

## MBA Study Trip ASEAN Malaysia 1 – 8 October 2022



Malaysia is an emerging country in Southeast Asia. As one of the current 10 countries in the ASEAN region, Malaysia has managed to rise in the last 40 years from a developing country (GDP per capita in 1980 was less than USD 2000) to a middle-wealthy country (GDP per capita currently around USD 11,000, significantly more than, for example, Thailand, Indonesia, and the Philippines, but also higher than Bulgaria or Turkey).

The main drivers of the economic upturn were raw materials (tin, rubber, palm oil, crude oil) on the one hand, and industry on the other (above all the automotive industry, electronic products, and petrochemicals). Today, however, industry only employs a good quarter of all employees. Almost 70% of employees are now in the service sector.

Politically, Malaysia is an elective monarchy (correct: Malaysia is a federal, constitutional, parliamentary-democratic elective monarchy, or parliamentary monarchy for short). The representative head of state is the king, who is elected every five years from among the rulers of the nine sultanates on a rotating basis. Malaysia has a very federal structure, with the 13 states having far-reaching powers. Malaysia is very democratic and is currently ranked No. 37 out of 170 countries in terms of democracy.

In terms of tourism, Malaysia is known for its beaches, the rainforest, and its diverse culture, which is characterized by Malay, Chinese, Indian, and European influences.

<b>Participants</b>	Students MBA FHNW, SAMBA FHNW and alumni MBA FHNW
<b>Programme</b>	<p>The aim of the study trip is to gain insights into the economy of this rapidly developing country in the ASEAN region. The program is still in development and will include (current status):</p> <p><b>Putra University</b> Introduction at our partner university about the economic development and the challenges in the ASEAN area (10 countries in Southeast Asia) in general and Malaysia in particular</p>

	<p><b>Embassy of Switzerland / Swiss Business Hub ASEAN Kuala Lumpur</b> Presentation and discussion about the Swiss representation in Malaysia and the economic opportunities and difficulties of Swiss companies in Malaysia</p> <p><b>company visits</b> Visit, presentation, and discussions with the management of Swiss, local and international companies from various industries (total 5-6 company visits)</p> <p><b>Start-up center</b> Insights into the dynamic scene of start-ups and spin-offs in Kuala Lumpur</p> <p><b>NGOs</b> Introduction and discussion of the work of a social non-profit organization</p>
<b>Dates</b>	<p>The study trip begins on Saturday, October 1, 2022, 2 p.m. in our hotel in Kuala Lumpur and ends a week later, on Saturday evening, October 8, 2022, at 7 p.m. at the same location.</p> <p>The flights are to be booked in such a way that one can be present all the time.</p>
<b>Flights</b>	Students book (and pay) their flights independently.
<b>Hotels</b>	We will book decent hotels in Kuala Lumpur (and probably in a surrounding city as well). Single rooms with breakfast are included in the price.
<b>Tourist Programme</b>	The programme is designed as a study trip. Selected tourist attractions will round off the trip. If you want to see more or shop extensively, you can arrive earlier or return later.
<b>Lead</b>	<p>Prof. Dr. Rolf Meyer, Programme Manager MBA (Windisch), Professor for Entrepreneurship. <a href="mailto:rolf.meyer@fhnw.ch">rolf.meyer@fhnw.ch</a>, 079 861 25 47.</p> <p>Dr. Andreas Hinz, Programme Manager SAMBA and MCI</p>
<b>Language</b>	English. All company visits are in English.
<b>Corona</b>	<p>Entry and exit is possible without quarantine. A negative PCR test is currently required.</p> <p>Some company visits will only be possible for vaccinated people. Vaccination is therefore highly recommended.</p>
<b>Insurance / Visa</b>	<p>Insurance is the responsibility of the participants.</p> <p>Swiss and EU nationals do not need a visa for Malaysia. All other nationals take care of any visa themselves.</p>
<b>Costs</b>	<p>The study trip costs CHF 1590.—. This includes the hotels and local transport (excluding transfers from and to the airport), some lunches and dinners, the joint tourist program as well as the organization and management.</p> <p>The individual flight costs and most of the lunches and dinners are not included.</p>
<b>Application</b>	<p>Per Email to Daniela: <a href="mailto:daniela.rothe@fhnw.ch">daniela.rothe@fhnw.ch</a>.</p> <p><b>Deadline is 30 June 2022</b></p>