


# PARTNERSHIP BOOKLET

Unleashing potential  
with purpose

2023 - 2024

Recommended by:

  
Swiss-Indian Chamber of Commerce



**n|w** University of Applied Sciences and Arts  
Northwestern Switzerland  
Student Project

# ABOUT

## International Student Projects

Since 2001 the International Student Projects (ISP) have joined a diverse group of students from the University of Applied Sciences and Arts of Northwestern Switzerland and international institutions. The primary objective is to create a compelling platform for motivated and qualified students to explore new experiences, modern business concepts, and valuable opportunities. Each project consists of two main parts: the seminar in Switzerland and the seminar abroad. The seminars are open to all final-year students from several FHNW schools. Providing unique insights into the focal country or region, its business environment, and its socio-economic as well as demographic challenges.

### Your Advantages of Being a Partner

By partnering with our ISPs, your business gains access to a rich talent pool with diverse academic backgrounds. We provide access to CVs and networking opportunities with our delegates, facilitating valuable connections. Your company logo will be featured at ISP events, reaching our extensive student community.

We invite you to participate in our job fair and speed-interview sessions to find potential fits for your organization by showcasing your company during our seminars. Align your brand with diversity, innovation, and exploration on both local and international levels by partnering with our ISPs.

We believe you are a key player in empowering our future through collaboration and allowing cross-cultural connections, by supporting our talent and fostering personal growth. Join us as a partner, and you will provide a thriving environment for both your organization and us students. The success of these projects depends on the close and supportive relationship we establish with our partners.



### **Insight China - Continues in 24/25**

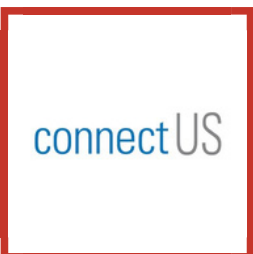
The original International Student Project, launched in 2001.

Insight China will return in the 2024/2025 academic year to celebrate its 21st China study tour in its 24-year history. During the coming months, Insight China is not resting but planning major improvements. The project will be back reinvigorated and once again ready to deliver a unique China learning experience.



### **explore ASEAN - Beyond Growth: Embracing Digitalization and Robotics in Circular Economy**

Welcome to the 9th edition of exploreASEAN, where we dive into the realms of Work 2.0 and Sustainable Growth. This captivating journey will unveil the transformative impact of digitalization and robotics on workplaces alongside the crucial significance of sustainable practices in today's and tomorrow's economy. Through the seminar in Switzerland and our visits to Thailand, Vietnam, and Singapore, we seek to deepen our understanding of innovative technologies and responsible growth, highlighting their relevance both in Switzerland and the countries we are exploring. Together, we aim to evolve on this remarkable path of learning and build connections with businesses in Switzerland and in the ASEAN region. Our shared goal is to make a meaningful impact to the future of work and sustainability.



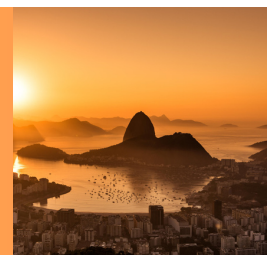
### **connect US - Small Steps - Big Impact: How Collective Actions Make the World More Sustainable**

Sustainability has always been the driving force behind international student projects, and connectUS 2024 is no exception. Our mission is to broaden our understanding of sustainability and promote effective solutions for a shared future. By exploring diverse perspectives and expertise from Switzerland and North America, we believe that together, we can make a big impact in creating a brighter and more sustainable world. Join us in nurturing a world where People, Planet, and Prosperity coexist harmoniously. With unwavering dedication, we embrace the power of small steps to drive effective solutions. By empowering individuals, preserving the environment, and fostering prosperity, we shape a brighter future where People, Planet, and Prosperity flourish as one.



### **HOLATAM - Digitalisation: The Future of Health**

Welcome to the 9th edition of exploreASEAN, where we dive into the realms of Work 2.0 and Sustainable Growth. This captivating journey will unveil the transformative impact of digitalization and robotics on workplaces and the crucial significance of sustainable practices in today's and tomorrow's economies. Through the seminar in Switzerland and our visits to Thailand, Vietnam, and Singapore, we seek to deepen our understanding of innovative technologies and responsible growth, highlighting their relevance both in Switzerland and the countries we are exploring. Together, we aim to evolve on this remarkable path of learning and build connections with businesses in Switzerland and in the ASEAN region. Our shared goal is to make a meaningful impact to the future of work and sustainability.



