

## MBA Study Trip Switzerland

23 to 28 June 2024



Switzerland boasts a thriving business ecosystem and a robust economy characterized by stability, innovation and competitiveness. The country is renowned for its global role in industries like pharmaceutical, biotechnology, precision engineering and banking. The economy is diversified well across agricultural, industry and service sectors including tourism.

Political stability fosters an environment conducive to investment and growth. A reliable and transparent legal system, low corporate taxes and an efficient infrastructure further add to the country's attractiveness at the world stage.

Beyond the business world, Switzerland is famous for its beautiful landscapes including some of the highest mountain peaks in the Alps. The country regularly takes top places in rankings on quality of life, healthcare and education systems as well as environmental standards.

<b>Participants</b>	Students/ Alumni MBA FHNW, Swiss-International MBA, Swiss-Asian MBA, MBA-MCI, EBS/ Dual Degree.
<b>Objectives</b>	Insights into business ecosystem, practices and culture.
<b>Dates</b>	<ul style="list-style-type: none"> <li>- Kick-off at FHNW Basel (Peter Merian Haus) on 23 June at 15.00</li> <li>- Close at FHNW Basel (Peter Merian Haus) on 28 June at 16.00</li> </ul>
<b>Programme</b>	<p>The detailed programme will be confirmed closer to the time and includes:</p> <ul style="list-style-type: none"> <li>- Visits to enterprises (of various industries and sizes), start-ups / incubators and other organisations</li> <li>- MBA innovation trophies / case studies</li> <li>- International MBA events (Alumni / students)</li> <li>- Selected touristic activities</li> </ul>

---

<b>Travel to Switzerland</b>	Participants are responsible for travel to and from Basel. Flexible tickets with cancellation option are recommended as we cannot assume any responsibility due to unforeseen circumstances.
<b>Accommodation</b>	Participants are responsible for accommodation; a list of recommendations will be distributed.
<b>Coordination</b>	Prof. Dr. Andreas Hinz, Programme Manager SIMBA and MBA-MCI andreas.hinz@fhnw.ch Daniela Rothe, Executive Assistant IfU daniela.rothe@fhnw.ch
<b>Insurance / Visa</b>	Participants are responsible for insurance coverage and visa. On demand, registered participants will receive an invitation letter covering the time period of the study trip.
<b>Package Fee</b>	CHF 350.- which includes local transport, some catering, and events as part of official programme. Any other expenses are not included.
<b>Additional Information</b>	Attendance in all activities from kick-off to close is compulsory. The study tour is rounded off with 1-2 selected tourist attractions. Dress code for company visits is business casual.
<b>Registration</b>	Deadline is 29 April 2024.

---