads, who will choose the best proposition and implement it. ● KH / GS



The U.S. consulting firm Sapient is all about „being a great company, enabling human potential.“ Jor Molchan, Director of Business Consulting, Trade & Risk Management at Sapient Global Markets, emphasized the core values of Sapient: People Growth. The people focus and open communication is also reflected in their open space offices. Each department is located in one open office and the team is free to decorate the room as they wish, reflected in the creativity and diverse art decoration.



READ MORE ABOUT THE ANTI SEXUAL HARASSMENT COMMITTEE ON PAGE 13

At Franke Faber India, a manufacturer of kitchen appliances, employees can take part in various committees. Examples are the Safety, Transportation, Canteen or Culture Committee. Mayur Lokhande, HR Manager, talked about the background of this idea.

Can you give a few examples of what committee members do?

In the Canteen Committee, people from different departments come together to decide on the menu. The Transportation Committee coordinates issues regarding our seven corporate buses, which pick up our employees for work. Also in India there are a lot of festivals, for which the Cultural Committee organizes events for the employees.

What is the thinking behind these employee committees?

We want our employees to feel part of the company; we would like to keep them involved in all the ongoing activities. It makes them proud and really gives them the feeling that apart from their regular work, they can take the ownership for what they contribute.

Do employees get any recognition for participating?

Members get small gifts, like a company t-shirt. But you see, any extra benefit would mean that it is additional work, but the engagement is completely voluntary. So I guess the biggest recognition comes from the other employees who appreciate the excellent job they are doing. For instance the Culture Committee always gets a lot of positive feedback for the great festivities they organize. ● KH

TECHNICAL DIRECTOR MANFRED KÖNIGSLEHNER ON SUSTAINABILITY

GEBERIT – «GOOD TECHNOLOGY IS WHEN NOBODY NOTICES IT»



Geberit is a company that has not only created a vision of sustainable improvements in quality of life, but has also won recognition in the Republic of China. With its comprehensive expertise it has an innovative water management across all products. Manfred Königslehner, the Technical Director of Geberit in Shanghai gave insights based on his career of 38 years of know-how in the company and 18 years in China. Based on experience he explained to the delegation: "Good technology is around when nobody notices its presence."

«THE SHORT-TIME THINKING OF CHINA IS DUE TO ITS UNKNOWN FUTURE»

– MANFRED KOENIGLEHNER, GEBERIT CHINA

"Divergent to Europe, China has a lack of joined-up thinking when it comes to sustainability," According to Königslehner. As Geberit was the first company in Europe to achieve the ISO 14001 standard, this certification has also been applied in China. By this time, the recognition of these standard are not well established in China. Some other approaches have to be reached to get their products applied in China. Architectural societies have a great influence in the construction industry and therefore the companies must have an influence in those networks. As Königslehner informed that he has a good nexus of and insight into China, he explained efforts by projects like the new Shanghai Tower and the Expo Village which are obviously splendid calling cards for Geberit.

However, another innovative approach for new standards in China is to focus on the acoustic sound of

their pipe systems. "Geberit has founded the first acoustic laboratory for products in China, at a time when the government only had a laboratory for concert acoustics," Königslehner said. "A drainage pipe within a wall can be as loud as 40 DB in China while in Switzerland we have a standard of 20 DB. But still there is a lack of information about which norms will be ruling the market in China as the government always changes its goals." At its current stand, the norm is comparable with the US standard LEED. Geberit has developed its own show measurements for the marketing department to show customers the advantages of their patented pipe systems.

The most sustainable production of Geberit is on an island in China (Daishau). Before they developed new ways to create renewable energy, they had to rely on energy from the mainland. Due to problems with the deep-sea cable, they negotiated with the local government about new wind power stations. Today, 60% of the power consumption of production is created by the wind.

By the end of the company visit, the delegation had enough information to formulate a few significant questions. The students questioned Geberit's sustainability in buying ceramics from third party suppliers. Manfred Königslehner assured the students that all their suppliers go through tests before they ship. Currently, Geberit in China is not yet well known. The short time thinking of China is due to the unknown future and has an impact on building constructions with, for instance, sustainable water management system such as Geberit delivers. But Geberit insists they will not develop worse products only for market growth. • DT



www.insightchina.ch



Tobias Baur,
School of Engineering
"As a Supply Chain Manager my job requires me to work with people from different cultures, use other techniques, think differently and have a communication style far different from mine. China is not only an essential supplier but also a fast increasing consumer market that will affect my future employer."



