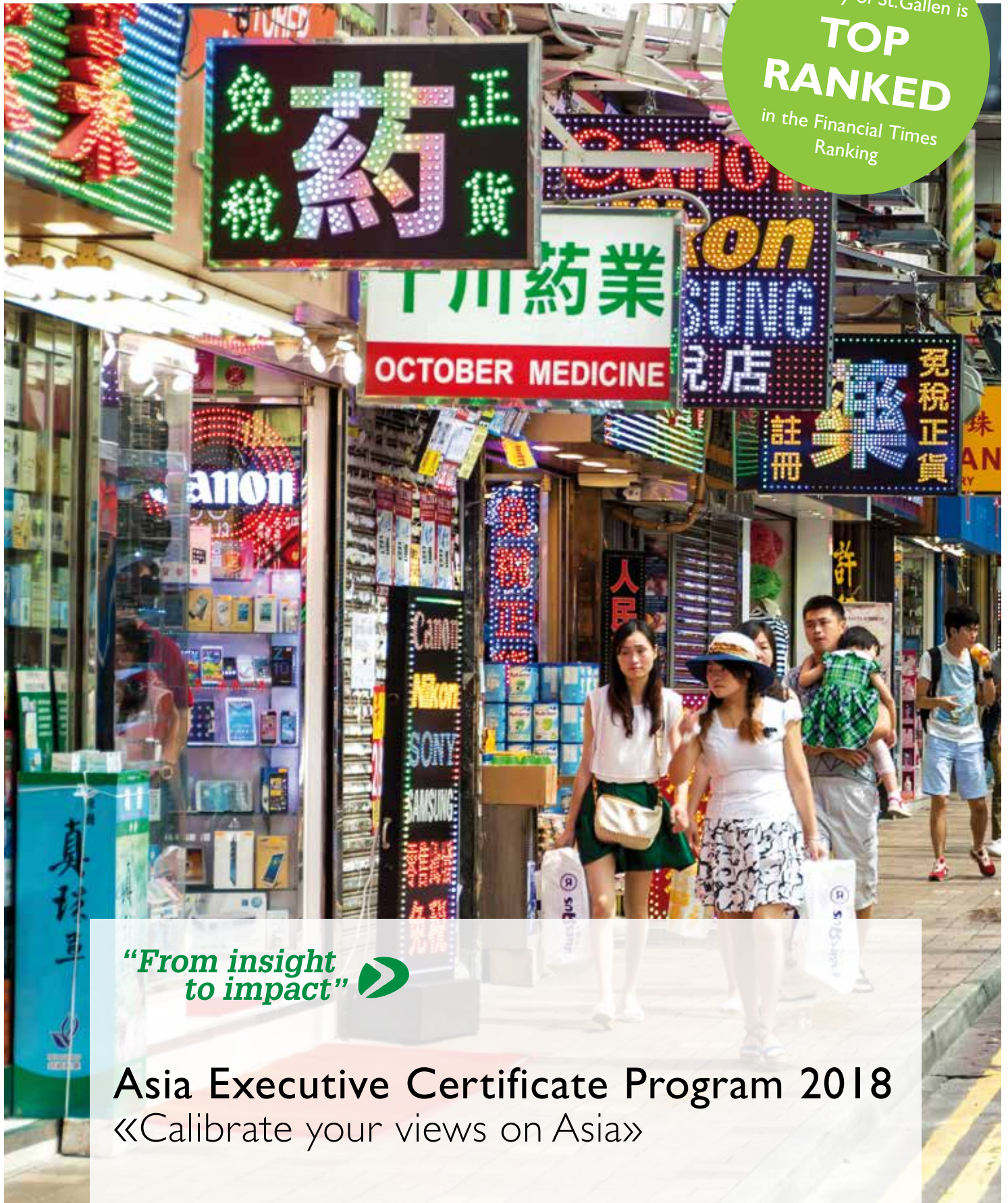




University of St.Gallen is
**TOP
RANKED**
in the Financial Times
Ranking



*“From insight
to impact”* 

Asia Executive Certificate Program 2018
«Calibrate your views on Asia»

Asia - Highly Interlinked with You!

