

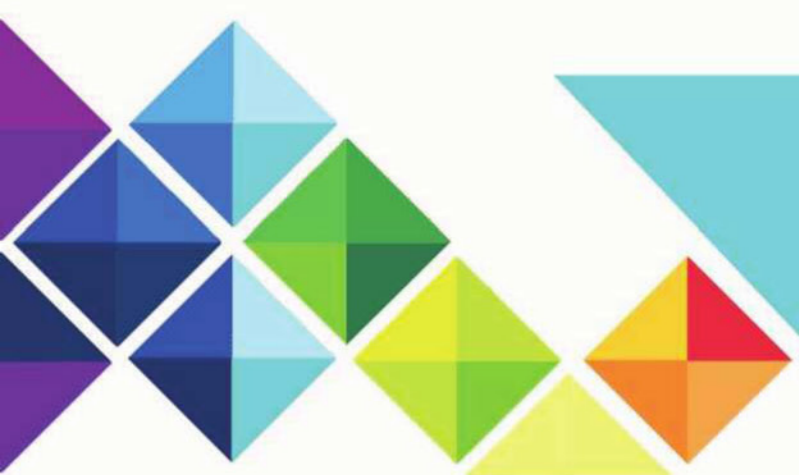


Impacters Global Events
Developing Global Leaders



Study & Business Trip
ZURICH-WINTERTHUR
29th May - 5th June 2016





JWALS

STUDY TRIP
ZURICH 2016

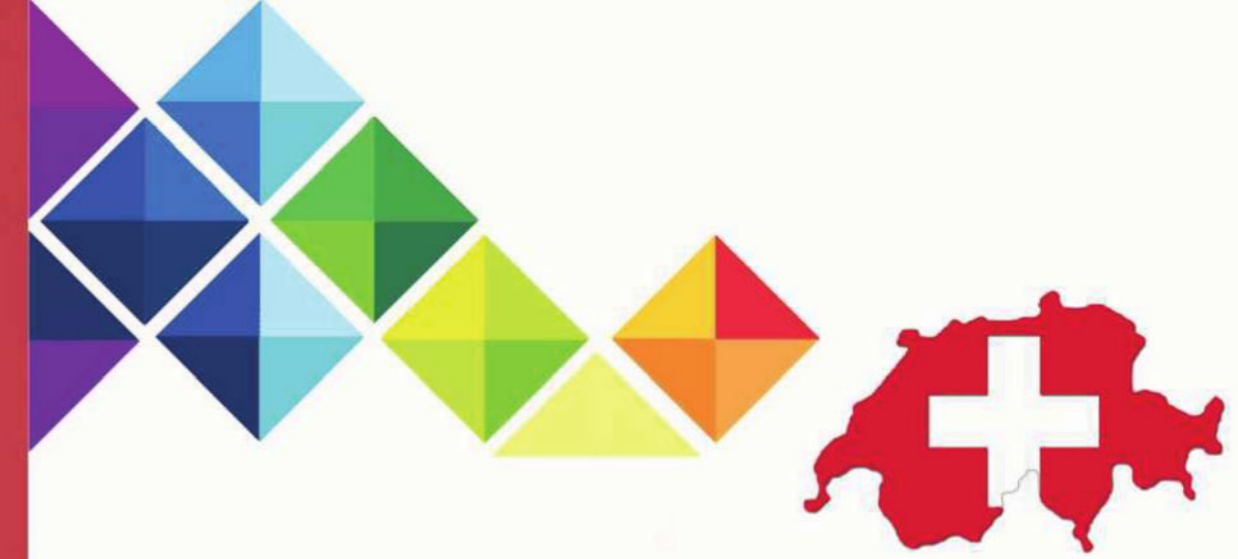


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Switzerland Study Trip



Visit Europe's Heart of Technology, Industry & Economy



Study & Business Tour

After organizing four "Study and Business Tour" for high-ranking managers in Germany and Spain and visiting leading entrepreneurs and managers of industries, We, in cooperation with the leading and one of the oldest state universities of Switzerland (ZHAW) will begin organizing Swiss Study & Business Tour from 29 May to 5 June. This group will visit Zurich and Lucerne.

Switzerland with population of 8 million and four official languages is one of the important political and economic centers of Europe and historical hub for pharmaceutical industries, watchmaking, chocolate, insurance and banking and technology. Switzerland is also the seat of major international organization.

European headquarters of the United Nations, World Intellectual Property Organization, Red Cross, FIFA, and World Trade Organization are located in Switzerland.

During seven-day Study and Business Tour will have an opportunity to visit leading Swiss companies.

Group will be accompanied by a qualified translator design their visit and there will also be presentations by premier speakers and leading executives of progressive innovative companies, providing and excellent opportunity for learning and gaining valuable experience.





Study & Get Trained in Switzerland's Oldest & Largest State University of Applied Sciences During the One-week Study Trip



Zürich University
of Applied Sciences
zhaw
School of
Management

Host

The ZHAW Zurich University of Applied Sciences is one of the leading universities of applied sciences in Switzerland. University was established 140 years ago (1847) and has 8 faculties and more than 10,000 students. It has a ranking of 601 by a major European ranking institution, and has more than 1,400 personnel and teaching staff. It has received accreditation from Triple Accreditation (leading academic accreditation body).

This university will be the host for the team in Zurich during the Swiss Study & Business Tour.

During this tour 8 workshops for the purpose of transferring management experiences with presentations by leading CEO's of major companies will be organized in ZHAW university.

There will also be a television interview with Swiss state television and a roundtable at the university. The team will visit five leading Swiss companies, including watchmakers IWC, Lindt chocolatiers, La Prairie cosmetic manufacturers, Schindler Group and famous Swiss company Victorinox. Excursions and visits to sites of attraction will also be part of this interesting tour.