Patricia Boesch,
School of Business
"After an internship in China I knew I want to work there for 1 or 2 years after my graduation. Therefore I hope that with Insight China I can enlarge my professional network in order to get a better chance to find a job in this beautiful and interesting country."



Yannick Rütli, School of Engineering

"I do not know what I am going to do after my graduation. I am one of the first persons who's studying Energy and Environmental technology. I see myself as a project manager of any kind of projects. I'd like to work in China for a short time and if it feels good with it, then I may well stay there."



Carole Sägeser, School of Engineering

„For an engineer it is necessary to be linked with experts from all over the world. Especially China is very important in issues of developing energy and environmental solutions. I see myself standing between technology, economy and a sustainable way into the future in ecological and social terms."

THE CREATIVE, NON-VIOLENT WAY OF CREATING PUBLIC AWARENESS IN CHINA



● China has been facing huge environmental problems as a result of their fast and ever-growing GDP. Greenpeace Beijing is one of the many Non-Profit Organisations which is involved in promoting more public awareness for the environment. Their ultimate goal is to improve the current situation for a more sustainable future.

"Positive change through non-violent action, investigation, exposure and negotiation" is the slogan and mission of Greenpeace Beijing. Campaigns for the general public and consumer, negotiations with the government, industry and business, cooperation with media and their own independent laboratories for science and research are just some of the many things they do daily to uphold this mission statement. Their current projects for China cover climate change, toxic chemicals, food/agriculture and forests, so David Law from Greenpeace Beijing.

Air pollution

China battles air pollution. More than 70% of China's total electricity power comes from coal. Greenpeace aims to urge the country to move away from coal by creating campaigns, such as gathering large groups of people / Greenpeace volunteers to wear masks at Tiananmen Square, to promote awareness.

Usage of Toxic Chemicals

Through investigation and research, toxic chemicals were found in children's clothing in many top brands. In order to stop more production of these toxic items, Greenpeace started lobbying the government, presenting scientific research and reports, to tighten chemical pollution legislation and to improve its enforcement rules against convicted companies.

● CA / YR / MX / TA

HOW TO EAT HOT POT

Hot Pot, a favourite Chinese dish which we adopted as Fondue Chinoise, is easy to make.

1. Put whatever you like (meat, fish, vegetables) into the soup, which is more or less spicy (for every taste)
2. Let it cook for a few minutes
3. Remove meat/vegetables (with chopsticks!) and enjoy!
4. Drink soup last.



Insight China participants eat Hotpot in Beijing

THE SECRET BEHIND CHINESE ENTRANCES

● Two lion stone sculptures, horizontal pillars with Chinese characters and an odd number of steps are the common features at the front of a traditional Chinese house. Each feature carries a special meaning in the Hutong district in Beijing, China. The two lion stone sculptures are believed to warn away evil spirits.



"Feng Shui", the balance of "Yin-Yang" and the number of objects play a crucial role at an entrance. Steps and horizontal pillars symbolise the status of the house owner. Steps represent the Yang (masculinity – have to be an odd number) while the horizontal pillars represent the Yin (Femininity – have to be an even number). This means if you are a low ranked official, you will have two small lion stone sculptures, two horizontal pillars and three steps at your entrance. ● TA

WANDFLUH: INVESTING IN EMPLOYEE TRAINING

GROWTH AND EXPANSION REQUIRE EXPERTISE



www.insightchina.ch

Operations Manager
Stefan Von Arx
from Wandfluh China

Wandfluh China and its Operations Manager Stefan Von Arx face various major challenges during the companies growth phase. Much effort and time is invested in training employees and seeking qualified engineers and technicians.

Wandfluh, a Swiss family business founded in 1964, produces components for a variety of industries, with its core competence in the manufacturing of solenoid valves and electrohydraulic components. After founding a second mainstay in 2005 in Shanghai its business grew from a 9 million RMB turnover in 2007 to a recent 40 million RMB in 2013. According to Stefan Von Arx, Wandfluh has a clear vision in China: "To produce Swiss Quality made in China."

However, as there is no apprenticeship system or practice-oriented vocation education, it is proving a challenge to staff the expanded site of 9000 square meters for 150 employees. With the construction of the new site there is also the establishment of the enterprise resource planning (SAP), distributor regulations, ISO certifications and of course HR topics.

To reach the quality standards, Von Arx explained Wandfluh use the same milling machines as in Switzerland. At the moment they produce only the less sophisticated valves in China and only for the Chinese market. In the near future at the new production site of Wandfluh in China, they will increase their capacity to further spread the product range.

The entire engineering still happens in Switzerland and this will not change in the next few years.