“From insight to impact” 

Asia is often referred to as the next big economic powerhouse. From a business perspective, understanding Asia is a must. Whether you are working directly in Asia or indirectly from Europe with key customers, suppliers or other partners located in Asia, you will always have direct interactions with this booming region! Thus, a profound knowledge about Asian culture and its driving business dynamics is a key asset for every professional.

Calibrate your views on Asia!

Many of us have had regular contact with Asian business partners for years. However, in this dynamic and multi-layered region, it is important to systematically learn about the rapid changes, growing opportunities and the increasing risks presented by the rise of Asia. With this program, we will take a step back and look beyond daily challenges by identifying the most important trends taking place in Asia.

Deepen your knowledge on Asia!

When Asia comes to mind, many people often overlook the magnitude of the continent and the number of different cultures it embraces. Our Asia Executive Certificate Program emphasises the rich variety of Asia. Besides two modules in St.Gallen, two study missions will take you to China and Southeast Asia. We will not only talk about Asia - we will explore it!

Asia a booming economy – and the HSG in the midst of it!

The ACP is organized by the St.Gallen Institute of Management in Asia, the local institute of the University of St.Gallen in Asia. It is located in the very heart of Singapore and is St.Gallen’s knowledge hub in Southeast Asia. Having collaborated with Asian universities, NGO’s, companies and a vast network of partners and senior experts for many years, the Institute has the ability to offer Asia-related academic and cultural education for executives in a hands-on approach: Impact through insight!



Prof. Dr. Stefan Morkoetter
Academic Director ACP-HSG



Lukas Studer
Executive Director ACP-HSG

Learning Objectives



Get an update on modern and inspiring general management concepts and develop the competencies to apply them in an intercultural environment

With this program, you will be able to

- ... better manage business operations and growth in Asia
- ... get an enhanced understanding of the big picture of society and culture in Asia
- ... strategically identify the most promising opportunities
- ... improve your current business model in view of the dynamic changes in Asia
- ... further develop your network in Asia in relevant and new areas

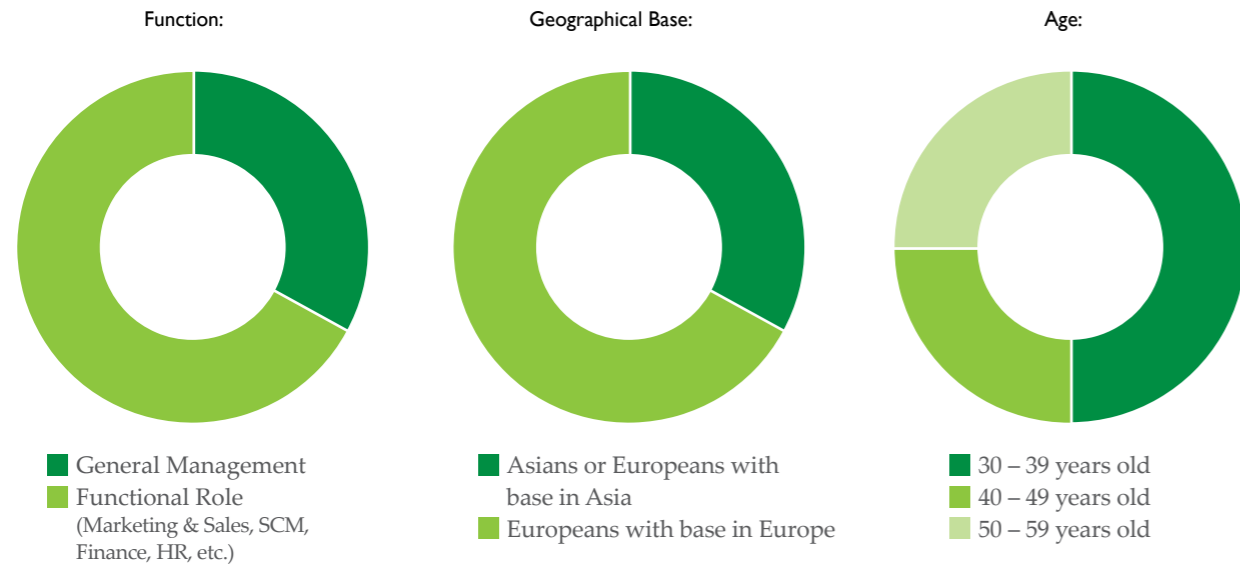
Target Group and Participant Profile



The participant ...