After conclusion of this tour, participants will receive a management certificate from ZHAW university.



- May 29th Sunday,**
Arrival
- May 30th Monday,**
Welcome and Introduction
Module 1: Switzerland and Swiss Economy: Dr. Ch. Ebnother SW/MB
Lunch
- May 31th Tuesday,**
Module 2: Luxury Introduction to Luxury Brand Industry and Culture Markus Kramer
Lunch
Company Visit: IWC
Sightseeing at Rhine Falls
- June 1st Wednesday,**
Company Visit: Victorinox
Company visit: Schindler
Lunch
Sightseeing at Seelisberg / Lucerne
- June 2nd Thursday,**
Module 3: Swiss Success Factors / Swiss Business Environment Dr. Markus Prandini Business SW/ MB
Lunch
Company Visit: Lindt & Sprungli
Company Visit: FIFA
- June 3rd Friday,**
Company Visit: La Prairie Group
Lunch
Module 4: International Swiss Presence/ Inputs for Internationalization
Khalidoun Dia-Eddine, Center for Middle East and Africa Business, Dr. T.: Wrap-Up
- June 4th Saturday,**
Walking Tour: "Money trail" - Own Time, Shopping
- June 5th Sunday,**
Return



TOUR PROGRAM





COMPANIES YOU WILL VISIT

IWC

IWC
SCHAFFHAUSEN

IWC SCHAFFHAUSEN

It has making luxury timepieces and watches for the past 145 years. Presently this company has more than 300 employees and earn 500 million dollars in its annual sales.

Lindt 
MASTER SWISS CHOCOLATIER
SINCE 1845

Lindt

Lindt is a Swiss chocolate and confectionary company founded in 1845 with revenues exceeding 3 billion dollars annually and with more than 10,000 personnel and one of the best structures and framework for working relationships with employees. Lindt is located in Zurich.



Schindler

Largest manufacturer of elevators and escalators, dating back 140 years ago. It has more than 56000 employees and sales amounting to 10 million dollars in 2014. It is present in more than 100 countries and is a good example of successful family business.



VICTORINOX

Victorinox

A leading manufacturer in Switzerland, recognized globally by its Swiss Army knives. Its establishment dates back 130 years ago in 1884. Victorinox also makes watches, cologne, home appliances, travelling equipment, and professional knives. Company is known for its brand building, and diversity of its products.

la prairie
SWITZERLAND

La Prairie Switzerland

La Prairie company with more than 85 years of involvement in production of cosmetic and beauty care products and 1000 employees is among top cosmetic companies in the world. It is an affiliate of global German holding company (Beierdorf), Quality-based management style of this company serves as a global model of good management. Another familiar brand of this company is Nivea.



swissôtel
Hotels & Resorts

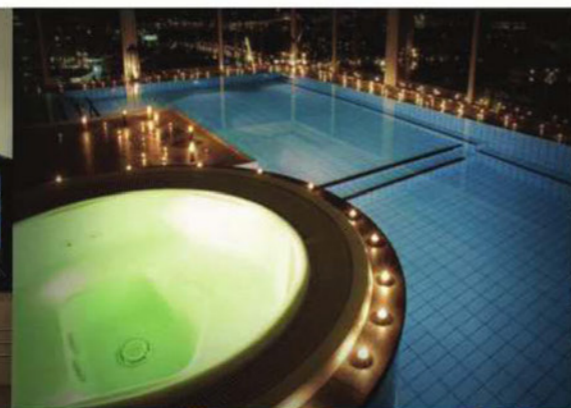
Swissotel is your place to stay during this Study & Business Tour

Swissotel Zurich is the tallest hotel of Zurich and is located in the heart of the city very close to the Main Station, Zurich Trade Fair and shopping areas of the city.

Swissotel has 347 rooms and it has received numerous awards for its pool and spa on the 32nd floor with an infinity pool and panoramic views.

The elegant rooms and suites overlook the Swiss Alps and the city and the delegation will stay in this hotel for seven nights.

Stay & Enjoy at Zurich's Most Modern and Tallest Hotel





THE BENEFITS & VALUES

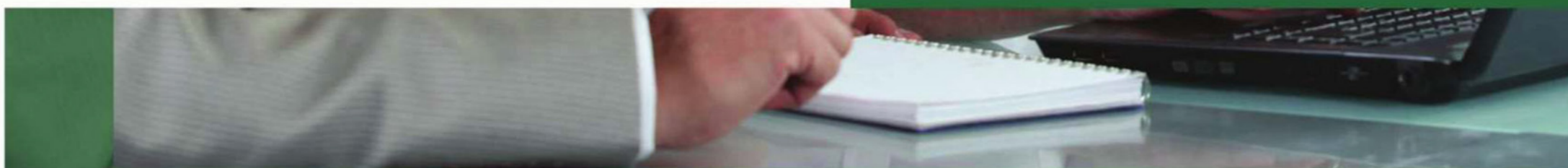


Benefits and reasons to be part of the Swiss Study & Business Tour

- Meeting and knowing renowned international business managers in Switzerland
- Facilitating and paving the way for international trade between the country and Europe.
- Visiting production sites of the best and reputable European companies
- Opportunities to attend training courses and workshops with premier speakers, instructors and leading managers from Switzerland (with simultaneous interpretation).
- Learning new management culture, techniques and outlook, and enhancing your skills to higher levels.
- Presence of simultaneous interpreter at all stages of your educational tour.
- Staying at five-star hotel and holding of courses and workshops on sideline of this tour.
- Receiving graduation certificate from a recognized Swiss university.
- Flights are arranged with Turkish Airlines and your Schengen visa from Swiss embassy.

**The More You KNOW,
The More You GROW...**

SWISS





www.impactersevents.com