

## MBA Study Trip ASEAN Singapore 7 – 13 October 2023



Singapore is the **richest country in Southeast Asia**. As one of the current 10 countries in the ASEAN region, Singapore has managed to rise in the last 50 years from a relatively poor country (GDP per capita in 1970 was less than 1000 USD) to one of the richest countries in the world (GDP per capita currently just under 73,000 USD).

The main drivers of the economic upswing were trade, the financial centre, the electronics industry, foreign direct investment, education, political and social stability, and innovation. As a city-state with less than 6 million ethnically and religiously mixed inhabitants, Singapore – together with Hong Kong – is regarded as the gateway to the Asian market for many Western companies. Politically, Singapore is a rather authoritarian one-party democracy.

Singapore is a very **green city**. So you can reach the jungle within 15 minutes from the center and it has many parks. In addition, numerous buildings and facades are greened. **Sustainability** is very important and numerous local companies are leaders in this field. **High-tech** in various fields, **innovation** and **entrepreneurship** will also accompany us through the study trip.

<b>Participating</b>	Participants from MBA FHNW, SAMBA FHNW and Alumni MBA FHNW
<b>Program</b>	The aim of the study trip is to gain insights into the economy of this rapidly developing country in the ASEAN region. The programme is still under development and will include (current status):

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**Putra University (Malaysia, Kuala Lumpur)**

Launch of our partner university on economic development and challenges in the ASEAN region (10 countries of Southeast Asia).

**Swiss Embassy / Swiss Business Hub ASEAN Singapore.** Presentation and discussion about the Swiss representation in Singapore as well as the economic opportunities and difficulties of Swiss companies in Singapore.

**Company visits**

Visits, presentations and discussions with the management of Swiss, local and international companies from various industries (total 5-6 company visits).

**Start-up Center**

Insights into the dynamic scene of start-ups and spin-offs in Singapore.

**NGO**

Introduction and discussion in the work of a social non-profit organization.

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<b>Dates</b>	<p>The study trip starts on Saturday, October 7<sup>th</sup> 2023, 2 p.m. at the hotel (M Social) in Singapore and ends a week later on Friday afternoon, October 14<sup>th</sup> 2023 at 5 p.m. at the same place.</p> <p>The flights are to be booked in such a way that you can be present all the time.</p>
<b>Flights</b>	<p>Participants book the flights themselves.</p>
<b>Hotels</b>	<p>We will be at Hotel M Social Singapore: 90 Robertson Quay, Singapore 238259. Single rooms with breakfast are included in the price. Booked and included in the price are 6 nights from Saturday, October 7<sup>th</sup> to Friday, October 13<sup>th</sup> 2023.</p>
<b>Tourist program</b>	<p>The program 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.</p>
<b>Management / Organization</b>	<p>Prof. Dr. Rolf Meyer, Head of MBA (Windisch), Professor of Entrepreneurship &amp; Innovation. <a href="mailto:Rolf.meyer@fhnw.ch">Rolf.meyer@fhnw.ch</a>, 079 861 25 47. Dr. Andreas Hinz, Head of SAMBA and MCI.</p>
<b>Language</b>	<p>English. All company visits are in English.</p>
<b>Insurance / Visa</b>	<p>Insurance is the responsibility of the participants. Swiss and EU citizens do not need a visa for Singapore. All other nationals take care of a visa themselves.</p>
<b>Cost</b>	<p>The study trip costs CHF 1590.— . This includes the hotel and local transport (excluding transfers to and from the airport), some lunches and dinners, the joint tourist program as well as the organization and management. Not explicitly included are the individual flight costs as well as the majority of lunches and dinners.</p>
<b>Applications</b>	<p>Per email to Daniela: <a href="mailto:Daniela.rothe@fhnw.ch">Daniela.rothe@fhnw.ch</a>.</p>

**Deadline is June 30<sup>th</sup> 2023**

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