- ... is an interface between Asia and his country
- ... is based in Asia
- ... wants to get a hands-on update on general management topics relevant for Asia
- ... will either establish the company's presence in Asia or expand, review or change an existing business model
- ... is interested in building up or expanding a practical network in Asia.

Past participant profiles:



Participant Statements



«The ACP program is very intense and highly effective. The degree of practical impact in a very short time is outstanding.»

Michel Brändli, Head of Group Tax, Infront Sports & Media



«The ACP-HSG allowed me to reflect on virtually every aspect of interest when working in and for Asia. I could immediately apply many of the insights in my work. The program to me was energising. It opened up perspectives and was very valuable for my business and exciting for my personal life.»

Stefan Dähler, Managing Partner, expercellence GmbH



«The ACP-HSG consists of highly qualified lecturers and gives participants unprecedented access to CEO's and top-level managers who provide personal and professional advice on how they manage their respective businesses and navigate the Asian markets. Although the course is more specifically intended for European participants, I, as an Asian, strongly believe that it is equally suited and relevant for Asian participants.»

Tenggara Kardinal, Managing Director, PT Metrohm Indonesia



«The ACP-HSG is an outstanding executive education program and provides a very comprehensive and hands-on perspective covering all relevant aspects. It was of great value to me. In particular I appreciated the broad regional coverage and the many useful learnings from the various tailor-made (!) company visits.»

Kaspar Matter, Corporate Development, Bucher Industries



«The ACP-HSG was not only an excellent eye-opener through the practice oriented lectures; I also benefited a great deal through the expertise of the other participants. It enables a 360 degree view on Asia. I have been doing business in Asia for many years, and I would enroll again.»

Bruno Ochs, President of Division Inputsystems and CEO of Schurter GmbH



«The ACP is a very comprehensive, inspiring and highly effective training program. Also for somebody who already has Asian experience, it's a good way to deepen knowledge and to experience the fast changes in the Asian markets. The quality of the lecturer combined with the international participants represents the value of this education.»

Louis Scheidegger, Head Group Division Production, Belimo



«I liked the perfectly orchestrated balance between theoretical mediation and practical case studies. The high-caliber speakers from various sectors give insight into the economic challenges and opportunities. The strategic and financial aspects are evident throughout the program in various ways.»

Dominic Stauffer, CFO, Laubscher Präzision AG



«Living in Asia for over 7 years, the ACP-HSG helped me to refresh and deepen my business understanding of the region. I would especially recommend this course for people that say "I already know Asia very well."»

Laurent Stieger, CEO, S-Partners

For further statements visit www.singapore.unisg.ch.

Program - 5 Modules & 5 Locations

Module 1: St.Gallen

3.5 days

Setting the foundation

In the first module we will concentrate on the latest developments on general management topics thus providing a broad functional diversity. This module will take place in St.Gallen. Professors of the University of St.Gallen (HSG) and senior industry experts will deliver an overview and updates on topics such as Strategy, Innovation Management, Marketing, Leadership, Supply Chain Management and Finance. Beside the theories, case studies will illustrate how to deal with challenges in the implementation of those concepts in an Asian context, involving you through interactive group sessions.

Module 5: St.Gallen

2.5 days

Coming home: what has changed and why?

The last module will again take place in Switzerland. Based on the many impressions from the Asian modules and applying the lessons in the selected business case in Module 4, you will have completed the program with a deeper understanding of Asia. In this concluding module, you will consolidate this new knowledge by looking at which activities are best done in Europe, and which part of the value chain offers more opportunities in Asia.

Moreover, you will study the Asian-led dimensions of globalisation: an increasing number of Asian companies are moving to Europe and opening up subsidiaries here. What are their objectives and how do they assess their future presence in Europe?

Module 4: Diploma Paper

Digesting and adapting the learnings

You will select a business challenge. In Module 4 (off-campus) you will demonstrate your understanding of management theories and practices learnt in the program by showing how to apply them to a selected case. You will be encouraged to pay special attention to intercultural challenges in the proposed strategy and implementation of your project. Your paper will be evaluated by a team of faculty members and Asian experts and discussed with your fellow participants.

