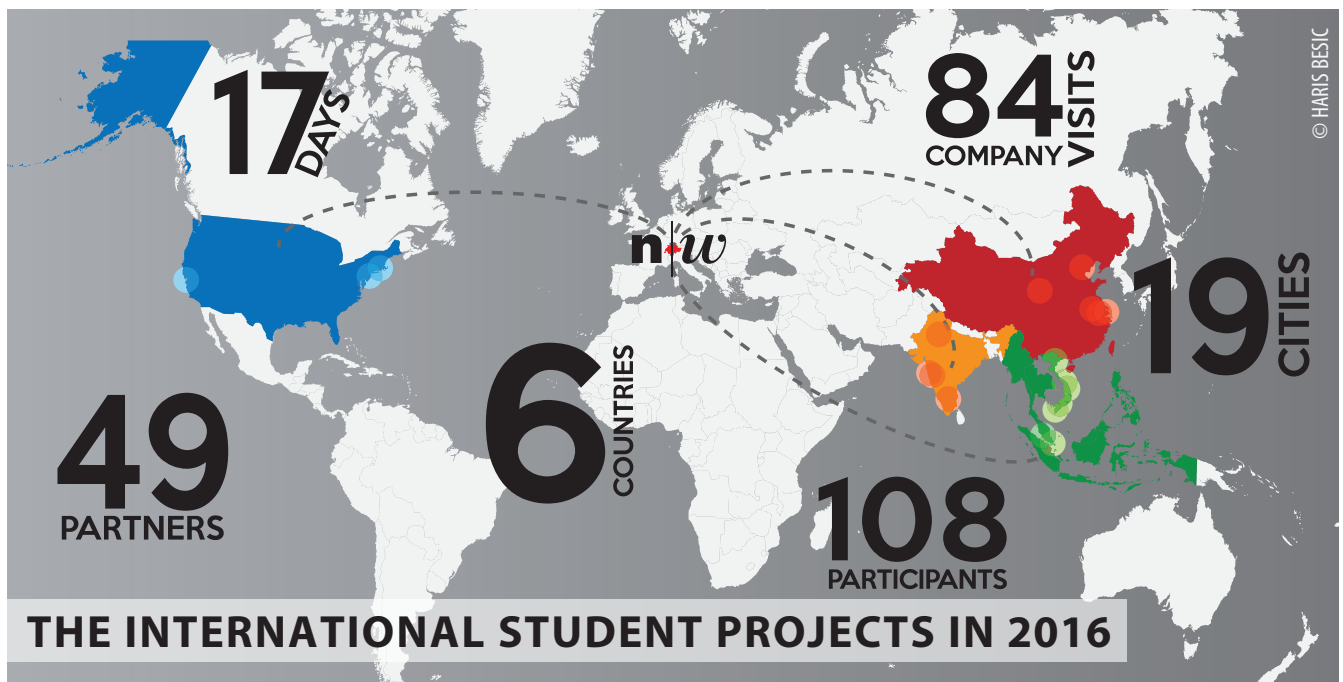




nexus

EXPLORE ... FOCUS ... INSIGHT ... CONNECT

APRIL 2016



● A record number of 108 students and staff have participated in this year's edition of the International Student Projects at FHNW. During 17 days in March and April 2016, the delegates of six different schools of FHNW visited 84 companies, organisations and institutions in 19 cities across six countries. The trips as part of Insight China, Focus India, connectUS and exploreASEAN were supported by contributions from 49 partners which makes 2016 a year of record in all respects.

During the 2.5 weeks' seminars, the delegations visited Swiss and local companies in China, India, the United States, Singapore, Malaysia and Vietnam. Further, the delegates attended meetings and joined company tours in metropolises like Shanghai, Mumbai, New York and Kuala Lumpur to learn more about the local business practices and new cultures and get insights into challenges and opportunities for companies when expanding internationally. Delegates from the schools

of business, applied psychology, architecture, life sciences and engineering represented the FHNW abroad. Building a network across study fields is also a key – take away for many delegation members in addition to the learnings from visits at companies and partners.

ABOUT THE PROJECTS

Fifteen years ago, the University of Applied Sciences and Arts Northwestern Switzerland (FHNW) pioneered with International Student Projects (ISP), initiating Insight China. Nowadays, the ISPs which are organised by students for students, have developed into an opportunity for students to translate their knowledge of theory into practice. With the introduction of Focus India and connectUS in 2005 and 2007 respectively, and exploreASEAN this year, there are now four parallel projects which have enabled more students than ever to travel abroad and get first-hand experiences. • VH

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HIGHLIGHTS

INSIGHT CHINA

○ Selecting a highlight of the Insight China onsite seminar is not an easy task when the whole trip was a series of interesting company visits, learnings about the local business practices, language and culture, and a great group of students in the delegation. After visiting the production facilities in Switzerland, the company visits in Suzhou at the project's Gold Partner, Endress+Hauser, and Silver Partner, Brugg Cables, definitely make the top-list of this year's seminar and have shown major differences between Swiss and Chinese business practices. These and other comparisons will further be examined later in this issue of Nexus. Another eye-opening experience for the Swiss students was the exchange at the Petrochemical College of Vocational Technology in Lanzhou. The interactions with Chinese students, learning about their dreams and challenges will be of great value for all delegation members as many realised to "never take anything we have for granted". ● VH

FOCUS INDIA

○ Cultural insights and personal contact cannot just be transmitted by words – it takes action to do this in a proper way. The Focus India delegation could experience exactly this during the celebration of the Holi Festival together with Blaser Swisslube employees and their most welcoming families in Delhi. This unforgettable adventure gave the delegates a deep insight into the Indian culture – truly a highlight of the onsite seminar. One major achievement of this year's edition was the first time Gold Partnership with Swiss Re. During the company visit through its site in Bangalore, the Focus India delegation had an excellent exchange about Generation Y in the workforce. Particularly insightful was the interaction with some employees of the DACH accountants' department as they were fluent in German. This definitely made the visit a memorable and enriching opportunity to continue this valuable partnership with Swiss Re. More about the highlights of Focus India 2016 on page 10 and following. ● OR

CONNECTUS

○ connectUS touched down on the US West Coast for the very first time in history to visit San Francisco. There were visits to some big companies in the Silicon Valley area to look forward to and the connectUS delegation were excited to take part in this unique experience. A highlight of the company visits in Silicon Valley was YouTube Headquarters, a video-sharing platform owned by Google, one of the companies that is always associated with Silicon Valley. Rodrigo de Oliveira, who works in the field of user experience research, gave some insights into how YouTube wants to achieve its mission to create a platform for people around the world to share their stories. YouTube is constantly working on improving its products and overcoming challenges by understanding the behavior and needs of consumers. The workplace at YouTube is constantly being adapted to the needs of its employees with the aim of fostering the exchange between different departments. Additionally, there are areas where the employees can experience the products, play music, game, relax and also have fun on a slide. ● FT

EXPLOREASEAN

○ exploreASEAN took place for the very first time. With the great support of its partners the delegation explored Singapore, Malaysia, and Vietnam. 27 delegates had the unique chance to experience different cultures and to visit various industries, including the food processing, garment and technical industries as well as the tourism and financial sectors. The delegates explored not only different sectors, but also experienced different corporate cultures. The exploreASEAN delegation visited Selia-Tek, a traditional Malay company and Thangloi, one of the oldest garment factories in Ho Chi Minh City. In contrast, the modern ABB factory in Hanoi was visited as well as Credit Suisse in Singapore. Not forgetting, the Swiss entrepreneurs and experts who met the delegates to share their experiences. In conclusion, the first edition of exploreASEAN was a major success and provided extensive insights into South-East Asia for all participants. More impressions about the exploreASEAN journey and highlights can be found on page 18 and following. ● AF

FINAL EVENT

PRESENTATIONS & APERO
MONDAY 02 MAY
 FHNW CAMPUS OLTEN – AUDITORIUM

6 PM

FINANCIAL SECTOR IN CHINA AND SINGAPORE

CHINA'S FINANCIAL SECTOR

○ Connecting the very first business event of the trip, a speech by Urs Buchmann from Credit Suisse, with the last scheduled business event, a visit to the Shanghai Futures Exchange CFFEX was the ideal chance to combine learnings during the course of the onsite seminar.

Credit Suisse

Buchmann shared various valuable insights about China and its economy. He highlighted how difficult it is that China won't stuck in the so-called middle-income-trap and further develop the country. Steady growth of the entire Chinese population and the middle-class in particular can be observed over the years which generates a demand for a variety of financial solutions to respond to the market's demand. Further, the delegation was surprised to learn that roughly two per cent of the Chinese population possess 80 per cent of the nation's wealth while 80 per cent of these two per cent live in the major cities. Buchmann has further enlightened the delegation why he loves working with Chinese colleagues: their hospitality, self-confidence, eagerness to learn, openness to criticism and competitive environment makes interactions attractive and interesting.



