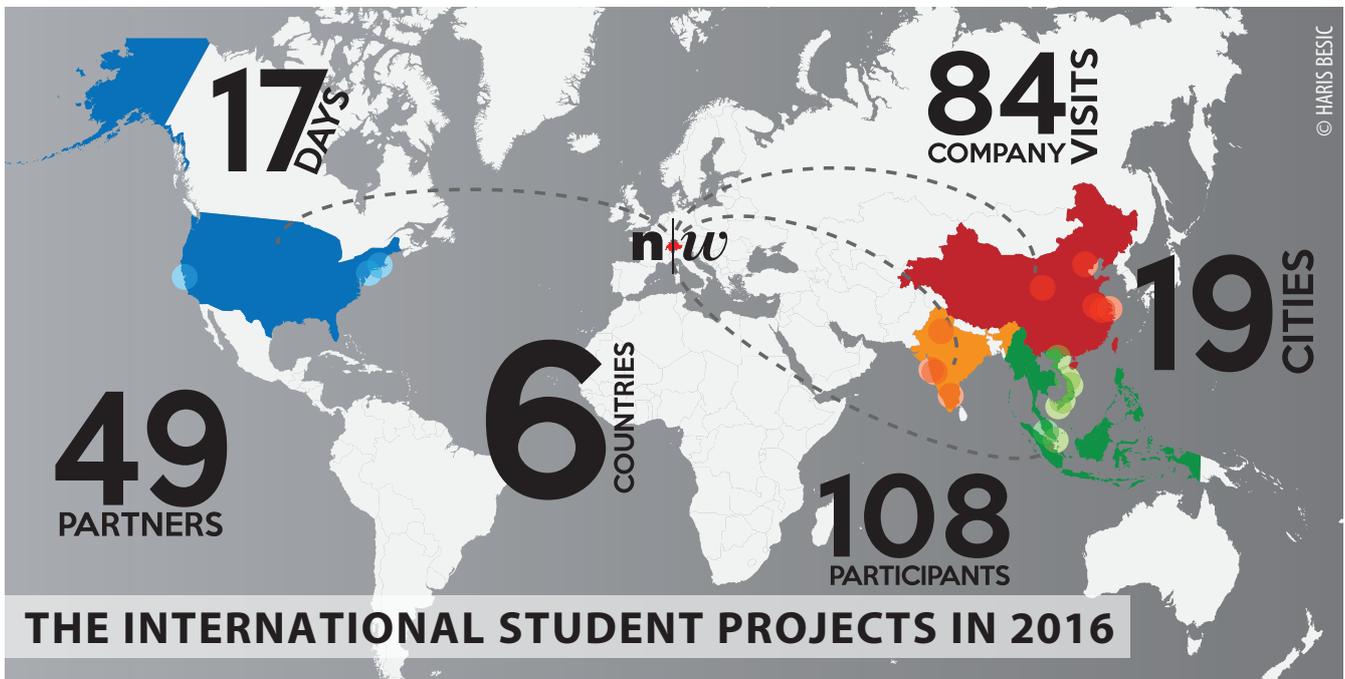




nexus

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

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

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 Swissslube 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

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



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



At Mozillas Headquarters. Photo: OB

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



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.»

WE THANK OUR SUPERB PARTNERS

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



Joint Partner



Insight China



Focus India



connectUS



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IMPRESSUM

EDITORIAL STAFF

Amanda Bögli	AB
Angela Fioroni	AF
Fabienne Suter	FS
Fiona Tschan	FT
Jennifer Flores	JF
Joel Vogt	JV
Lucas Meyer	LM
Oliver Roggwiler	OR
Valentina Heiz	VH

PHOTOGRAPHY

Amanda Bögli	AB
Angela Fioroni	AF
Fiona Tschan	FT
Jennifer Flores	JF
Joel Vogt	JV
Lucas Meyer	LM
Oliver Roggwiler	OR
Valentina Heiz	VH

CREATIVE

CREATIVE DIRECTOR

Antonio Canarini
canarini communications gmbh,
Basel

LAYOUT AND DESIGN

Angela Fioroni