For more information on the projects, click on the project logo

# **MISSION** - Who are we?

**Aspiring students with a unified focus - to build interdisciplinary bridges across the Swiss and Indian economies towards sustainable growth and collaboration.**

Our project team consists of six ambitious students dedicated to providing our delegation with a chance to immerse themselves in the expansive, dynamic/opportunistic Indian market and explore what India's rich and colourful culture has to offer. Our aim is to unleash potential with purpose in three main areas. Through a hands-on approach, we want to learn from each other, selected guest speakers, partners, Swiss and Indian organisations. We want to learn how to foster innovation, facilitate digital transformation and empower different generations to create a purpose-driven and future-ready society.

## **FOCUSINDIA IN NUMBERS**

- 18 SUCCESSFUL YEARS
- Reaches 13'000+ students from different study fields on 4 campuses
- Reaches an audience of 8'500+ on social media during the on-site seminar
- 4 project managers, 2 communication managers
- About 20 delegates from study fields like Business, Engineering, Life Science and Social Work



# VISION - What is our impact?

## Unleashing potential with our 3E-Approach

The 19th edition of FOCUS INDIA continues to foster the synergy between Switzerland's business environment and India's fast-growing economy. This year, we are seeking to learn how companies can align their mission, values and goals with a broader purpose beyond mere profit making by embracing **purpose-led strategies** with our **three E approach**: Enhancing Innovation and Creativity, enabling Digital Transformation, and empowering different generations.



**PURPOSE-LED  
STRATEGIES**

# What is the project about?



## **EMPOWERING DIFFERENT GENERATIONS**

**Fostering an intergenerational connection is an investment in continuous expertise.**

In today's diverse workforce, individuals from various generations bring in their unique expectations, communication styles and work preferences. By empowering people with diverse backgrounds and experiences, we can significantly enhance collaboration and mutual learning. "Empowering Different Generations" means adopting new ways of working, new ways of being healthy and new ways of growing together for a prosperous future.

## **ENHANCING INNOVATION & CREATIVITY**

**Creativity is the key to sustainable growth and long-term success.**

Albert Einstein had already understood this when he said "We cannot solve our problems with the same thinking we used when we created them". How can companies foster "Creativity and Innovation" to come up with successful solutions? With our seminars, we will provide students with perspectives on many of the challenges stemming from globalization as well as digital transformation. We will achieve this by bringing together multiple faculties and nationalities so we can assure an interdisciplinary approach.

## **ENABLING DIGITAL TRANSFORMATION**

**Digital transformation is the intersection of polarizing dynamics:**

Process efficiency and employee wellbeing, technological optimization and individual empowerment. By deploying KPIs, organisations can quantitatively measure progress, ensure the transformation journey stays on track, improve data-driven decision making, and foster long-term organisational resilience. But how to ensure motivation and the development of the relevant skills to use the new technologies? And how can the organisations gain a competitive advantage through "Digital Transformation"? Focus India will provide a holistic answer to this question.



# 2024 IS A YEAR OF CHANGE & GROWTH

## ECONOMIC GROWTH

The upcoming signing of **The Free Trade Agreement with India (EFTA)** will bring about increased trade opportunities, encourage more collaborations and partnerships, optimize supply chains and drive economic growth overall through the regulatory harmonisation.

## EXPOSURE EXPANSION

This year we plan to tackle communication through a hands on approach on our social media platforms. Through **analytical tracking of our digital platforms**. Aware that the focus is targeting the right audience and create an engaged community we will regularize our content, providing you with a more significant exposure.

## COLLABORATION MINDSET/

Building a **trustworthy partnership** with our sponsors is this year's priority. We believe transparency, reliable communication channels as well as embarking upon joint projects is the way.