Urs Buchmann. Photo: AB



CFFEX Futures Exchange. Photo: AB

CFFEX

On the last day of the onsite seminar, the delegation got the chance to get insights on the trading mechanism and practices of the Shanghai Futures Exchange CFFEX. The company which was established in 2006 and launched their first product in 2010, does not maintain physical desks to see trade interactions but handles the business only electronically. This ensures constant security, efficiency and reliability of the trades. Futures are contracted through an exchange and standardised according to quality, quantity, delivery time and place. The delegation learnt that only the price remains a variable which is discovered through an auction-like process occurring on the exchange trading platform. • VH

SE ASIA FINANCE HUB

○ As a vibrant city-state located in the heart of Asia, Singapore offers global investors unparalleled access to global markets. Singapore is recognized as a premier wealth management hub offering investors direct access to a plethora of regional and global investment opportunities. Thus, it was a great opportunity for exploreASEAN to get insights into the financial center in South-East Asia.



exploreASEAN delegation at Credit Suisse Singapore. Photo: LM

Credit Suisse

The exploreASEAN delegation had the great opportunity to visit its partner Credit Suisse in Singapore. Christian Senn, Managing Director at Credit Suisse Singapore, outlined all the important factors about the South-East Asian financial market and the role Credit Suisse plays in it. Being Credit Suisse's second biggest operation for private banking and wealth management outside of Switzerland, Singapore plays a vital role in the bank's success. Further services offered by Credit Suisse Singapore are asset management and investment banking.

Looking specifically at the Singaporean financial market, Christian Senn believes that it might become even bigger than the one of Switzerland. One of the reasons mentioned are demographical changes in the population. Moreover, Singapore's financial market is a sunrise industry, which is relatively new and fast growing compared to the sunset industry of Switzerland that is slowly declining and has passed its peak. Another indication was the strong performance after the stock market crash in 2008 compared to most other countries. The country has been heavily investing in talents, security and education. "The government puts money on the table and gets the job done", says Christian Senn. Moreover, he sees big potential of the relatively small and fast growing state due to the highest density of rich people. It does not matter whether Singapore's neighboring countries bring massive inflows or outflows during the next years, there will still be 1.7 billion people entering the middle-class in Asia that will have banking needs to be dealt with. Christian Senn sees this as the main natural growth driver for the financial industry of Singapore. • FS

IT INDUSTRY IN INDIA AND THE UNITED STATES

BANGALORE – START-UP CAPITAL OF INDIA

○ Nowadays, Bangalore is very well known as the number one IT and innovation hub of India, thus often being referred to as the 'Silicon Valley of India'.



Bangalore - start-up capital of India. Photo: JV

Bangalore came in touch with innovation late in the 20th century. The government invested in multiple research facilities. Colleges arose and brought up many engineering graduates. Later the Western world took notice of Bangalore and big IT and other technology based companies started offshoring IT projects there. This started a boom of outsourcing entire projects or tasks within projects to India, leading to an increasing quality of work and workforce.

After the issues around the year 2000, the amount of work in Bangalore decreased, stimulating unemployed engineers to be creative and form start-ups. With this type of business being successful worldwide, there were also success stories in the Indian start-up scene. The healthy start-up scene in Bangalore accounts for about half of the 4,000 start-ups launched every year in India. This makes India one of the fastest start-up ecosystems. This trend will be further strengthened by Prime Minister Narendra Modi's initiative "Start up India, Stand up India". With the goals of boosting entrepreneurship and encouraging start-ups with job creation, the initiative includes dozens of policy innovations to foster more creative start-ups.

Looking at Bangalore's role model in the US, there are close similarities: The spirit for innovation and creativity are definitely there as is the government support. Bangalore has become a powerhouse for software engineering where companies know they will get their work done fast and with great quality. The mindset about the cheap IT location India has changed towards great quality, innovative ideas and a highly skilled workforce. Many big multinational companies are present in Bangalore. This explains the great appeal of the area to young engineers and leads to an immense talent pool. • OR

SILICON VALLEY –WORKING IN A TECH COMPANY

○ Silicon Valley is located at the southern end of the San Francisco Bay Area and is home to many of the world's largest high-tech corporations like Apple, Google and Facebook as well as of thousands of start-ups, venture capitalists and accelerators. There is a downright competition for students to be part of a start-up at universities like Berkeley and Stanford, which are located in the Bay Area.

Zynga

Zynga is a company that represents the Silicon Valley spirit. connectUS had the opportunity to visit the American provider of social video game services in its colorful headquarters. A big concern of Zynga, and most other big companies in and around Silicon Valley, is that their employees have a good work environment and therefore the company offers free food, a happy hour and spaces to relax or play games. Employees are also allowed to bring dogs or children to work.



Having fun at Zynga. Photo: FT

Swisscom

Swisscom's outpost in Silicon Valley is a good comparison with a real American company. Swisscom established its US outpost in Menlo Park in 1998. The first mission of the outpost was to observe and to know where the trends are going as well as to know where the company sees itself in the future. Its key to success is a close collaboration with the headquarters in Switzerland when introducing a new and innovative idea. The approach is structured into the following phases as a flow: Preparation in Switzerland, incubation and solution design in Silicon Valley and finally, acceleration in Switzerland.

Swisscom's working culture is highly influenced by a huge sense of collaboration. It works in a collaborative environment, whether it be in the sense of co-creation with start-ups or coopetition with big corporations in the market by exchanging best business practices. Being placed in Menlo Park enables Swisscom to directly profit from the unique ecosystem in Silicon Valley. • FT

BUSINESS ETIQUETTE

During the onsite trip the participants of the International Student Projects had the opportunity to experience business etiquettes in their host countries. This article will provide four insights from a personal perspective about how they have perceived the business etiquette in China, India, ASEAN countries and the United States. • JF

CHINA

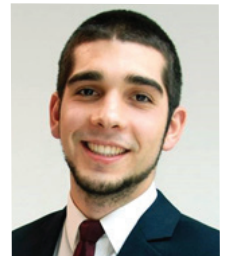
In China I learned that people are offering much more respect towards passing a business card compared to Switzerland. It seems to be important that when giving out a business card or receiving one, you always have to ensure that you are stretching the card with both hands. In order to show respect it seemed to be an important gesture to look at the card for a moment before putting it away. Concerning the experiences we made in business meetings abroad, it seemed that the formal dress code is not as strict as in Switzerland. The speakers were sometimes wearing washed out jeans with an ordinary shirt or still wearing the outdoor jacket. Another thing that impressed me during several presentations was that Chinese hosts were often talking together during the speech of a colleague. Further, when a phone was ringing it was absolutely common to take it and to stay seated while speaking on the phone - as in Switzerland this behaviour would be considered as very inappropriate. • AB



Amanda Bögli, PR Member
Insight China

INDIA

An Indian friend once told me: "If you finished your journey through India and you are confused about what India is, then you have explored it in the right way." As I am feeling pretty confused right now, Focus India must have done quite a good job. I think one of the main reason for that confusion is the vast diversity of the so called Indian subcontinent. Just a few examples: Even though India's national languages are Hindi and English, there are more than 21 different languages and over 1'000 dialects. Hence, it is normal that the daughter of a Swiss Re employee learns five languages. Religion is another topic: In India there are Hindus, Muslims, Christians, Sikhs, and many others living door to door mostly in peace. To fulfil all religious norms, it is totally common that only chicken and lamb (all also Halal) are served in public. However, we also saw common characteristics: An enormous positive attitude towards the future, a lot of ambition and motivation and passion to learn and grow. India is on the rise – that we could feel it on first hand. • OR



Oliver Roggwiler, PR
Member Focus India

UNITED STATES

Most of the companies we had the chance to visit are working in the science or tech industries. Especially in the tech industry rules about the correct way of dressing seem unimportant. Nearly all employees we met were casually dressed. Apparently it is more important to impress with your own contribution and effort than with your appearance. If you are overdressed you might send the wrong impression and be perceived as arrogant. In contrast, people working in science seem to emphasize the appearance much more, thus the dress code is more business formal. What we experienced throughout the company visits was the importance of politeness. Americans openly express their happiness and excitement. Finally, it is universally acceptable to ask questions. The connectUS delegation was always free to interrupt presentations for clarification. Being open and asking questions is seen as showing interest and involving oneself with the company and its mission. • JF



Jennifer Flores, PR Member
connectUS

SOUTH-EAST ASIA

Business etiquettes vary from region to region and the ASEAN community is no exception to that. One difference to what we are used to in Switzerland is the way of exchanging business cards. In the ASEAN community both hands are used to hand over and receive business cards and they are carefully read before put away. We further encountered that even if hierarchy is losing much of its importance in western countries, it is still significant in South-East Asia. Hierarchy and especially titles are very much respected and are part of daily business. Quite different from what we are used to in Switzerland is the interconnectedness during meetings. People seem to not eschew using mobile phones or talking to other people during appointments. We also perceived that meetings are generally longer. The reason for that is to build up good relationships which is the key to do business South-East Asia. Getting to know these customs was really interesting and certainly broadened our horizon. • FS



Fabienne Suter, PR Member
exploreASEAN

MADE IN CHINA 2025



www.insightchina.ch

○ What would change if “Made in China” is no longer associated with mass-production but high-standard production with own brands? Finding an answer to this question was one of the main topics for this year’s delegation as the government’s initiative “Made in China 2025” was Insight China’s theme in 2016. Many companies have included the presentation of this plan during the visit which has enabled the delegation to deepen their knowledge about China’s efforts for this endeavour.