Stefan von Arx enjoys a previous connection with Insight China. In 2003 he went to a Cambridge language school and met many new people including some Chinese who were responsible for his growing interest in China. 2008 he joined the Insight China project organised by the FHNW. After this trip he was very impressed about China and spent a one-year exchange in Beijing. Eventually, in 2013, Wandfluh gave him the chance to take over the operation management position in China.

● RV / TK / MT / TA

INTERVIEW WITH THE CO-FOUNDER OF INSIGHT CHINA: FRANCK KAISER

“THE LEARNING EXPERIENCE WAS OVERWHELMING”



Franc Kaiser talked about the beginning of the Insight China and his personal experience.

● Franc Kaiser, Director of InterChina Consulting, talked about his experience of being the founder of Insight China and his journey towards a new life in China. Mr Kaiser graduated from the School of Business, FHNW, with Bachelor in International Management in 2002.

IC: Tell us more about the beginning of Insight China student project?

It all began with a simple telephone call from Prof. Dr. Peter Abplanalp, during my exchange semester abroad in Korea. Professor Abplanalp, then the Director of the school, contacted me concerning an idea of establishing an international student project. He told me his plans and expectations of the project, and the next thing I know, I am on my way to China for the project execution phase.

The beginning of a project is always tough. Similarly, Professor Abplanalp, myself and two other colleagues at school made it to China without any clue of what to expect. We went through the first round of planning in China with all the contacts we had. It led to the first delegation going on planned itinerary.

It was, more or less, exactly what the Insight China project teams have been doing ever since. Because

the learnings and experience of that first project were so overwhelming, the school decided to make it official as a student project dedicated to China. This was the beginning of Insight China.

IC: Why did you finally settle in China?

As you know I did my exchange in Korea, and my final year project in China. I have always tried to expose myself to Asia since the very beginning of my bachelor study because I find Asia an interesting place to explore.

The final decision to settle for China was because of my other better half. She is from China. And that was why I settled here. I found my first job in Shanghai, stayed with that company for 4 years then moved to InterChina Consulting and remain there until today.

IC: What is the one biggest tip you'd like to share with the delegation in terms of your China experience?

There are a couple of things I could share, but the most important tip I like to give delegations is to keep an open mind. It is key that the delegation travelling to China to always keeps an open mind and looks at China from different perspectives. Only then, will you start to understand and appreciate Chinese culture. ● TA / GS

Our delegation has contributed a lot of articles in this newsletter.

- Anina Uhlig AU
- Michelle Scheidegger MS
- Alice Baldinger AB
- Christian Arber CA
- Yannik Rüthi YR
- Marcel Kux MK
- Roman Villiger RV
- Thomas Kälin TK
- Manuel Triebelhorn MT

Read about our professors experiences and the great insights they have about the three locations Beijing, Lanzhou and Shanghai on our Insight China page.

CHECK IT OUT
www.insightchina.ch

www.focusindia.ch



Milind Ram Wagle explained how Burckhardt Compression markets and promotes its Swiss-quality products in India.

PIONEERING ROLE:

In 2008, Burckhardt Compression was one out of four companies in India which took part in a project of the Swiss government. The goal was to launch the Swiss concept of apprenticeships for young Indians who have completed Indian schooling. The plan is to initiate the project all across India within the next 10 years and to cover about 10 million students.

NICE 2 KNOW

20 out of roughly 300 employees working at Franke Faber in Pune are women. 10 of them work on the shop floor, another 10 in the administration area.

LOCAL EXPERIENCE CANNOT BE UNDERESTIMATED

Burckhardt Compression manufactures gas compressors mainly for refineries as well as the petrochemical industry. From a marketing perspective, such a technical product requires its own approach.

According to Milind Ram Wagle, General Manager Manufacturing & Supply Chain, Burckhardt compressors are always engineered for very specialized purposes, for example oxygen plants. This already limits the number of potential customers: "There are very specific companies worldwide operating in those industries, and we try to have ourselves registered as a supplier in their books." This pro-active approach has a simple reason behind it. "When it comes to them setting up a new plant, they automatically think of Burckhardt as a potential company to buy the compressors from", states Mr Wagle. However, this approach is fairly common in the compressor manufacturing industry.

Therefore, Burckhardt's competitive advantage lies somewhere else: its Swiss quality products. Mr Wagle points out it makes no difference where their compressors are manufactured. "The process of manufacturing, quality standards and documents are exactly the same in all of the plants". Also, employees are trained respectively and there is a lot of interaction and movement of people between India and the Swiss headquarters in Winterthur.

