



Bern University
of Applied Sciences

Study Trip to Shanghai, China

Business Development and Intercultural Challenges

Experience the mega city Shanghai and get insights into doing business in China.

China's market growth coupled with its opening business environment. The tremendous human resource potential boosted by the government investment in education. The rising income level driving consumer spending. These all make China highly attractive to Western firms as the focal point for their global growth strategies - and an intriguing place to visit and experience.

During this one week study trip you will sense Shanghai from its very core. You'll follow lectures covering Chinese culture and business practices. Field trips to Swiss and Chinese companies will introduce you to their economic value chains from R&D to procurement, from production to distribution. Discussions with business experts enhance your understanding of market entry concepts and strategies to China.

During the week, your impressions are rounded off by insights into the country's historical, social and political aspects, as well as its prospects for the future.



Program highlights*

Lectures and networking:

The Swiss Consul in Shanghai
The Swiss Chamber of Commerce
Market research institute supporting foreign companies' market entry

Tours and visits:

Suzhou Industrial Park
Zhangjiang Hi-Tech Park
Shanghai city tour
Chinese companies and Swiss subsidiaries in China

*The program may vary from year to year, following the dynamics of the business environment.

Facts and figures

Location	Shanghai, China
Presence	6 days, arrival and departure on Sunday
Dates	Every year in June
Degree title	Included in the CAS IM and certain Bachelor's programs Bern University of Applied Sciences awards a certificate to successful participants
Learning requirements	6 ECTS
Fees	CHF 3'200 for students from Kalaidos and partner institutions. CHF 3'700 for external participants. Fees include hotel, certain meals and on-ground transportation. Participants pay for their flights, visa, books and travel insurance themselves.
Who can join	Master's students. Bachelor's students and external participants with min. 3 years of professional business experience. Good English communication skills are required.

Contact and Consultation

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