

How to Understand Contemporary China

An Introduction to a Nation that Is Changing Itself and the World



China and its rise affect everyone. Understanding the economic, political and cultural shifts this brings with it is key to stay ahead for businesses, NPOs and governments, and to identify opportunities and potential threats.

Gain a deeper understanding of contemporary China!

Success Factors

China's rise to the global stage is the biggest story of our times and will shape the world for decades to come. Understanding it and assessing the conflicting reports about China requires a structured knowledge of the historic, economic and cultural basis for China's rapid ascension. International and Swiss experts will provide you with the tools to analyse China's rise and identify the opportunities that come with it.

Key Contents

- Chinese history: The last 4000 years
- China's economy: A macro view
- China's digital rise
- The political system: Efficient bureaucracy
- Doing business in China
- What the Chinese art market can tell us about China's rise
- Belt and Road: An ambitious plan

Your Benefit

In this seminar, you will

- get in-depth insights on China's history, economy, political system and language that help you understand what is happening today
- get hands-on insights on interacting with China on a political and business level from experts with decades of experience
- get the ability to analyze and assess future developments on your own

Participants

This seminar is targeted towards senior executives in Swiss and international companies, NPOs and government agencies who are working with China, or want to include China's development into their strategic decision-making process. (max. 16 participants).

Graduation

HWZ Academy-Certificate
«Understanding contemporary China»

Dates

October 24, 2019, evening
October 31, 2019, whole day
November 07, 2019, evening
November 14, 2019, evening
November 16, 2019, morning (until 14:00)

Duration

Evening classes: 17:30-20:45
Whole day: 09:00-16:45
Morning class: 09:00-12:15

Fee

CHF 1790 incl. handouts, coffee and lunch break;
CHF 1690 for Asia Society Switzerland members

Head of Studies



Nico Luchsinger
Co-Executive Director
for Program and Strategy at Asia Society
Switzerland

Information and Registration

asiasociety.org/switzerland

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Lecturers



Andries Diener
Partner at real estate
investment firm Asia
Green Real Estate and
President of the
Swiss-Chinese
Association.

Location

Hochschule für Wirtschaft Zürich HWZ
/ HWZ University of Applied Sciences
in Business Administration Zurich
Lagerstrasse 5
8004 Zurich



Kaiser Kuo
Former Head of
Communications for
Baidu and host of the
weekly Sinica podcast
on China

About

Asia Society Switzerland is committed to exploring Asia's role in a multilateral world and to advancing the dialogue and strengthening partnerships among individuals and institutions in Switzerland and Asia. Across the fields of arts, culture, education and policy, we provide insights, promote collaboration and contribute to a deeper understanding of the most dynamic and fastest-growing region in the world.



Margit Molnar
Head of the China
Desk at OECD
Economics
Department

Asia Society Switzerland is an independent Swiss foundation. We are a member of the global Asia Society family with 13 centers spread across four continents. Founded in 1956 in New York, Asia Society has developed into a thought leader on Asian issues, and a vibrant community of decision makers around the world.



Dirk Schmidt
Tenured Senior
Lecturer and Senior
Researcher on China's
political economy,
University of Trier

As the first Center in Europe, Asia Society Switzerland – founded in 2016 – provides a unique opportunity to become part of this global community, and to contribute to a meaningful dialogue that will shape our future.



Uli Sigg
Former Swiss
Ambassador to China
and world-renowned
collector of Chinese
contemporary art

The **HWZ University of Applied Sciences in Business Administration Zurich** is the largest purely part-time business university in Switzerland. It is a member of the Zurich University of Applied Sciences (ZFH). It supports professionals throughout their working lives and will also help you prepare for the next step in your career.



Jue Wang
Lecturer at Leiden
University Institute of
Area Studies;
Associate Fellow at
Asia-Pacific Program,
Chatham House

In 2016 the HWZ became the first Swiss higher education institution to receive institutional accreditation under the new Higher Education Act (HEdA).