An all-Indian sales team takes care of all Indian marketing activities. They report to the Swiss sales head and enter all contracts into their corporate IT system for traceability. Sometimes, there are visits from Swiss representatives who will assist in the final negotiations of big orders. However, this is not enough. "Every country has its own culture and you need a human touch", says Mr Wagle, especially in India, where relationships are key. ● KH

INTEGRATING WOMEN IN THE WORKFORCE



Punam Singh (left) and Shrimant Kotagi (right) talked about the anti sexual harassment committee at Franke Faber.

Franke Faber India has a set up an anti sexual harassment committee. Punam Singh, Business Excellence Executive and member of the committee, and Shrimant Kotagi, General Manager, explained the concept.

FI: Can you explain the purpose of the anti sexual harassment committee?

Punam: All the women working here at Faber come together every fifteen days. If they are facing any type of harassment, the complaint will be discussed and strict action will be taken. So far, we have not received any complaints.

FI: What is the advantage of those meetings?

Punam: By means of these meetings we take care of the women. If there is any problem or difficulty, this is where they can talk about it, since in public they would most likely not say anything.

FI: Are there any preventive actions you take?

Shrimant: We have policies in place on how to handle a complaint. Also, we raise awareness for the topic among all employees here at Faber.

FI: Is there a trend that anti sexual harassment policies are getting more attention in India?

Shrimant: Yes, especially bigger companies increasingly pay more attention to it. It certainly has to do with the trend that more women start working in the manufacturing sector, whereas previously they were often working in offices. This change requires such commitment across all industries. ● KH

ADJUSTMENT WORKING HOURS

ENABLE CROSS-COUNTRY COLLABORATION



Keerthana (left) and Ankur (right) from Accenture in Bangalore and have a lot of experience in cross-country collaboration, since they are working on a project for a Swiss client.

○ Ankur and Keerthana, two young and ambitious Indians, started working for Accenture right after graduating college four years ago. Both are currently assigned to a project for a Swiss insurance company.

“We are divided into an on-site team which sits with the client and passes on the information to our off-shore team here in Bangalore” explains Keerthana. However, both employees have been to Switzerland to visit their client. According to Ankur, this helped them understand the company’s requirements and deliver better results.

Also during the workday, both teams do their best to optimize collaboration and communication. Working times are adjusted in order to guarantee the biggest possible overlap: Indians start work at 9:30, whereas their Swiss colleagues start at 7:30.

Communication is mainly maintained through e-mail, voice calls or sometimes video conferences. Ankur

and Keerthana point out that there is a risk of misunderstandings. Therefore, after any call, they always write a confirmation e-mail to ensure both parties have understood the message correctly.

Not only the intra-team communication is considered, but also the way the teams interact with the client. “Often we have a cultural training, depending on the client you work with – because different cultures see things differently”, Keerthana mentions. Each new employee who starts working with Accenture, goes through a so-called greenfield training where, apart from technical skills, one gets also trained in soft skills such as teamwork or cultural awareness.

Team building within the individual teams is promoted as well. Each team receives a six-month budget for organizing various activities. According to Ankur and Keerthana, going out for dinner, bowling or watching a movie are usually the most popular activities within their project team. ● KH



Our delegation members passionately documented each day of the On-site Seminar. Read about our unforgettable experiences and the great insights we gained on our Focus India Blog.

CHECK IT OUT
www.focusindia2014.blogspot.ch



Maric Nina
 Business Administration
 «After my studies I plan on working in the Human Resources department of an international company. My biggest passion is getting to know other cultures. Therefore I intend to work all over the globe. Focus India is my first step towards getting to know the Indian business culture.»



Seeger Sebastian
 Engineering Brugg
 «After graduation, I intend to work for an international company as an engineer. India as an emerging economy becomes important for every company operating globally. Therefore, I believe it is important to get a better understanding of India’s culture and economic advantages.»

ALUMNI STORY



● **Melanie Auer was Project Manager of Focus India in 2011. Now she works for Roche Basel in the finance department and is currently on a short-term assignment in Mumbai for 4.5 months.**

FI: Thinking back, what are your memories of 2011's project?

Melanie: Everything was new and exciting; it was my first time in such a big and different country. Now that I have lived here for a while, I have to say the two-week trip was probably more challenging than living here for a longer period of time.

FI: Which valuable job skills did you acquire from being a project manager?

Melanie: Focus India was my passion for about one year. So now, whenever I do something, I try to be just as passionate about it. Also, it helped me tremendously when I went for my job interviews. I could talk about the project and what we had achieved, which made me very proud.

FI: Do you think being a project manager gave you an advantage over other applicants?

Melanie: Yes definitely. Focus India is an additional experience, which not many other students have. So it really gives you a competitive advantage.