○ Being able to not only offer at good prices but also at high quality is an ambitious goal – and a realistic one as many companies have shared with the delegation. China’s focus will be on quality rather than quantity and as the initiative covers 10 different sectors, it will allow various Chinese and foreign companies to take advantage of it. In addition, the nation will strive to achieve a much greater international brand recognition that will put China in a new light.

China plans to modernize its production machines with new innovations and to replace technology imports with own alternatives. However, remaining open to foreign investments and support is still key for the economic success. Meanwhile, it is also supported to not only invest in advanced technologies but also more traditional industries and modern service which widens the range of efforts drastically.

The Chinese government promotes the global expansion of Chinese technology companies as well as projects in the powerhouse- and railway industry. An example for these efforts is “One belt, one road” which will bring China and Europe as well as the countries in between closer, through e.g. a new railway to transport goods from China to Germany in only 9 days as Kühne+Nagel has presented during the company visit. Further, these efforts aim to link cultural and economic ties with Europe. China ensures its progress with heavy investments in maritime and overland infrastructure to strengthen its position in the world. “One belt, one road” is an impressingly prestigious project that after conclusion will include 65 countries, 4.4 billion people and about 40 percent of the global GDP as Kühne+Nagel explained.

At the same time, other multinational companies (MNC) can also benefit due to various reasons: First, the ten sectors which “Made in China 2025” focuses on, such as agricultural equipment, high-end numerical control machinery and automation, aerospace and aviation equipment or biomedicine and high-performance medical apparatus, will receive greater attention and potentially also investments. This will also lead to greater competition for MNCs as Chinese companies will push for buy-local although they still depend on foreign providers of critical components, technology or management. Second, the initiative will enable Chinese companies and MNCs to collaborate domestically and abroad, embracing intelligent manufacturing and potentially reducing the zero-sum ele-



Together with Kühne+Nagel at the world's largest freight port. Photo: AB

ments of business relationships. And third, China could improve its overall economic governance, including a strengthened education system, improved financial and fiscal system, and increased access to information. These efforts will be of great benefit for MNCs and the global economy.

While travelling in China, many delegation members also have observed how many Chinese car brands can be seen that are not established in Europe – yet. It can be expected that it is only a question of time until China will be able to gain a foothold in Europe with cars, planes or railway solutions. When visiting the Swiss Embassy in Beijing, Prof. Huayong Niu from Beijing



Prof. Huayong Niu during his speech at the Swiss Embassy in Beijing. Photo: AB

Foreign Studies University (BFSU) spoke about how important the green development is when implementing the strategy for “Made in China 2025”. This will further also enable the Chinese industry to improve its structure while nurturing human talent. To transform from a major manufacturer in terms of scale into a leader in innovation by 2049 is a long way to go – however, with milestone goals, such as becoming a strong manufacturer by 2025 and moving to higher-end sectors and becoming a medium-level player among the strongest economies by 2035, China is on an excellent way to achieve its ambitious goal. Right on time for the republic’s 100th birthday in 2049.

• VH

VISIT TO OUR PARTNERS



www.insightchina.ch

○ To get a close look at what several companies do – and also how they do it – the Insight China delegation went to visit some of their sponsors' facilities in China. The chance to exchange with local representatives from the respective companies was a very rewarding experience for all the delegates and they got the opportunity to learn more about the Chinese way of doing business. • AB

ENDRESS+HAUSER FLOWTEC AG

○ The delegation of Insight China had the opportunity to visit the eighteen thousand square meter facility of the project's Gold Sponsor, Endress+Hauser, in Suzhou, China. At the facility they were welcomed by Mr. Xiang GAO who started the day with an interesting speech about the Flowtec division in China. He proudly mentioned the continuous growth of the company with annual rates of about 30 % with an exception of a small fallback last year and the plans for an imminent expansion in China. He showed plans of a new production facility in Suzhou and highlighted the fact that they are motivated to work on several key sectors to become a world manufacturing power until the year 2025. After his presentation the delegates were guided through the modern production facility where they discovered a strong similarities to the Swiss facility, which they visited during the Preparatory Seminar in Reinach. Similarities as the general appearance and the usage of the Kanban storage system, in order to work such as the most efficient way through each production process. Also the "Information Corners" were familiar, where the main numbers and information, such as the productivity, organizational working plans and statistics about the team performances are published. One difference the delegates noticed while being in the Chinese production facility was, that of each final product, a special machine took several pictures in order to create traceability before the final shipment of these high-tech goods. The day at the facility of the Insight China's Gold Sponsor was an overall success, as the students were extremely impressed by these great insights and similarities and the prospering success stories of the sponsor in China! • AB

BRUGG GROUP

○ When the delegates arrived at the building of Brugg Cables in Suzhou, Mr. Urs Schnell, CEO of the Group, already awaited them in front of the building's entrance. After a handshake with each student, he introduced the Chinese management board and held an interesting presentation about the history of Brugg Cables in China. The company only started with the production line in China for elevator lifting belts and industry cables in the year 2006 in order to cover the big demand on the Asian market. Later, in the year 2012 they started with the production of silicone cable accessories in China. Due to Mr Schnell, about 80% of the current world market is located in Asia and he is proud to name the well-known Oriental Pearl Tower in Shanghai as a prestigious customer reference in Asia. At the company visit the delegates had the chance to visit three different production sites of the Brugg Group and received interesting insights in the facility of Brugg Cables, Brugg Liftings and Suhner. After visiting these facilities the CEO announced some interesting turnover figures of Brugg Cables and referred to the financial advantages of the Free Trade Agreement between Switzerland and China in order to point out the strategic advantages of the production in China. He further declared that it will never be a strategy for the cable factory to expand the whole production as well as the R&D to China, which was regarded as good news to end this interesting day. • AB



Presentation about Endress+Hauser Flowtec China. Photo: AB



Group picture at the facility of Endress+Hauser Flowtec. Photo: AB



Interaction between Brugg Group's CEO, Urs Schnell, and the Insight China delegation. Photo: AB

SHANGHAI TOBACCO MACHINERY COMPANY

○ Visiting a business partner of Blaser Swisslube, the projects' main joint partner, was key to the project. A few years ago, the Shanghai Tobacco Machinery Co. (STMC) imported the knowhow from Germany to build their own tobacco machines and further imported machines from Italy and Switzerland. However, the main goal of the company is to become itself the leading supplier for high-speed tobacco packaging machines in China. Blaser delivers cooling lubricants for SMTC's huge mill centers, a process explained to the delegation. SMTC is striving to change their philosophy to adhere to "Made in China 2025" in three steps: build intelligent and sustainable shops by building new offices with intelligent lighting systems. Integrate photovoltaic panels on the buildings' roofs and water ring systems. Build intelligent production processes with higher quality standards and platforms to interact with customers. • VH

LENOVO

○ The delegates had the opportunity to visit the Chinese multinational technology company Lenovo at its global headquarter in Beijing. There they learned more about the world of the newest Lenovo products while being guided through the modern showroom. Wenkai HAN, responsible for Branding and Communications, proudly presented the latest products like the innovative Lenovo Yoga laptop and tablet, the latest ThinkPad series, smartphones and smart watches. In a further presentation in the facilities' meeting room the delegates learned about the challenges in this fast developing industry and the brands' global strategy. The students were impressed by the fact, that when the company acquired IBM in 2005, they started to change their business culture due to the international dimension and since then shaking hands and working on a first name basis is a natural part of the company's corporate culture. After that, the delegates gained insights in the impressive and very modern new campus of Lenovo which provides the employees in the entrance a huge climbing wall for daily use, a gym, a massage room, an IT and HR service desk and even a grocery store. • AB