## WE PROVIDE VISIBILITY

### Employer's branding perspective

- a unique opportunity to promote your company to talented future graduates and renowned guest speakers
- a platform to present your organization at our seminars in Switzerland and on-site
- visibility on our social media & website
- engagement with motivated students at our Career Fair

## WE HAVE TALENT

### Human resource perspective

- Direct contact with potential employees
- access to the CVs of the delegation members (around 80 students altogether)
- Engagement with more than 12'000 students across 4 campuses

## WE TRANSFER KNOWLEDGE

### Growth perspective

- Access to knowledge pool in different fields
- Develop new knowledge
- Collaboration on a research project
- Integration of your research in a bachelor thesis

# YOUR CONTRIBUTION

	Platinum	Gold	Silver	Supporter
<p><b>Access to CV</b> Access to the CV pool of</p>	All delegations	All delegations	Focus India delegation	Upon agreement
<p><b>Job advertisement</b> A job advertisement on our website and social channels during the project period</p>	3	2	1	Upon agreement
<p><b>Bachelor thesis &amp; research project</b></p>	1	x	x	x
<p><b>Publicity</b> Presence on newsletters, presentations, and videos</p>	Priority spots	Secondary spots	Tertiary spots	Upon agreement
<p><b>Webpace</b> Display of your logo Description of your company on our homepage</p>	✓ Detailed	✓ Medium	✓ Medium	✓ Medium
<p><b>Seminar in Switzerland (CH) &amp; closing event</b> Stand at the career fair at the Seminar in Switzerland</p>	✓	✓	X	Upon agreement
<p>Speed interview option at the career fair</p>	All delegations	All delegations	Upon agreement	All Upon agreement
<p>Possibility to distribute promotional material at the Seminar in CH</p>	✓	✓	X	Upon agreement
<p>Timeslot granted if you wish to present your company during the Seminar in CH.</p>	✓	X	X	X
<p>Display of your company logo at the Project Events</p>	Large	Medium	Medium	Upon agreement
<p>Seats provided for networking purposes at the Project Events</p>	Unlimited	5	3	Upon agreement
<p><b>Your contribution</b></p>	CHF 10'000	CHF 7'500	CHF 5'000	Upon agreement

# JOINT SPONSORING MATRIX

	Joint Platinum Partner	Joint Platinum Partner (of 2-3 ISP Projects)	Joint Gold Partner	Joint Supporter
<b>Individual Sponsorship Benefits</b> All benefits of an individual sponsorship for all partnered projects ( see previous page)	All Platinum benefits	All Platinum benefits	All Gold benefits	Upon agreement
<b>Additional publicity</b> The company logo will be shown at the events of all partnered projects.	✓	✓	✓	Upon agreement
Individual page in the seminar brochures of all partnered projects	✓	✓	✓	Upon agreement
Social media posts from a chosen destination of the partnered projects, including the company logo	✓	✓	X	Upon agreement
Detailed social media information and promotion posts on the channels of the partnered projects (e.g. video including production)	✓	X	X	Upon agreement
<b>Seminar in Switzerland</b> Lunch interview with interested students of the delegations during the Seminar in Switzerland	✓	✓	✓	Upon agreement
Possibility of holding a workshop at the Seminar in Switzerland with a selected pool of the partnered project's delegations (e.g. talent scouting)	✓	✓	X	Upon agreement
Panel discussion at the Seminar in Switzerland with a selected pool of the partnered project's delegations	✓	X	X	Upon agreement
<b>Partnership with FHNW</b> Build up an individual partnership with FHNW career services	✓	X	X	Upon agreement
Madate a bachelor thesis in collaboration with FHNW	✓	✓	✓	Upon agreement
<b>Your contribution (Per Sponsored active project)</b>	CHF 5'000	CHF 5'000	CHF 4'000	Upon agreement



# KEY DATES AND EVENTS

12 -16 February 2024

## SEMINAR IN SWITZERLAND

Participants get to engage with expert guest speakers during the 5 days seminar.



16. February 2024

## CAREER FAIR

The Career Fair takes place on the last day of the seminar in Switzerland. It is a unique opportunity for our partners to present their company and recruit FHNW students from various fields of study.



22 March - 06 April 2024

## SEMINAR ABROAD

The delegation will go on-site and participate in company and institution visits as well as get the opportunity to experience the culture.



6. May 2024

## CLOSING EVENT

You will be invited to our final event where all the flagship projects reflect on their insights and experiences, and share their new perspectives.



# CONTACTS Project team

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# FOCUS INDIA

## Focus **INDIA**

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