More Alumni stories can be found on www.facebook.com/FocusIndiaFHNW

FI: Which differences do you experience between your work in Switzerland and India?

Melanie: The main challenge is the organization. In Switzerland people respond to your e-mails on time, they adhere to deadlines – in India this is not the case. Here, you often have to remind them again.

FI: What's it like living in Mumbai?

Melanie: Mumbai is crazy. There is a lot of traffic, pollution and noise. Sometimes it is hard to cope with, especially if you have a bad day and would like to have some distance. Also as a woman, you have to adhere to certain rules; you have to be a bit more careful about what you wear or where you go. But then on the other side there are times when I absolutely love the city. The people and the chaos and that it is so vibrant and different. ● KH

A DIVERSE DELEGATION



This year's delegation included three lecturers and sixteen students from various study programmes; business administration, international management, life sciences, iCompetence, social work and engineering. The diverse backgrounds were one aspect which contributed to a very enriching and instructive on-site seminar for all the participants.



Schnell Caroline

iCompetence Brugg

«I imagine working in a dynamic company among a down-to-earth team. I like changing situations and diverse areas of operation. I can therefore very well picture my self in a start-up company or in consulting as Data Explorer/Scientist or back in a management position.»

More participant profiles can be found on www.focusindia.ch

«OUR GOAL WAS TO BUILD A SWISS-STYLE SME IN INDIA»



Sushil Premchand, Chairman of PRS Permacel, about the advantages of using a business model rather unknown in the Indian business world.

○ At the very heart of this strategy lies the principle of long-term perspective. “When you are starting a business like this, you have to be willing to carry on for an extended period without profit”, Mr Premchand explains.

However, without profit does not mean without cash flow. In India, a small business like this typically would have been taken public. The PRS Group however decided against it; the investment for building the unit was half family financed and half bank loans. “Indian interest rates are a huge financial burden. But this lasts for a period of five years and then you have much less pain

because you are not dealing with third party shareholders”, so Mr Premchand.

So while entering the stock exchange would eliminate the cash flow problem for the initial investment, there is a significant downside to it according to Mr Premchand: “If you have third party shareholders, they expect you to provide a profit return every quarter. However, business cycles are not quarterly”. So being listed on the stock exchange would have limited the ability to plan financial streams, pay off bank loans and taking independent decisions.

«STOCK EXCHANGES PUSH BUSINESSES TO PRODUCE A QUARTERLY PROFIT WHICH IS SILLY, BECAUSE THAT IS NOT THE BUSINESS CYCLE.» – SUSHIL PREMCHAND, CHAIRMAN OF

PRS PERMACEL

Apart from the financial structure, Mr. Premchand judges the company’s strengths as follows: “I think the opportunity that we have is to be alive to the marketplace, to be alert to what is happening globally and to use and retain the knowledge that is embedded in our people”. Similar to Swiss values, the success formula is based on an adaptive use of industrial knowledge, flexibility of mind, empowerment of employees and a long-term business perspective. ● KH

ALL ABOUT...

Permacel was initially a product division of Johnson & Johnson, which was then taken over by the PRS Group in 1999. PRS Permacel’s main business is the production of labels and insulation tapes for the automotive and railway industry. Another business unit within the company produces security labels for brand protection.

Sushil Premchand stems from a family of businessmen; his great grandfather Premchand Roychand was a respected banker and stockbroker in the 1850s and also a founding member of the Bombay Stock Exchange and the Bank of Bombay.



Schindler India’s CEO, Anthony Parokaran, gave a quick statement on his view regarding the potential outcome of the ongoing Indian elections.

EAGERLY AWAITING ELECTION RESULTS: IMPACT ON BUSINESS

○ There are about 540 seats in the parliament; so a party needs about 270 seats in order to run the government. For Schindler’s business it is particularly important that either Narendra Modi or Rahul Gandhi win that majority number. “If that happens, I think we are good – they would have the freedom to run the country, and we will get back to a high growth phase”, Mr Parokaran mentions.

«IF THE NEW PRIME MINISTER HAS THE FREEDOM TO RUN THE COUNTRY, WE WILL GET BACK TO A HIGH GROWTH PHASE.» – ANTHONY PAROKARAN, CEO SCHINDLER INDIA

If and either one has to win over local parties to become Prime Minister, a lot of regional influences will come into. “They might have to rely on the support of parties

which do not support liberalization or foreign direct investment”, says Mr. Parokaran. This could be a set back and could send wrong messages to investors and have them worrying about intellectual property rights or protection of their capital. But Mr Parokaran thinks positive: “We are all reasonably confident that there will be a good table majority.”