FRANKE

○ Arriving at the newly built Franke showroom in Shanghai, the delegates were welcomed by Mr. Sun, who started with a speech about the different products of the industrial manufacturer. He referred to the fact that the segment of Kitchen Systems is globally covering the biggest range of all Franke products and proudly mentioned that the company is covering the position as the largest stainless steel sink manufacturer in the world. He further enclosed that the brand sees a huge growth potential in Asia, as the market is currently only covering 3% of the global market share. The delegation further had the opportunity to prove their personal cooking skills in the Franke Kitchen while preparing a typically Chinese and a Swiss dish. It was an honor for the delegation to be the first group to visit the Franke showroom and additionally enjoying dumplings and a "Rahmschnitzel" together with our Silver partner. • AB

NOVARTIS

○ After the workshop during the Preparatory Seminar, the delegation eagerly awaited the company visit at Novartis Shanghai whose newly opened campus was impressively diverse. Novartis introduced the delegation to its automated super-screening for discovery which fills incredibly small units to build up a database of substances. Further, the genetics-specific research machines have been showed. After visiting the campus' six different buildings, two speakers have presented the six stages of drug development and how the decreasing population growth and aging population challenges Novartis to stay innovative – the only way to succeed. With roughly 1'200 employees in Shanghai and plans to double its mostly Chinese workforce on site, Novartis feels the urge of acting as a role model. An example experienced is that Novartis refused to accept the delegation's gift in order to prevent corruption which the company fights globally. • VH



Blaser Swisslube at Shanghai Tobacco Machinery. Photo: VH



Wenkai HAN presenting the latest Lenovo products in the showroom. Photo: AB



Delegation members preparing dumplings at the Franke showroom. Photo: AB



The newly built Novartis Campus in Shanghai. Photo: VH

MEETING WITH CHINESE STUDENTS



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○ The School of Business FHNW has maintained an active exchange with various universities and provinces in China for over 20 years now and the University of Applied Sciences Northwestern Switzerland signed a Friendship Agreement between the Province of Gansu and the Canton of Solothurn in 2010. Due to this conformity the delegates of Insight China had the opportunity to spend a day at the campus of the Lanzhou Petrochemical College of Vocational Technology in China.

When the Swiss students arrived at the Campus of the Lanzhou Petrochemical College of Vocational Technology, the local students warmly welcomed them and the day started with an interesting welcome speech. It was held by the direction of the college and several officials from the Gansu government, where the speakers referred to the strong connection between the province Gansu and the Canton of Solothurn and highlighting its importance for the region and the college. Further they proudly named the two personalities from the University of Applied Sciences, who are currently holding the Chinese Friendship Award. It is Prof. Dr. Peter Abplanalp, who received this precious award in 2006 and Prof. Dr. Ruedi Nützi, the director of School of Business FHNW, who received the award in 2014. The ceremony was then officially closed with a flag exchange between the two schools. Thereafter each Swiss student was allocated to a Chinese student as a buddy, in order to get a personal insight in their students' life. Together they went through two different colleges in Lanzhou and they were guided through the different buildings of these two colleges and learned more about the students' life in Lanzhou. The delegates further learned more about the Chinese calligraphy and after a short introduction the delegates got the opportunity to write their names in Chinese calligraphy. In another workshop the students were introduced in the Chinese paper cuttings and some of them even succeeded in cutting some prepared forms. Shortly after the program continued with some amusing Chinese performances and games, where some of the participants sang Chinese and Swiss songs, danced together, whereupon the interesting day ended with a joint final dinner. The delegates of Insight China learned many interesting things about the Chinese culture during this day, enjoyed this great opportunity to network with several Chinese students and appreciated the friendliness and the open-mindedness of Lanzhou's Petrochemical College. • AB

EMBASSY AND SWISSNEX

The Head of Mission and Chargé d'Affaires a.i., Minister Alain Gaschen, has elaborated on the importance of technological and cultural exchange between Swiss and Chinese students, professors and officials. Additionally, it has been mentioned how valuable the Swiss education system is and how it positively influences innovation and entrepreneurship among the country. This has further been confirmed during the informal exchange between the delegation and Chinese students.

Prof. Huayong Niu from the Beijing Foreign Studies University has also explained how the significant differences in population size entails different challenges for China and Switzerland. Whereas Switzerland seems to be smoothly working and offers a untouched and healthy natural environment, the economic development in China does not come with drawbacks. However, Niu emphasised his optimism that China can grow – also with the help of Made in China 2025 – into a world-class manufacturer of

all kind of products. Later, the delegation also visited Swissnex Shanghai. The organisation which is partly financed by the Swiss government, represents Swiss interests in China and aims to be a connection to the innovative hubs. Apart from promoting Switzerland abroad, Swissnex is a vital link for Swiss citizens and companies organising various cultural and business events. Mrs. Isabel Goetz, Head of Operations, has further introduced internships and career opportunities for Swiss graduates.

• VH

GAIN, TRAIN AND SUSTAIN



www.focusindia.ch

INDIA'S VAST TALENT POOL

○ To start with, it is important to grasp the sheer numbers Accenture India is confronted with: By 2022 India is predicted to overtake China as the most populous nation. At the same time, India will have over 700 million people in the working age. Being an IT and engineering hub, India has over 1.5 million graduates in this field every year. In 2015 alone, Accenture received about 60,000 applications, leading to almost 20,000 hirings of new graduates. Besides those huge numbers, Accenture faces the challenge of a fast changing industry environment. Accordingly, the ability to adapt and cope with change is of high importance. To enhance the graduates' employability, Accenture invests a lot in on- and off-the-job training to train its employees in specific technologies needed by the clients. Therefore, passion and motivation for learning are crucial for fresh graduates.

«The graduates we are looking for must have a passion for learning, to try new things and to take on challenges.»

Having a strong employer brand, Accenture India has a low attrition rate of only around 10%. On top of offering excellent opportunities to work with many clients and to gain insights into best practices of other companies' cultures, Mr. Shoaib Mehraj, Campus Lead at Accenture, states that "Accenture is famous for its amicable and flexible company culture, its appreciation for teamwork and cutting edge technologies. This is crucial to get the talent we need." The vital campus recruitment activities of Accenture include co-operations with 90 exclusive partner universities all over India. The universities are chosen by recommendations, analytics about the progress of the hired students as well as the cut-off rates in admission and closure. Each school is overseen by an Accenture Senior Manager who organizes events with alumni to talk about career opportunities, expectations and business in general. • OR



Focus India project team in front of Baxter the robot at Accenture. Photo: JV



Shreya Rawlley, Assistant Vice President, Swiss Re Bangalore. Photo: Swiss Re

GEN Y IN INDIA

○ During a highly interactive company visit at Swiss Re the Focus India delegation discussed the characteristics and challenges of Generation Y. Presenting a short survey of Swiss Millennials to the Indian audience at our first-time Gold Partner Swiss Re, the Focus India delegation found a lot of similarities between Gen Y in Switzerland and India. The need for meaningful development opportunities, eagerness to learn and to be trained and the hunt for challenges were only a few of the similarities found. However, this also leads to a high attrition rate, as young professionals are getting bored fast if not managed in the right way. On top of that, there is the expectations-delivery mismatch, which is found regularly when hiring fresh graduates. Another difference is the generation gap between different Swiss Re locations. For example the average age of an employee in Bangalore with only 31 years is much lower than the average age of Swiss Re employees in Zurich. To take on these challenges, Swiss Re created the 18-months graduates@swissre programme, which offers on- and off-the-job training, job rotation and mentoring & networking for graduates all around the world. Shreya Rawlley, now Assistant Vice President at Swiss Re Bangalore, was one of the fortunate trainees chosen for the programme:

«It comes straight from my heart when I say that this programme changed my life for the better! My technical and soft skills improved considerably after attending the Zurich training sessions. The exciting programme structure allowed me to work on unconventional themes like innovation and big data, while simultaneously honing my job skills. The cherry on the cake was the opportunity to meet very bright people from diverse cultures and backgrounds. I will always feel indebted to this programme and the people behind it.» • OR

#MAKEININDIA



www.focusindia.ch

CREATING AND TAKING OPPORTUNITIES

Focus India asked Shivani Singh, Senior Engineer in Research and Development at Franke Faber India about her job experience and her plans for the future.



Shivani Singh, Senior Engineer R&D Franke Faber India. Photo: Franke

Please, tell us more about your career path at Franke and the support you got.

Shivani Singh: I joined in July 2013 as an executive for operations and business activities, my first job after college. Quite soon I had developed a flair for Research and Development (R&D). Also being an engineer, I felt I could grow in R&D too and requested the management to let me

work where I have passion for and I handled both roles at once for a few months. In March 2014, I was promoted as R&D Engineer and shifted to that department. After successfully developing a new product I became a Senior Engineer in R&D in 2015. I received much support from our Senior Director Alok Misra. He always gave me the time to learn and get trained for new product developments. He never held me back and permitted my transfer to R&D as soon as possible.