Module 3: One-Week Study Mission to China (Shanghai/Taiyuan)

Chinese culture and the "thrill of speed"

China opened up its economy some thirty years ago. With this recent history in our minds, many perceive it as an emerging market just offering cheap labour. However, if we look at the broad scope of Chinese history, the last decades are merely a short parenthesis. Many of us have been in China, but only a minority have ventured beyond Beijing or Shanghai. One of the most surprising advantages of Asia is the speed of execution. It can best be understood by having a closer look at so-called Tier 2 cities – often unknown in the West, but urban microcosms developing at a tremendous speed. With ACP-HSG, we will not stop in Shanghai but will also explore Taiyuan, one of these up-and-coming Tier 2 cities. You will be taken by surprise in the discovery of agile Chinese companies which might be your future customers, suppliers, competitors - or even employers!

Module 2: One-Week Study Mission to Southeast Asia (Singapore/Malaysia)

Regional perspective, discovering "other" opportunities and managing progress

In Module 2, you get a strategic view on Asia, with a reflection on its speed and dynamism. In order to have a projected result in the long term, a balanced strategy and the right partners are key. Otherwise, the endeavour can go very fast, but in the wrong direction. Where and how can one be successful in Asia? Is China the right market or are smaller countries a better option? Singapore is the ideal city for comparing Western and Asian concepts of doing business. Remaining in the functional diversity of module 1, you will deepen your insights on opportunities in Southeast Asian markets.



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Methodology

Management is not an accurate science - nor is there one “right” way of behaving in a different culture. However, general principles do exist. In a systematic and integrated approach, we will provide tools, concepts and know-how to foster your skills in management practice and to develop your performance in Asian competence and intercultural understanding.

General Management Concepts

In Module 1, you will benefit from the broad and deep knowledge base of the University of St.Gallen. You will get an update on selected theories through thought-provoking lectures on topics such as Leadership, Strategy, Marketing, Innovation Management, Supply Chain Management and Finance. These lectures will provide you with the latest thinking in these fields from a Western point of view against the backdrop of the developments in Asia. The lectures will be completed by real-life case studies, classroom discussions and group work.

Touch & Feel Asia

In Modules 2 and 3, you will „touch and feel“ Asia and its cultures, societies, business communities and infrastructure. Some lectures and group projects will be held by related faculties in both China and Singapore. These modules are very hands-on and interactive. They will demonstrate examples on how to act wisely in typical Asian business dilemmas. You will visit selected companies, crystallising with each visit a topic previously covered in the theoretical modules.

These sessions will provide you with the opportunity to challenge successful business leaders with the difficulties of executing Western theories in Asian contexts. With this approach, you can maximise knowledge transfer by bringing in your own challenges and opening up new perspectives. In addition, you will have opportunities to get in contact with government and non-government agencies, network with successful entrepreneurs and executives, and get insights into the local culture and society by experts. One of the outstanding characteristics of doing business in Asia is its speed, so various elements in Modules 2 and 3 show how you can apply this advantage for the benefit of your own company. As a speciality, we will not only visit the well-known cities Shanghai and Singapore, but also have a closer look into a Tier 2-city in China - Taiyuan - which has a few millions inhabitants, but is unknown to most people outside of China. The variety of these cases provides an illustration of the adventures of doing business in Asia!



Mirror the Topics

The sessions held in St.Gallen and in Asia are intertwined. Subjects such as performance management will be presented in Module 1. You will get an introduction into key theoretical concepts and will see how European headquarters deal with their Asian subsidiaries. In Module 2, you will observe this from an Asian perspective and see how the subsidiary copes with this. As such, your instructors will mirror various themes from Western as well as from Asian perspectives to demonstrate how intercultural challenges take shape. Secondly, your lecturers will illustrate these themes from theoretical as well as from practical angles to show successful ways of implementation and execution.

Asian Competence in General Management as a Result

Successful participants will be awarded a Certificate of Advanced Studies (CAS). A condition for receiving this Certificate is active participation in all modules. You will be asked to formulate and present your own learning objectives as part of the preparation phase. During the various modules, instructors will coach you individually and monitor the progress you make in your learning curve. In addition, a core requirement of the program is the writing of a diploma paper, in which you demonstrate your understanding of the various sessions by applying them in a case study. This case study will be framed by the faculty and the individual participant and is usually formulated around a real-life business challenge from the participant's company.