Roughly 815 million Indian voters are electing a new parliament, which will then assign a new Prime Minister for a term of five years. The two favorite parties and their candidates are the Congress Party with Rahul Gandhi and the Bharatiya Janata Party (BJP) with Narendra Modi. The results will be declared on 16 May 2014 and will most likely be of big interest to many business people all around the world. ● KH

ELECTIONS IN INDIA

Elections in India are a lengthy process: this time, they took place from 7 April until 12 May 2014, and were divided into nine phases. During each phase, the voting took place in different regions of the country.



www.connectus.ch

Left Picture:
Arthur Honegger showing
the connectUS delegation
the live studio

Right Picture:
Jens Korte talking to the
Swiss delegation

SWISS REPORTERS AT THE SOURCE OF AMERICAN POLITICS AND FINANCE



Photo Credit: Joan Marcus

THE LION KING MUSICAL
Hakuna Matata! A huge cultural highlight for the connectUS delegates was Disney's Lion King Musical on the Broadway in New York City. The musical was not only incredibly well delivered and a beautiful musical journey, but it also entertained the hardcore Disney fans, as it was closely connected to the movie. Its success speaks for itself; the musical will play in Basel in March 2015. Don't miss it!

● A Swiss-U.S. correspondent in the U.S. capital and a German journalist for Swiss media at the Wall Street – the connectUS delegation had the chance to sit together with prominent people of the Swiss media industry, working in the U.S.A.

A Swiss-U.S. correspondent in the U.S. capital

You recognize him from the U.S. broadcasts in the SRF Swiss Television news: Arthur Honegger. The connectUS Delegation had the pleasure to talk with the Swiss broadcaster at the SRF studio in Washington D.C. and sit where he usually sits; with the White House in the background – at least a live image of the White House. “As a Swiss correspondent in the U.S.A. it is sometimes hard to get people to talk to,” Honegger explains. His approach: “We try to talk to, for example, potential election candidates at an early stage, when they are still rather unknown. Another philosophy is to talk to people that have experienced a certain topic.” He also told the delegation that the Analysis sections on TV are live and that errors cannot be edited. They may prepare the questions, but it requires quite some research on each topic and he always has to be up-to-date; constantly following the news and, if necessary, calling experts. “There is a lot of adrenalin going through your body when being live on TV. But it is good to be nervous.”

When giving a political analysis, he puts things into perspective and talks about the “why” and not the “what” (as the “what” is covered on all other media channels). However, it is important to stay as neutral as possible as a reporter; “your own opinion is never given on Swiss TV”. Furthermore, he talked about

the feedback channels, such as Twitter, and how important feedback is and the challenge of the time difference; they only have half a day to come up with a story. The main topics covered in his broadcasts are mostly politics, but also economic and business news, American cultural items, and disasters.

Journalist for Swiss Media at the Wall Street

Weekly columns in the Neue Zürcher Zeitung am Sonntag, reports for SRF Swiss Television and for the news channel n-tv; Jens Korte is certainly also a familiar name. He is an independent German news journalist reporting live from Wall Street in New York City since 1999. “Though the stock market has shifted extremely from manual trading to digital trading, New York City is still the biggest stock exchange,” Korte says. He further explored the controversial topic of automatic trading, the so called High Frequency Trading, and that “floor trading” is history. He explained “those floor traders do not play a big role anymore. Maybe when an IPO is taking place at NYSE/NASDAQ there is still some action but basically trading is about speed and data, and the human being is simply too slow”. Supporters of the High Frequency Trading use arguments such as “human failure occurs more often than technical failure”.

The problem with that is the collision of two worlds: Bankers usually have no idea about Information Technology, whereas IT specialists have no idea about banking. “They need to work together” was Jens Korte’s conclusion. ● EML

DON'T BE «THAT GUY»

Helping moderate the drinking habits of U.S. military men (and women) with fun cartoons

● In the U.S. military, it is way too common that men drink alcohol in excess – even, or especially, underage men; they consider it their privilege to drink. But how can you moderate this behaviour? These men are on duty 24/7 and there is no chance of getting to moderate the drinking habits of the military people when forcing them to do so. And that is exactly when the PR Agency FleishmanHillard (FH) comes into play. With the help and resources of the military, they created a campaign that speaks to these people directly and not through superiors. “The aim of the campaign is not to prohibit drinking – the message is not to do it in excess.”, explained Kate Filer, working in the public sector of FH, to the

connectUS delegates. Another interesting aspect of the That Guy campaign is that they want the military people to find the promotion material independently, meaning in bars and other leisure locations, but not within the military base. It should not be connected with the duties and responsibilities within the military. The campaign brings across reasons “not to be That Guy” (see cartoon); so in the end it is a peer to peer campaign to stop or limit drinking. And it works: The That Guy campaign shows significant results with a 10 % decrease in the amount of alcohol related incidents since the campaign started in 2005 and a clear decrease of juniors drinking in excess. ● EML