How about the future? Could you imagine to work in Switzerland?

SS: I want to gain more knowledge and to work in other areas to gain more experience. This diverse experience will take me closer to my dream of becoming a Chief Operations Head of an organization. I look forward to maybe working in Switzerland one day to understand the Swiss culture, way of working and to perceive the differences that geographies have on companies.

Do you think Franke provided you with a unique job opportunity?

SS: Yes, definitely. Franke offered me a unique learning experience by supporting me to deliver beyond my defined role. Franke recognizes the efforts of young talents not only through gifts or increments but by providing an opportunity to support career progression. The management here is very open to new ideas. On a personal level, I got a chance to learn many new things from the continuous training sessions. • JV



Shopfloor tour at Sulzer Chemtec India. Photo: JV

INVOLVING AND EMPOWERING PEOPLE

When visiting the Sulzer Chemtec premises in Kondhapuri, 30 kilometres outside of Pune, Mr. Pramod Khade, Director of Operations, explained to the Focus India delegates exactly how the company guarantees operational excellence through people involvement.

To cope with the market's dynamics and to satisfy customers' increasingly demand for higher quality and lower costs, Sulzer has taken an innovative approach by empowering the workforce in terms of self-directed teams that may act under no supervision in order to innovatively handle emerging challenges. Not only do participants grow personally through being encouraged to be creative and bring forward their solutions and ideas, but the company also benefits from identified points of improvement which might increase process performance drastically.

Over time and with emphasis on people empowerment, Sulzer has managed to establish a strong and reputable brand in India. Employees take pride in their work and are highly loyal to the company. According to Mr. Khade, the secret of operational excellence lies within their strong people involvement, substantiated with empowerment, good communication, career development, fringe benefits, and an appreciation system. Employees are actively involved in process optimization through the Kaizen system, allowing them to be part of innovation and change the company. In order to be innovative and meet the high quality standards that the customers demand, Sulzer aims to identify the best talent for their company. Developing strengths as well as unveiling potential makes the employees grow personally and career-wise, while providing them at the same time with an interesting and diverse working environment. • JV

THE INDIA EXPERIENCE



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CELEBRATING TOGETHER

○ Culture and personal contact can not just be transmitted by words – it takes action to do this in a proper way. The Focus India delegation experienced this during their time with Blaser Swisslube India. Upon the delegation's visit at Blaser's offices in Gurgaon, just outside Delhi, Blaser Swisslube was presented as a Swiss company putting strong focus on profound family values while still having a professional leadership put in place. These values were truly felt by the Focus India delegation. Mr. Punit Gupta, Managing Director of Blaser Swisslube India then revealed a surprise program for the next day to the delegation.

The Holi, an ancient Hindu religious festival, celebrates the beginning of spring and is all about sharing love, forgiveness and a new beginning. Lord Krishna, a Hindu god, would smear the villagers' faces with colors and drench them in water.

At Blaser Swisslube in India, the Holi Festival is celebrated every year with all the employees and their families. This year, the Focus India delegation was invited to this celebration.

It was a truly magical day. As soon as everybody got their traditional Indian clothing, a white Kurta and Pajama, on, the game began: First a bit cautious, the Blaser and Focus India participants quickly lost any shyness and chased and coloured each other with dry powder. As if this had not been enough, water balloons and water guns were added to the game. The highlight of the spectacle was a huge waterspout fountain where everybody sang and danced around. The festive day was rounded off over traditional Holi lunch, followed by a birthday cake for a young member of the Blaser Swisslube India family.

Focus India thanks Punit Gupta and Blaser Swisslube India for this unforgettable adventure with the most welcoming Indian families which gave the delegates a deep insight into the Indian culture. • JV



KOHINOOR FOODS – HOME OF BASMATI

○ Having a rice dish on the table is one thing – the actual production of rice is another. Kohinoor Foods Ltd, a supplier of our silver partner Aggarwal AG is the largest producer of basmati rice worldwide with an annual sales volume of more than 300,000 tons of rice. Kohinoor is a world-class brand, defined by five values: Premium packaging, consistent quality, large availability, affordability and finally ensuring taste quality by storing the basmati rice for more than one year. Kohinoor was founded in 1978 by the three Arora brothers and to date exports rice to more than 60 countries. Its product portfolio includes own brands as well as products labelled for retailers all over the world. Strictly following the Indian legislation, the rice is bought by Kohinoor at rice markets, the so-called Mundis. This ensures that the farmers who own the rice plantations enjoy protection against large corporations. • JV

BAJAJ AUTO – MOVING THE INDIAN WAY

○ Three-wheel cars and motorbikes are a huge part of the Indian mobility. Whether as cargo transporters, rickshaw taxis or just as private vehicle, they are simply everywhere. But where do they all come from? Bajaj Auto is the leader in the Indian domestic market for such vehicles and also holds substantial market shares in neighbouring countries, particularly Sri Lanka and Bangladesh. The Bajaj workforce has a strong corporate identity, emphasized through everyone wearing the same clothes, the staff eating together at the canteen and various social aspects such as the celebration of employees' birthdays or weddings. As a link to Europe, Bajaj Auto has a 40% stake in the Austrian motorbike producer KTM. KTM motorbikes are also produced in Chakan, outside of Pune, where the delegation could catch a glimpse of what motorbike production looks like. • JV

SWITZERLAND MEETS INDIA



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STRIVING FOR EXCELLENCE

There is a distinct Swiss feel about the rural town of Kondhapuri, 30 km outside of Pune. It is home for a number of Swiss companies, including Burckhardt Compression. That Swiss feel will become even more intense within the next few months. The Indo-Swiss Centre of Excellence in Pune (ISCEP) will finally open its doors to the first students in spring 2017. The aim of this Vocational Education Training (VET) centre is to provide the local youth population with similar job education opportunities as their Swiss counterparts.

The ISCEP is supporting the current "Make in India" campaign of Prime Minister Narendra Modi in many aspects such as skilling, innovation, sustainability and more. Within the curriculum of four years, students will get thorough classroom education as well as practical training. Giving the rural youth of Kondhapuri good opportunities to acquire job skills seems a small step in a big country, but certainly a step into the right direction. • JV

ON-HAND TRAINING

It takes many inputs to ensure nobody ever gets stuck in an elevator. This is why Schindler India is working hard to build a skilled workforce of technical engineers that can provide best-in-class service and do installations of global standards. The delegation could take a close look at these efforts upon their visit at the Schindler India training centre in Mumbai, where Schindler trains its employees on-hand. The training centre includes several educational units like escalator simulations, trouble-shooter cases, commissioning, practice training, safety systems and many more.

Schindler's training programs not only cater for the in-house needs, but also allow employees to get experience through work overseas, a fact that was pointed out by the Managing Director of Schindler India, Mr. Uday Kulkarni. • JV



INDIA > SWITZERLAND

India is bigger than Switzerland in many ways. This was felt during the particularly warm welcome the delegation got by the Deputy Head of Mission, Gilles Roduit, at the Embassy of Switzerland in Delhi. Delhi is the biggest Swiss visa centre at the moment, with a total of 110'000 visa being issued per year. It is not the only Swiss representation however, with consulates in Bangalore, Mumbai, Kolkata and Chennai helping to cover the enormous country that is India.

Getting to know missions apart from traditional embassy tasks was an other aim of the visit. Dr. Neeta Pradhan of the Confederation of Indian Industries and Dr. Divya Nambhiar of the Ministry of Skill Development and Entrepreneurship both emphasized India's challenge of having to come up with around 460 million skilled young people over the next seven years. To achieve this goal, several gaps in skills, aspiration and information need to be bridged first. • JV

A FABLAB UNDERNEATH THE METRO

Underneath a metro station in Bangalore does not seem to be a very fancy place. With the help from Swissnex, Workbench Projects has changed this big time. In the shadow of the big shed under the Halasuru metro station, young entrepreneurs who look for a working space to execute their "crazy" ideas get access to tools like laser machines or 3D printers. With the help of Workbench Projects, they can execute their ideas and turn them into proper business models.

Swissnex is an information hub in the development of the science, technology and education landscape and Bangalore is one of five nodes spread across the globe. Financed by the Swiss government, Swissnex aims to strengthen Switzerland's leadership in education, entrepreneurship and innovation. Located right in the center of Bangalore, Swissnex Bangalore currently employs 16 people in a dynamic team. • JV

NEW YORK CITY

UNIQUE CHANCES FOR SWISS ENTREPRENEURS



www.connectus.ch

○ New York City is like a magnet that attracts a lot of young Swiss talents with its unique vibe and energy. Furthermore it bears a great base of support for networking as major institutions like the Consulate General of Switzerland or the swissnex outpost are based there.