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Faculty (Selection)



Prof. Dr. Zheng Han

Zheng Han is Goetz Partners Chair Professor of Innovation and Entrepreneurship at Tongji University and visiting professor at HSG. Zheng Han served as Chief Representative of a Fortune Global 500 company in China for 7 years. His research focus is on strategy and innovation management of MNCs in China.



Kurt Härrli

Kurt Härrli is member of the Board of Directors of the Swiss-Chinese Chamber of Commerce and has been its president from 2006 - 2013. He is Senior Vice President and responsible for Global Installation & Fulfillment at Schindler, serves in the Board of Komax Holding and is in charge of the Asia Module of an Executive MBA at ETH Zürich



Prof. Dr. Martin Hilb

Martin Hilb is Chairman of the Board Foundation and its International Center for Corporate Governance, President of the Supervisory Board of the Institute for Business Ethics and the Research Institute for International Management of the University of St.Gallen, Vice Chairman of the Board of Directors of the University of Lucerne and Member of the Board of the European Institute for Advanced Studies in Management in Brussels.



Dr. Joerg S. Hofstetter

Joerg Hofstetter is President of the International Forum for Sustainable Value Chains (ISVC). He is Senior Lecturer at the University of St.Gallen and was Vice Director of the Chair of Logistics Management. His focus is on the management of multinational multi-tier supply chains and corporate responsibility for supply chains. Prior to this, he worked for ITT Industries in the USA and Lufthansa Cargo in Singapore.



Jill Lee

Jill Lee is Senior Group Vice President at ABB and serves since 2011 as a member of the Sulzer Board of Directors. She has lived and worked in Singapore, China, Germany and Switzerland and has broad finance and business experience in different companies and industries. Jill brings with her rich experience in supporting business growth, M&A, enterprise re-organization and process optimization.



Li Li

Li Li has worked as a management consultant for multi-national companies since 1996. Her management research in HPTs (High Performance Team) and COPs (Community of Practices) provides a solid foundation for designing and delivering customized programs to improve team performance and organizational effectiveness. Ms. Li holds a MSC in Human Resources Management and a BA in Education.



Felix Lian

Felix Lian has over 15 years of management experience in Asia/Pacific as Head of Sales & Marketing and later General Manager with US & European MNC. Currently, he is holding a Directorship and serves as a boardmember in Singaporean, Thai and Vietnamese companies. He has been involved in company start-up, turnaround and strategy development in several industries and is an expert in business expansion planning and execution.



Alexander C. Melchers

Alexander Melchers is Managing Director of C Melchers GmbH & Co Singapore Branch since 1997. He graduated from HSG and joined Procter + Gamble for three years in marketing. C Melchers is a highly diversified company engaged in distribution and marketing services and development. He is also the Vice President of Singapore's National Employer Federation and is a member of the National Wages Council.



Prof. Dr. Stefan Morkoetter

Stefan Morkoetter is Head of the St.Gallen Institute of Management in Asia. He earned his PhD in Finance at the HSG with his studies also leading him to the University of Oxford. His research interests are in the area of financial intermediation with a strong focus on Asia. Stefan was a Visiting Professor at Shanxi University in China and is a Visiting Professor at the Singapore Management University.



Lan Qin

Lan Qin is Senior Project Manager for China at Greater Zurich Area and regularly works with authorities, companies, embassies, Chambers of Commerce, banks, law firms, fiduciary, tax authorities, labor office, industrial associations, institutes and universities to advise and support companies in location evaluation and setting up businesses. She studied in both China and France and holds a Master's degree.



Prof. Dr. Marcus Schögel

Marcus Schögel is Director of the Institute of Marketing and Academic Director of the Master's program in Customer Value at the University of St.Gallen. He teaches courses in Strategic Marketing, Channel Management, Interactive Marketing, Brand Management and International Marketing on the Master's level.



Prof. Dr. Hellmut Schütte

Hellmut Schütte is Emeritus Professor of International Management at INSEAD and the Dean Emeritus at CEIBS, the leading business school in China. He teaches and does research in the area of international business and international marketing with a special focus on Asia and Emerging Markets. Up to the fall of 2006, Professor Schütte was the Dean of INSEAD's fast growing Asia Campus located in Singapore.