THE WASHINGTON CAPITALS VS. THE CHICAGO BLACKHAWKS

Sports events are a fundamental experience in the United States and the connectUS Delegation 2014 was lucky enough to experience that while they were in Washington. They watched the NHL match of the Washington D.C. Capitals playing – and winning – against the Chicago Blackhawks 4 to 0

THE THAT GUY CAMPAIGN

The That Guy campaign mostly addresses young military men; how come? Military women have far less problems with drinking alcohol in excess, so the campaign focuses on “that guy”, but also includes here and there a “that girl” cartoon. The stories in the cartoons are based on real life stories told by the focus groups.

That Guy.com

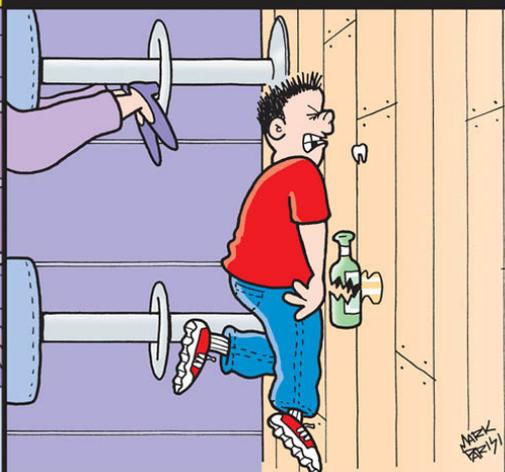
REASON #826 NOT TO BE THAT GUY:



YOUR BOSS DOESN'T WANT TO SEE YOU AT 3 IN THE MORNING

That Guy.com

REASON #467 NOT TO BE THAT GUY:



THE WAY THE FLOOR FLIES UP AND HITS YOU IN THE FACE

That Guy.com

REASON #585 NOT TO BE THAT ~~GUY~~ GIRL



NOBODY LIKES A DRAMA QUEEN

www.connectus.ch

WORKING WITH ONE'S OWN KIND



The connectUS Delegation had the unique opportunity to participate in the Venture Cafe at CIC which is a weekly networking event for Bostonian entrepreneurs and innovative individuals. It is a social gathering with drinks and finger food and lots of good conversation. The program is organized by the Venture Cafe Foundation, a not-for-profit, public-purpose sister organization of CIC.

● Open space offices have become rather common even in big Swiss companies. But can you imagine working in an open space office with dozens of different companies? That is still a fairly unknown phenomenon in Switzerland. In the United States, however, this concept is nothing but new. The Cambridge Innovation Center (CIC) has been offering office space since 1999 to entrepreneurs. The idea is to help them by "setting up and managing their office for them so they can focus on their business.", as explained on their website. The connectUS delegation had a look behind the scene. The CIC offer open space offices, closed offices, tiny phone call

booths, conference rooms, kitchens on every floor, gaming rooms, and more. The advantage is not only easy access to good infrastructure, but also great networking possibilities. Other entrepreneurs, mentors, advisors, and investors can be found within these walls; also through their Venture Café (see box). Competition and marketing is not much of a concern for CIC; people come to them, they do not need to look for clients – at least in Cambridge which is a center point of technological entrepreneurship and innovation. And as the client number grew over the past years, CIC grew with them. Amongst their clients are also Swissnex and numerous consulates. Challenges for the CIC is creating a good feedback tool for the clients and merging different client needs and interests into one campus.

Clearly, CIC is a huge campus for technology start-ups, but also designers and such have found their co-working space in Brooklyn, New York. Swissmiss (see page 2) created a collaborative workspace called Studiomates for designers, illustrators, bloggers, writers, and developers. The Swiss blogger offers desks, conference room, bike room, internet, laser printer, kitchen, an Ideapaint wall for brainstorming, a great view and, most importantly, "lots of geek talk over lunch with all of the Studiomates" in one package. ● EML