During our journey in the United States we had the goal to explore the Mystery of Success and which factors are needed to be successful. connectUS had the opportunity to hear the personal story of a Swiss entrepreneur working in New York City as well as other stories from venture capitalists and successful start-ups.

WORKING AS A SWISS IN THE U.S.

New York is a place where highly diverse, educated and innovative people from all over the world come together with the aspiration to change the world. This special energy is the drive for a lot of entrepreneurs to start their own business in the United States. Michael Smith is currently working for American Express and additionally running and co-working with three different start-ups namely, Welcome to New York, Tyngu and Yipo.

MORE THAN ONE WAY

The first lesson Michael Smith learned in New York was that there is always more than one way of perceiving something. You have to move away from the traditional approach and unleash other perspectives.

JUST DO IT

When deciding to start a new company in the United States it is necessary to change the mindset and believe in oneself and then it just

needs to be done. "The first one that has to believe in yourself is you. Yes, you can do it!" He needed to learn that in the U.S. they just start and then figure out the best way on how the exact solution will look like in the end, different to Switzerland.

«Entrepreneurship is like jumping from the cliff and then build the airplane.»

DON'T BE AFRAID TO FAIL

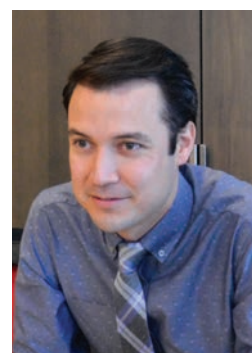
The perception of failing is very different in the U.S. than in Switzerland. If you had the courage to try your own way, to make your own experiences and learn from your failures it can lead to build up trust. After a failure, pause and learn. Adapt your steps and do not be afraid to start again.

BE A CONNECTER

Having the right network that supports you is key to be successful. Networking has to be seen as connecting the right dots, not just as getting as many contacts that can be beneficial for you. Build up relations and help to connect each other.

DON'T BE HUMBLE

Michael Smith's final lesson he shared with the connectUS delegation is about the cultural difference between Switzerland and the United States. Switzerland is among the most innovative countries in the world though there is a tendency of being very humble and letting the products speak for themselves. In the U.S. being humble is not the right approach, as individuals have to stand out and sell a product actively. In the United States, everything is awesome. An outstanding presentation needs to be prepared, the presentation skills improved and the person needs to be put in the center. • JF



Michael Smith at the Consulate General of Switzerland in New York. Photo: FT



connectUS at the Consulate General of Switzerland in New York. Photo: FT

BOSTON

A VIBRANT ECOSYSTEM FOR ENTREPRENEURS



www.connectus.ch

○ The second city the connectUS 2016 delegation visited was Boston. The city bears the unique characteristics of a vibrant ecosystem, especially for entrepreneurs. With over 300 universities it has a huge pool of talent, which is why people sometimes refer to Boston as "the Athens of higher education". This makes it also very attractive for start-ups as well as for venture capitalists to settle down and have access to highly educated people. Throughout the stay connectUS could learn about the different roads to success as well as the relationship with Switzerland, mainly based on Pioneering and Game Changer.

SWISSNEX – CONNECTING THE RIGHT DOTS

○ swissnex's ambition is to connect Switzerland with the rest of the world in science, education, art and innovation via counsellors based in Swiss embassies around the world. Situated between two of the most famous universities in the world, namely Harvard University and Massachusetts Institute of Technology (MIT), swissnex Boston is at the heart of innovation and entrepreneurship. Since swissnex Boston is the organization's first location it has a pioneering status and therefore fits perfectly in connectUS Pioneering road to success. Switzerland is among the most innovative and productive countries in the world as well as a hotspot for design and art. Through hosting as well as participating in selected events like the New York Fashion Week or the MIT Career Fair, swissnex's aim is to strengthen Switzerland's reputation as a center for science and innovation. The Consul, Dr. Felix Moesner, provided deeper insights into the swissnex mission of strengthening Switzerland's reputation; connecting dots, mainly between public and private partnerships and reaching out to connections in order to broaden the market. Swiss companies, especially those which want to establish themselves in the U.S., can be introduced to the right partners through the extensive network of the organization.



Visit to swissnex Boston. Photo: GB



Biogen in Boston. Photo: FT

BIOGEN – A GAME CHANGER COMING TO SWITZERLAND

○ Biogen, a biopharmaceutical company, was founded in 1978 in Geneva and is now located in Boston.

Nowadays Biogen has strong affiliates in 30 countries and 50 additional distribution partners around the world. The company focuses on three areas namely: specialty, neurodegeneration and rare diseases. Biogen puts a lot of effort into the field of multiple sclerosis, not only developing treatments to stop the progression of the disease, but also to reverse the progression. The approach of Biogen always follows three steps: discover, develop and deliver. To increase its capacity, especially in the production of Alzheimer drugs, Biogen is currently building a new site in Solothurn, Switzerland which is due to open in January 2017. Founded on innovation and pioneering the Biogen site in Solothurn perceives itself as a game changer, and innovation and talent focus is the key to its road to success. • JF



IMPRESSIONS FROM THE HEAD OF DELEGATION

Prof. Dr. Gery Bruederlin: "Given my previous business driven experience with the US in general and New York in particular, I was very much interested in going back and getting a different perspective in the context of the connectUS project. And I was not disappointed. This is a great project for all the participants and an interesting and rewarding challenge for the organizing team!"

SAN FRANCISCO

MECCA FOR INNOVATION



www.connectus.ch

○ The last city on the program of connectUS 2016 was San Francisco. With its famous cable cars, San Francisco is located in the state of California and is known as the cultural, commercial and financial center of Northern California.

MOZILLA – «LET'S TROLL THE TITANS»

connectUS had the great opportunity of visiting the Mozilla headquarters as their first company visit in Silicon Valley. During a warm welcome, Asa Dotzler, Director of Participation, told us the story of Mozilla and explained its values. 20 years ago Dotzler started, like most of Mozilla's

employees, as a volunteer at Netscape and became one of the founding members of Mozilla and has been an active member of the Mozilla community since 1998. The history of Mozilla started in 1998 with the web browser Netscape. After Netscape's breakdown in 2002 the non-profit Mozilla foundation

was created in 2003 with its basic values to fight for an open web and build a web browser that fits the public's needs. Mozilla sees competition as an opportunity that increases choice and innovation because in the end both users and developers win. After launching Firefox 1.0 in 2002 it reached ten million downloads in one week.

Today, Mozilla still relies heavily on its volunteers as, for example, one third of its codes were created by them. Furthermore, there are 90 teams that translate the content into their native languages since Mozilla only codes its web browser in English. Throughout the whole story of success Mozilla has stayed loyal to its values.

Being a non-profit organization Mozilla focuses on creating features for its users that are always free for them to choose. Making the decision to choose Firefox as a web browser also is a possibility to make a clear statement that choice matters. • FT



At Mozillas Headquarters. Photo: OB



Prof. Dr. Oliver Bendel joined the connectUS delegation as supervising lecturer for the final leg of their trip in San Francisco. He is a professor of Business Information Systems at the FHNW School of Business and a specialist in several areas of increasing importance to our society, including information and machine ethics. Stephen Randles, a connectUS delegate, interviewed Oliver. He has deep knowledge and experience concerning the acceptance of self-driving cars in the U.S. linked to the innovative companies in Silicon Valley, as cars and road travel are an integral part of the U.S. culture and identity. Prof. Dr. Oliver Bendel states: "Some Americans will surely miss the fun of driving. However, there is a new kind of driving enjoyment, as everyone knows who has ever tried out the autopilot of the Tesla Model S. Whether the social approval will be given remains to be seen. There are certainly reasons to reject autonomous cars in particular areas."

MOTIVATION FOR JOINING CONNECTUS 2016:

«I wanted to be with highly motivated young people and to learn more about the ups and downs of Silicon Valley. I realized that California is a beautiful state, San Francisco an interesting town. Some business people in Silicon Valley are smart and inspiring, others are burned out and part of a cynical game.»

SUPPORTING NETWORKS FOR START-UPS



www.connectus.ch

HOW TO RAISE MONEY IN THE U.S.

During the journey of connectUS in the U.S. the delegates were able to learn about different networks that support entrepreneurs and start-ups in America and get an understanding of their characteristics and how they work. When establishing a new company it is vital to choose wisely who is going to fund the start-up as it has a major impact on future business activities. There are different sources for funds that can be approached. Before approaching a strategic partner for fundraising the company should identify its current stage, as well as what its ambition is. Finally it is key to have a clear idea about the DNA of a company. There are, for example, “unicorns” that want to establish something new and unique in their market environment like, for example, Airbnb or Uber. These companies can be seen as Pioneers or



Delegate Fabian Künzli and Arthur Sousa from MassChallenge Photo: FT



Udayan Sinha from Indiegogo Photo: FT

Gamechangers. Then there are also the so-called “early exit” companies, which are established with the aim of being successful and then sold on in a few years. When approaching a strategic partner for funds it is key to be sure about which strategy you want to achieve and that both parties share the same ambitions.