Prof. em. Dr. Günter Müller-Stewens

Günter Müller-Stewens was Professor of Management and Organization and Director of the Institute of Management at the University of St.Gallen until 2017. His main research interest is the field of Strategic Management. Additionally, he is a member of the advisory board of several firms, consultant to and trainer at international companies and invited speaker at many conferences.



Lukas Studer

Lukas Studer is Executive Director at the SGI-HSG. He worked for various industrial companies (e.g. Hilti and Schindler) and obtained a strong executive track record in international management and organisational development. He held CEO positions in both Europe and Asia for about 15 years and has lived and worked in various countries, including about ten years in Asia.



Felix Sutter

Felix Sutter is Partner as well as Head of the Asia Business Group at PwC Zurich. In this function, he supports clients in the development and implementation of their business strategies in and out of Asia. Felix also works intensively with various regional governments and is a frequent speaker on the topic of strategies for Asian and European markets. Moreover, he is the acting president of the Swiss-Chinese Chamber of Commerce.



Prof. Dr. Christoph H. Wecht

Christoph H. Wecht is Professor of Management at the New Design University St.Pölten (A) and Partner of the BGW Management Advisory Group in St.Gallen, a strategy consulting company focusing on innovation management. In the past, he was head of the Competence Centre for Open Innovation at the ITEM-HSG, as well as lecturer at the University of St. Gallen. Prior to the foundation of the BGW, he worked in the automotive industry in Austria, Germany and the US.



Dr. Franz Wirnsperger

Franz Wirnsperger is initiator and Managing Director of the Hilti Lab for Integrated Performance Management at the University of St.Gallen. He has 24 years of industrial management experience, including 10 years as CFO of the Hilti Group. The Lab develops innovation in the field of performance management by combining practical experience with scientific insights.



Prof. Toru Yoshikawa, PhD

Toru Yoshikawa is Professor of Strategic Management at Lee Kong Chian School of Business, Singapore Management University. His main research interests include strategic implications of corporate governance, corporate governance reforms and institutional change as well as comparative corporate governance.

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Your Benefits



Get a hands-on and inspiring brush-up in general management

You will get a brush-up on inspiring general management subjects and learn from reputable professors and experts about the latest developments within the most important disciplines of General Management.

Calibrate your views on Asia

Many companies have been active in Asia for some years; their executives regularly spend time there and have a certain understanding of the region. However, Asia is a very dynamic region. Everything tends to happen faster than in Europe. This program will calibrate and update your skills in a systematic way, looking beyond the daily business and your immediate market. Stepping back and considering the „bigger picture“ of the changes in Asia, it will help you to evaluate whether your way of operating in Asia is still adequate and can ensure your success.

Further develop your network in a qualitative way

You will build up a two-fold network. On one hand, you will gain, through the faculty, important and very useful contacts in Asia relevant to your business. On the other hand, you will be able to stay in contact with your course-mates as you have the opportunity to develop a strong relationship with them due to the intense course format.

Increase your awareness for cultural challenges

This program is ideal for senior managers who are interfaces with Asian business partners or for people who are taking over or are currently holding a management position in Asia.

Campus Information St.Gallen and Singapore

Singapore: The heart of ASEAN countries

Singapore, widely acknowledged for its enormous success in building a prosperous nation during the last 40 years, forms the heart of ASEAN (Association of Southeast Asian Nations). Many Western and Asian companies and institutions have their regional and global headquarters in Singapore. Singapore has developed its comparative strengths in the fields of banking, health care, education, research and tourism and strives for world-class quality and innovation. It boasts an open, multi-ethnic culture, comprising both the Anglo-Saxon business world and the dynamic region of Asia.



St.Gallen Institute of Management in Asia

The University of St.Gallen has a long record of activities and connections in Singapore and concentrates its Asia-related academic activities at its own local subsidiary – the St.Gallen Institute of Management in Asia (SGI-HSG). The SGI conducts research, offers teaching and provides services in Singapore. In addition, the SGI closely collaborates with local universities and allows students from St.Gallen to spend part of their academic career in Singapore. Further information regarding the SGI's recent activities can be found at www.singapore.unisg.ch.



Executive Campus HSG

High above St.Gallen in spacious rooms, flooded with light, executive education becomes a truly special experience.

The Executive Campus HSG is a venue for executive education courses, seminars, conventions, but also for producing innovations, strategies, being creative and meeting up with others.