During the Onsite Seminar, the connectUS Delegation learned a lot about start-ups in the U.S.A.; how an idea becomes a company, how networking and a sustainable product is essential for success, and what infrastructure possibilities they have. But how are they financed? What is behind a great idea and a technological entrepreneur? In New York, the delegates met with an investor who chose exactly that – finance technology start-ups. Alex Goldberg is an entrepreneur himself and a so-called "angel investor". Under his company Canary Ventures, a New York Venture Capital firm, he invests in upcoming companies that focus on technology and sustainability. He explained how to measure whether an investment is sensible: "You have to assess the market: what market is it, why will the market grow?" There are several stages involved in choosing a new investment. There is a presentation day, where start-ups can

pitch their company within 10 minutes. If they awake the interest of the investor, they will then be invited to present their company in more detail. Then, the investor will decide whether to invest or not, and how much. Canary Ventures usually invest between USD 500,000 and USD 1 Million in a start-up. ● EML



Picture: Angel Investor Alex Goldberg

SUSTAINABILITY IN THE BANKING INDUSTRY



● The World Bank: A Helping Hand

The World Bank Group is unlike any other bank; its clients are countries and not private institutions seeking profit. Thus, the goals of the World Bank are rather different and focus on sustainability and prosperity of poor countries. One of its biggest goals was set in 2000. “The Millennium Development Goal” was to cut the world’s poverty in half by the year 2015. This goal was already achieved in 2010 but still leaves over one billion people living in desperate conditions. Angelika Silvero, head of the Speakers Bureau of the World Bank Group, stressed especially the horrible situation of child mortality and maternal mortality in such countries: “We have to promote growth for the bottom 40 % of the population in every developing nation.” The problem lies with the government, the private sector and, not to forget, poor infrastructure.

“Just imagine a farmer with no possibility to refrigerate his or her products or not being able to transport the products to the market. Inconceivable amount of food just gets wasted due to poor infrastructure,” Silvero said. There are a lot of social programs going on right now, promoting health and education, and addressing gender issues. Silvero explained that “countries that invest in women perform much better than those who don’t”. The World Bank Group works with Nike on the Adolescent Girls Initiative as part of the group’s Gender Action Plan. The bank additionally actively helps with issues regarding climate change. When the Haiti catastrophes took place the World Bank cleared the nation’s debts and gave grants. Future development goals of the World Bank Group target

the end of poverty by 2030. This means zero income poverty and zero hunger and malnutrition by then.

What can WE do to help? “Take on what you want to change! Be part of a social movement. The World Bank Group offers free access to data, publications, organizes events, such as the World Bank live event,” Silvero encouraged the connectUS delegates.

Large Commercial Banks: The Need to be more Sustainable

On the other hand, major banks, such as Credit Suisse, have another agenda when it comes to sustainability. Andrew Aulisi, an environmental scientist and director of Sustainability Affairs at Credit Suisse, gave examples of what a large bank can do to be more sustainable. He said that corporate governance is a key factor. Certainly a no money laundering policy and no sales of sophisticated bonds to people who cannot understand the concept is a must. Furthermore, banks are adjusting compensation incentives and increasing internal controls.

Examples of action taken within the bank are projects such as working as a consultant for clients who want to bring a sustainable product to their clients or their policy to not finance mining projects which blow up mountains to get to the coal. In the end, Aulisi functions as a risk manager, he explained. ● EML

FIND OUT MORE

about how to help end poverty on worldbank.org, the “You Think!” blog, and on social media under the hashtag #EndPoverty



Andrea Wetzel

School of Engineering

«The United States have tantalized me for a long time.. After having spent a semester in California I feel the urge to learn more about the country, not only about people and culture but also about the business environment. connectUS enables me to do so and hopefully this experience will broaden my understanding of the American business world.»



Cyrill Bader

School of Business

«After my graduation I would like to establish myself as a software engineer in the development of medical devices. Since I would like to get the opportunity to gain some work experience in different countries and cities, I hope to get connections to different American and global companies.»



Carmen Schmid

School of Business

«I could imagine working full-time in an international company with cross-national teams after graduating (e.g. in tourism industry). As I would like to work successfully in intercultural teams, international experiences are vital. Many international companies are located in the U.S. therefore I hope to enrich my personal network during the connectUS project.»

PROJECTS IN RETROSPECT:

OUR FINAL PRESENTATIONS

ALL ABOUT...

Presentations are provided by all projects. Let's look back.

Pictures & Videos have been captured while we were in China, India, and the US. We want to show you our highlights.

Apéro is a good opportunity to learn more about our projects. Let's network!

Date & time 21.05.2014, 17:45

Place FHNW Olten, Glassaal,
Riggenbachstrasse 16
4600 Olten



www.insightchina.ch



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FINAL EVENT

21.5.2014 17:45 Uhr

Final Presentations • Pictures / Videos • Apéro

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REVIEW

SWISS COW TOURISM: THE COWS TRAVELLED THROUGH CHINA, INDIA AND THE US



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