MASSCHALLENGE – AN ACCELERATOR FOSTERING NEW TALENTS

MassChallenge is a non-profit organization based in Boston that is specialized in supporting start-ups. Its goal is to enable entrepreneurs to succeed, that is why it grants access to an extensive network community of cooperators and facilities that cover all needs to establish a company. Being a nonprofit organization means that it needs to be supported financially. Corporations like Microsoft, Nestlé, Honda and Pepsico, as well as foundations and governments are supporters of MassChallenge. To benefit from the facilities mentioned, MassChallenge selects 128 start-ups each year with a jury to participate in the company's four month accelerator program. During the whole selection process the start-ups are accompanied by experts like mentors and alumni. Through the competitions of MassChallenge the organization supports outstanding talents who want to establish a high impact start-up that are pioneers or game changers in their environment.

INDIEGOGO – DIRECT AND TRANSPARENT MARKET ACCESS

Indiegogo is one of the first companies offering crowdfunding that allows people to fund money for a start-up business by opening an idea to a community through its platform. The company has a global audience and is present in 204 different countries that do business through Indiegogo. Its belief is that the crowd should decide which innovative ideas are going to be supported with funds, instead of Venture Capitalists. If a start-up considers Indiegogo as a platform to raise money, it benefits from a global campaign. Furthermore, Indiegogo is open for everyone in the sense that there is no application process and everyone can launch an idea on its platform. • JF

Education First

EF is an international education company that specializes in language training, educational travel, academic degree programs, and cultural exchange. The company was founded in 1965 by Bertil Hult in the Swedish university town of Lund. The company is privately held by the Hult family and is headquartered in Lucerne, Switzerland.



www.efswiss.ch

Silver Partner 2016

ACCESS ASEAN



www.exploreasean.ch

○ The main vision of exploreASEAN is to build bridges for young talents from Switzerland to South-East Asia. Many Swiss people dream of doing business in the ASEAN community for a longer period. The following two examples show Swiss people who have similarly crossed a bridge and started a whole different life in Malaysia or Vietnam – making their dreams come true.

QLIQ DAMANSARA

In Malaysia the delegation had the chance to meet Trutz Winter, owner of the Qliq Damansara Business Hotel. Trutz Winter is originally from the French part of Switzerland, but has lived and worked most of his life abroad. After some years in South Korea he and his family decided to move to Malaysia. There he bought property and built the hotel. Trutz Winter mentioned, that it certainly was not always easy in the beginning and it takes its time to get on the right path. Malaysia has many advantages when it comes to doing business such as the high economic growth. However, the little enforcement of law and contracts, which is quite crucial for entrepreneurs, also creates major obstacles.

«Chaos means opportunity.»

After few minutes of his presentation it became apparent why Trutz Winter is so successful. He is very passionate about being an entrepreneur and has an open-minded attitude. This in turn helped him to create a big network which appears to be key for reaching accomplishments. He seems to magically find a way to look beyond the challenges he has faced and turn them into opportunities. He mentions several times how obstacles are a big part of being an entrepreneur, nevertheless the bigger these obstacles one has to manage the more money it will eventually yield. Trutz Winter's three major learnings from accessing foreign countries and especially Malaysia are: (1) You can never have enough money to complete your dreams, (2) The ego needs to be adjusted in order to do the right things (3) and as mentioned above, obstacles are crucial to truly become an entrepreneur. • FS



exploreASEAN Delegation at Qliq Damansara in Malaysia. Photo: LM



exploreASEAN delegation at Fontina Vietnam. Photo: AF

FONTINA VIETNAM

Claudius Rüegsegger, owner of Fontina Vietnam Co., Ltd, not only gave the exploreASEAN delegation the chance to get to know the pottery business, but also shared his own experiences about doing business in Vietnam. Fontina was founded by Claudius Rüegsegger's parents in Switzerland and therefore has been a family owned business from the beginning. What has changed however, is that all operations of the company were moved from Switzerland to Vietnam a couple of years ago.

The business model of Fontina was transformed from being a wholesaler to being an exporter of pottery goods. Claudius Rüegsegger outlined the key reasons for this step. Very soon, the long-lasting tradition of producing pottery in Vietnam and the potential of the South-East Asian market was discovered. Transferring the business to Vietnam has made sense in many ways. The material for production purposes are readily available in Vietnam and the country provides a good platform for selling to international markets. The Vietnamese are very solution-oriented, the political system is stable and reliable and the market is growing at a steady pace. Claudius Rüegsegger also gave insights into the challenges he has personally encountered. He states that communication can be a major hurdle when doing business in Vietnam. Additionally, a lack of talented people and the raising wage level is leading to a continuous change in business practices. Yet, however big these obstacles might be, Claudius Rüegsegger holds the belief that «sometimes you need to jump» and do something extraordinary to succeed. This important lesson has certainly given the delegation the courage to think outside the box and will be kept in mind. • FS

ASEAN ON THE RISE



www.exploreasean.ch



Augustine Lim, CEO of Digify about Singapore's Startup Ecosystem. Photo: AF

START-UP SCENE IN SINGAPORE

○ Singapore is the rising start-up Mecca of the South-East Asian region. Its world-class business environment and the easy way of doing business led Singapore into the top 10 of start-up ecosystems in the world. The support of the government played a major role in the recent development of the Singapore's start-up scene. Initiatives in tax reduction for start-ups and investors as well as several promotional programs attract entrepreneurs from all over the world. Furthermore, the state of Singapore provides a very efficient and transparent way of dealing with procedures for incorporation and compliance. Another great advantage of Singapore as a location for start-ups is the access to a highly talented and dynamic workforce. With its very restrictive foreign immigration policies, Singapore attracts top quality professionals from all over the world. Thus, start-ups have plenty of options to find individuals with the relevant skills. Local start-ups also highly benefit from Singapore's geographic location and relationships around the booming ASEAN markets. Start-ups have access to affluent consumers and multinational corporations to scale their business.

The exploreASEAN delegation had the honor to get insights into the Singaporean start-up scene from Augustine Lim, the CEO and Co-founder of Digify, a cloud-based file sharing service platform with integrated information rights management and content protection. According to Lim, «Singapore is a digital, social and mobile country with funding dynamics». Even though Digify is a global start-up and has its main users mostly in the USA, Europe and India, in Lim's opinion, Singapore is the perfect place to build up a company. The startup scene in Singapore is becoming «more and more vibrant and interesting» and therefore ideal for a tech start-up like Digify. • LM

THE TPP'S IMPACT ON ASEAN

○ The Trans-Pacific Partnership (TPP) is a regional free trade agreement (FTA) among 12 countries: Australia, Canada, Chile, Japan, Mexico, New Zealand, Peru, the United States as well as the four ASEAN countries: Brunei, Malaysia, Singapore and Vietnam. The TPP ranks as the substantial FTA in history and should increase exports of participating countries by 39 percent within a decade. The treaty will have a significant impact on international trade. The TPP agreement has positive but also negative effects on Singapore, Malaysia and Vietnam.

SINGAPORE

Singapore already has several FTAs with almost all participating nations. However, the TPP will even extend tariff reductions and therefore create new opportunities for investments and trade. Many companies see chances to better access the Latin American markets. However, it is expected that Singapore's GDP will be minimally affected. In general, free trade is a crucial factor for the city-state and TPP is seen as a way for a better access to the increasing ASEAN trade flows.

MALAYSIA

In Malaysia, the implementation of the TPP has been subjected to criticism from several sides. Industries which will benefit from the treaty are electronics, chemical products, palm oil and rubber exporters. In contrast, the TPP may damage state-owned companies which benefit from weak competition due to governmental contracts. However, the Malaysian economy could strongly benefit from the treaty. The Malaysian GDP could increase additionally 5 percent by 2025 by being part of the TPP.

VIETNAM

Vietnam is considered as the overall winner of the TPP agreement. The better access to the Japanese and US markets will bring major opportunities to several sectors like the garment and apparel industries. Another beneficiary will be the fishing industry. It is expected that the treaty will increase the Vietnamese GDP by 11 percent. Negative consequences could impact the pharmaceutical industry as well as agriculture and live-stock products through the elimination of import taxes from Canada and the USA. • LM

EXPLORE VIETNAM

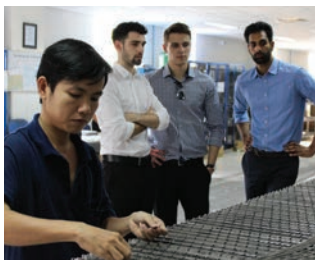


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ONE COMPANY – TWO PERSPECTIVES

○ Jakob Rope Systems, a family owned business from Trubschachen in the Swiss Emmental made its way to Vietnam. A success story of how a company can access a foreign market and establish a well-functioning supply chain in a country far away from the Swiss values and culture. The exploreASEAN delegation had the possibility to get insights into this international company from two different perspectives. After the visit in the Emmental during the preparatory seminar, the delegation also had the possibility to visit Jakob's factory in Ho Chi Minh City, Vietnam.