It offers everything you would expect - and more - of a modern executive education centre: The HSG Alumni House is a high-quality building for course attendees to stay in.



Facts and Figures

Dates and Locations

Module 1:	University of St.Gallen	14. - 17.11.2018	3.5 days
Module 2:	Malaysia and Singapore	25.2. - 2.3.2019	6 days
Module 3:	China (Shanghai and Taiyuan)	8. - 13.4.2019	6 days
Module 4:	Independent Studies	April / May 2019	-
Module 5:	University of St.Gallen	23. - 25.5.2019	2.5 days

Language

The program will be taught in English.

Application Process

The base for deciding on admission are the order of registration and the description of the target group. In general, the requirements for participation are clarified in a personal or telephone interview.

Registration

Please use the form provided in this brochure.

An electronic form is available under <http://www.singapore.unisg.ch/en/education/asia+executive>

After your registration has been approved, you will receive a written confirmation. About two months before the start of the program, you will receive an invoice with a term of 30 days.

Alternatively, a payment in two instalments is possible. Please check with the program management.

Deadline for Enrolment

14 September 2018

Number of participants is limited.

In the case of an insufficient number of participants, we reserve the right to cancel the course. In this case, the fees will be refunded.

Cancellation Policy

For cancellations later than 10 weeks before the start of the program, a fee of CHF 5'000.- is charged. For withdrawals less than 6 weeks before the start of the program, there is no compensation. A substitute participant which must be approved by the program management can be provided.

Certificate

Asia Executive Certificate of Advanced Studies (ACP-HSG)

ECTS Credits

10

Tuition Fee

CHF 18'800.- (including seminar documentation)

Discounts

HSG/ES-Alumni receive a 10% discount.

Participants of the same company receive a 10% discount.

For early bookings till 31 May 2018, a discount of 5% is granted.

Travel Costs

Travel costs such as airfare, visa, insurance, etc. are not included in the fee. Tickets (except for trips within China) must be booked by the participant.

Shuttle Bus transport (e.g. to and from companies) are included.

Hotel

Costs for accommodation are not included. Hotels (except for Taiyuan) must be booked by the participant. Support can be provided in the selection of hotels.

Meals

Refreshments and lunches are included.

Contact

Please contact us for further information.



On the content of the program:

Lukas Studer

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Enrolment and administrative support:

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Email: sharon.goh@unisg.ch

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Asia Executive Certificate Program 2018 - Registration Form*

Your Personal Details

First Name: Last Name: Year of Birth: Street / No.: City: Postal Code: Country: Email:

Your Company Details

Company: Street / No.: City: Postal Code: Country: Email: Trade: # of employees: Job Title: # of employees under your responsibility:

Your Educational Background

Highest Degree / Education: Further Education:

Your Professional Experience

Professional experience text area with multiple lines of dotted lines.

Correspondence / Invoice

Please send correspondence to: [] Company address [] Private address

Please send invoice to: [] Company address [] Private address

Applicable Discount

[] HSG/ES-Alumni [] Early booking [] Multiple participants from same company [] Others, please specify

Contract Conditions:

I hereby register for the Asia Executive Certificate Program 2018 organised by the St.Gallen Institute of Management in Asia (SGI-HSG), a subsidiary of the University of St.Gallen. If participation is withdrawn later than 10 weeks prior to study entry, a fee of CHF 5'000.- applies. For withdrawals less than 6 weeks before the start of the program, there is no compensation. A substitute participant which must be approved by the program management can be provided. In the study fee, expenses for travel, accommodation and meals are not included, unless specifically listed. Jurisdiction for disputes arising from the contract resulting in signing this form is St.Gallen, Switzerland. The applicable law is Swiss law. The total fee is CHF 18'800.-. Individual models of payment and installment payments are possible by arrangement with the Program Director. I will pay the fee within 30 days of receipt of the invoice(s). If the program does not take place, e.g. due to insufficient number of participants, the amount paid will be refunded. All information will be kept strictly confidential by the St. Gallen Institute of Management in Asia and will not be disclosed to third parties. Your passport photo will be used exclusively for the list of participants. Your data and your photo will not be published on the Internet.

Location / Date:

Signature:

*Mail Registration Form to: St.Gallen Institute of Management in Asia, Tellstrasse 2, CH-9000 St.Gallen or email a scan to sharon.goh@unisg.ch