In the attempt to increase efficiency and decrease costs, Jakob Rope Systems tested a robotic production of its net products back in 2003. This attempt failed. A short time after, the current CEO of Jakob Rope Systems, Peter Jakob, went on holidays with his family to Vietnam. In the South-East Asian country Mr. Jakob noticed the incredible agile hands of the Vietnamese people when they were packaging candies on the roadside, perfect hands for the manufacturing of Mr. Jakob's products. Since 2009 Jakob Saigon Ltd. manufactures its high quality products in Vietnam to deliver them all over the world. Meanwhile, the Vietnamese location is with its 140 employees bigger than the headquarter in Switzerland.



exploreASEAN at Jakob Saigon Ltd in Vietnam. Photos: AF



The delegation was finally able to see this light-fingeredness of the Vietnamese workers on site. It was highly interesting to see the differences between the production site in Switzerland and Vietnam. The delegation was impressed by the remarkably motivated workers, the team spirit and the positive atmosphere in the factory. Furthermore, it was imposing to see that the Vietnamese branch is exclusively lead by local staff. The entire factory was exhibited very high tidiness and quality standard. Jakob Rope Systems is a perfect example of how to connect Swiss know-how and quality with Vietnamese skillfulness and sharp set people. • LM



Carefully listening about the Vietnamese IT Industry at FPT. Photo: LM

IT IN VIETNAM

○ When visiting companies in Vietnam, it is a must to explore the information technology industry. The exploreASEAN delegation had the honor to visit ELCA and FPT. ELCA is a Swiss IT company which outsourced its product development in 1998 to Vietnam. FPT is the largest Vietnamese IT enterprise and a great example for the rising IT industry. Founded in 1988, FPT has over 16'000 employees and a global presence in 19 countries.

Today, the Vietnamese IT industry plays only a small role in the global market. However, Vietnam has great potential to grow its competitiveness. Several factors contribute to this development, one of the most important is the cost attractiveness of Vietnam. Regarding global offshore service locations, Vietnam ranks first as having the world's most financially competitive service market. Also in terms of quality the IT sector can and will grow. The government strongly committed itself to support its tech industry. Promotion policies include tax relieves, special industrial zones and grants for tech companies. Additionally, the government puts a lot of effort into the education sector. For Jean-Paul Tschumi, General Director of ELCA Vietnam, the Vietnamese have an incredible will to educate themselves. This desire for education and development combined with the government's support in IT and education will lead to an increase of the IT labor force. Vietnam has a young population with increasing interests in an IT career. Students learn about computer science at a much younger age than in many Western countries. The Vietnamese students have a tendency to be tech-savvy and to have unique and impressive passion for technology. With this young population, the strong economic growth and improving infrastructure, Vietnam also develops a strong domestic demand for tech products and services. Many international organizations do not just offshore its production to Vietnam, they also see great potential in the expansion of the market as well. • LM

SWISS EXPERTS IN VIETNAM



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exploreASEAN held a networking event in Ho Chi Minh City with different experts to receive insights from a Swiss perspective. Beyond that, the delegation received more information about the different companies and industries.



The exploreASEAN delegation with the Swiss experts. Photos: LM

Othmar Hardegger, Consul General of Switzerland in Ho Chi Minh City, provided general information about the country, its sectors, and foreign direct investment (FDI) in Vietnam. Additionally, he talked about the role of Swiss companies in Vietnam and outlined the vocational training programs which had been implemented by ABB. According to Hardegger, these programs are essential for the development of the country.

THINK ASIA – THINK DKSH

Jorge Martin Martinez, Vice President of DKSH Vietnam, not only presented the history of DKSH but also outlined the impact of the company. DKSH is the No. 1 in market expansion services and has created worldwide more than 10'000 jobs in the last 14 years. He sees the success of the company by bridging cultures. Combining the best of both worlds – the Swiss reliability and the Asian «can do» attitude. Despite considerable potential in Vietnam, there are several challenges to overcome. Having achieved a deep local understanding, Martinez named low productivity and the lack of teamwork as challenges.

ELCA MAKES IT WORK

Jean-Paul Tschumi, General Director of ELCA Vietnam, provided more information about the IT industry in Vietnam and ELCA. The company offers various IT services including consulting, development, integration and operations. In 1998 the company opened an office in Ho Chi Minh City and has been growing ever since. The success of ELCA is based on a unique offshoring system. The company uses the same recruiting measures for Switzerland and Vietnam. Beyond that, transparency is one of the key factors of the success story.

DRAGON CAPITAL – THE PIONEER

Beat Schuerch, COO at Dragon Capital, held an interesting presentation about the financial sector and its challenges. Dragon Capital is a pioneer in the financial sector of Vietnam and established the first and longest running country fund. Having such an extensive knowledge about Vietnam, Beat Schuerch presented the challenges of doing business in Vietnam. He

«Vietnam is a country for marathon runners, not sprinters.»

explained the concept of «two countries, but one nation». Apparently there are significant differences between Hanoi and HCMC (Ho Chi Minh City). People from the North (Hanoi) are more relation-oriented whereas people from the South (HCMC) are more pragmatic.

INTEGRITY – COURAGE – PASSION

Gian Andri Bivetti, Finance Director at F. Hofmann-La Roche Representative Office in Ho Chi Minh City talked about the challenges of bringing innovation into an emerging market and the position of Roche in Vietnam. The delegates had a great interest about his position on fighting patents in Asia. Due to the complexity of biological drugs the risk of copying decreased. Moreover, governmental laws in Vietnam ensure intellectual property rights.

The event was a valuable experience and certainly one of the many highlights of the onsite seminar. • AF

25 MAY
04 PM
FHNW OLTEN

exploreASEAN
networking event

registration: <http://exploreasean.ch/event.html>

IMPRESSIONS

CHINA



INDIA



UNITED STATES



SINGAPORE – MALAYSIA – VIETNAM



DELEGATES REFLECT

Selected delegation members of the International Student Projects have been asked what their learnings of the onsite seminar is and further they have been asked what they believe makes them stand out from others and what personal value they bring to a company. • AB

JACOB RASMUSSEN

LIFE SCIENCE TECHNOLOGY

Before I started my studies I was working abroad for a short time which was a great personal experience, where I gained more confidence in myself. It further helped me choosing the right career for my future and after my studies I would like to deepen my working experiences abroad. The contact with foreign cultures always fascinated me and as an open-minded, motivated and hard working person I am confident to get an employment in an international firm where my commitment will bring precious value to the company.



Jacob Rasmussen, Insight China Delegation Member.
Photo: AB

ARMON HÄNSELER

SYSTEMS ENGINEERING

Focus India gave me the unique opportunity to become better acquainted with India and its fascinating culture. To see how typical Swiss characteristics, such as quality and precision can be successfully combined with those of emerging markets which are incredibly complex and rapidly evolving, was particularly interesting. Furthermore, it allowed me to become part of a network of highly qualified professionals, and to better understand how cultural heterogeneity can yield a creative and engaging working environment.



Armon Hänseler, Focus India Delegation Member.
Photo: JV

RAMONA DELCÒ

BUSINESS ADMINISTRATION

I have always been very passionate about multicultural issues and intercultural business. The valuable experience I gained through connectUS confirmed it once again. Furthermore I could discover many roads that lead to the top. I learned that being very enthusiastic about what you do is the key. I see myself as a person who can spread this enthusiasm in any team to achieve the best performance. I am ready to face new challenges and have the drive and ambition to define my own road of success.



Ramona Delcò, connectUS Delegation Member. Photo: FT

ERIKA SCHÄR

INTERNATIONAL MANAGEMENT

While working as a Finance Officer for an NGO in Haiti I learned to work in different, quite challenging situations and with people of different cultures. To enhance my practical knowledge, I studied International Management focusing on finance and Intercultural Management. My patience with people and my ability to stay cool in a stressful environment, together with my practical experience in different working environments and my degree help me dealing with the challenges of life.



Erika Schär, exploreASEAN Delegation Member. Photo: LM

FINAL EVENT

PRESENTATIONS & APERO
MONDAY 02 MAY
FHNW CAMPUS OLTEN – AUDITORIUM

6 PM

WE THANK OUR SUPERB PARTNERS

Without them, the realisation of these projects would not have been possible. Thank you!

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