



ASIA NEXT

EXECUTIVE EDUCATION PROGRAM

OFFERED BY
ASIA SOCIETY SWITZERLAND
AND THE INTERNATIONAL
INSTITUTE FOR MANAGEMENT
DEVELOPMENT (IMD)

Asia NEXT is an Executive Education program specifically designed for executives and leaders who wish to increase their Asia Competence and join an active community of like-minded professionals with an interest in Asia. It is offered by Asia Society Switzerland and the International Institute for Management Development (IMD).

Asia's influence on the world is growing – across the spheres of business, policy, technology, society and culture. Asia, and what happens in Asia, influences Swiss society and businesses on every level.

To be successful in an international environment, it is crucial to develop a deeper and more holistic understanding of Asia and Asian issues: we refer to this as Asia Competence. That is why since 2021, Asia Society Switzerland, together with the International Institute for Management Development (IMD), has been offering Asia NEXT. This Executive Education program aims to advance an understanding of important developments and issues in Asia and of how these are impacting Switzerland – and the world.

Who is the program for?

The program is aimed at executives and leaders interested in boosting their understanding of important trends and issues in Asia, and the effect these are having on Switzerland and the world. Participants do not need more than basic knowledge of or prior exposure to Asia. Access to Asia NEXT is reserved exclusively for employees of Corporate Members and Partners of Asia Society Switzerland.

What are the requirements?

To join the program, you need to:

- have been working at your current company for at least 2 years
- be on a managerial or executive level
- have a minimum of 5 years work experience
- have a job which requires networked thinking and covers a broad range of topics
- have a good command of English

What can you expect?

Asia NEXT offers the opportunity to learn alongside and connect to other business executives from various sectors and industries.

By joining Asia NEXT, you get access to four interactive sessions with Asia experts and practitioners, focusing on the question of what Asia means for Europe. You also get access to an exclusive company visit, complete a case study with 1-2 peers, and keep a personal reflection journal. For the duration of the program, you receive full member-level access to Asia Society Switzerland's diverse events. After completing the program, you become part of the growing Asia NEXT alumni community.



QUICK FACTS

Duration:

4 months

Language:

English

Number of participants:

15-20

Location:

Zurich

Costs:

Complimentary for employees of Corporate Members and Partners of Asia Society Switzerland.

Registration deadline:

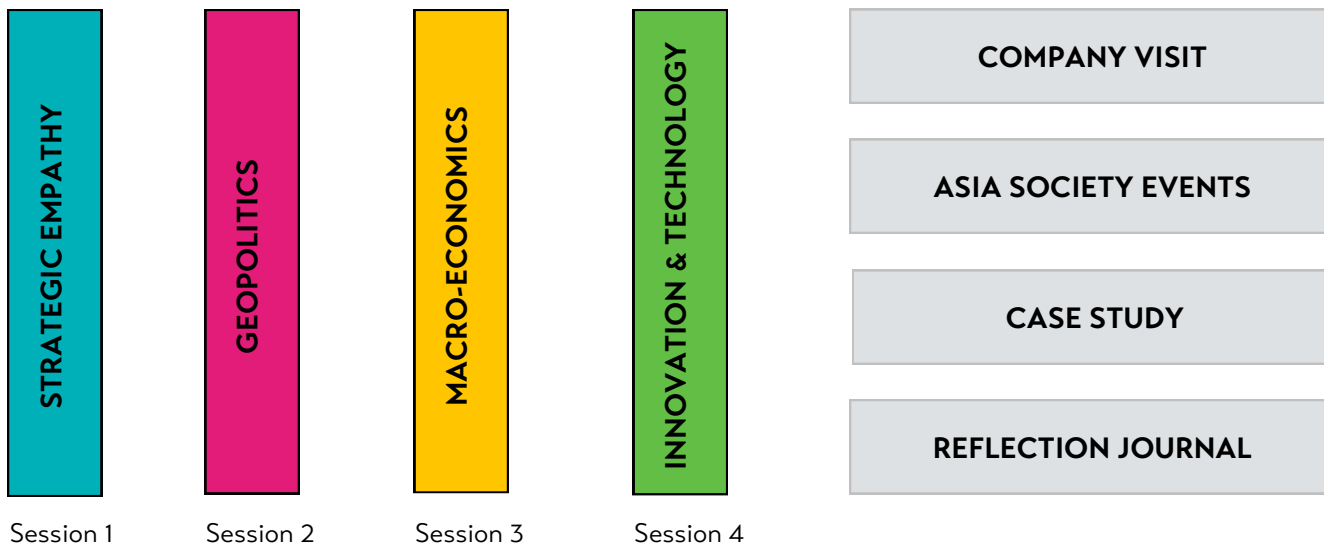
Jan 26, 2024

Next program start:

March 8, 2024

PROGRAM OVERVIEW

Asia NEXT explores the crucial and complex question of what Asia means for Europe. Four thematic pillars form the core of the program, while several additional elements round off the program's curriculum.



SESSION 1: STRATEGIC EMPATHY

What makes countries, governments, businesses, and individuals act the way they do?

Strategic empathy means looking at issues from the perspective of others and understanding what motivates these actions and behaviours. Session 1 focuses on furthering strategic empathy and is divided in two parts:

PART 1: HISTORY

To make sense of a country's present, it is crucial to understand its history. In part 1, you gain an understanding of historical realities of regional actors, which enables you to contextualize their contemporary actions.

PART 2: DOMESTIC POLITICS

Domestic politics shape the way countries think and act in an international context. In part 2, you examine the domestic politics of several major countries in Asia, allowing you to make sense of their behaviours and actions on the global stage.

SESSION 2: GEOPOLITICS

The Indo-Pacific is seeing major shifts in its geopolitical environment. In this session, we explore how China and the U.S. are reacting to the other's growing assertiveness in the region, how countries in the region are responding to this shift, and the many ways the dynamic geopolitical evolution in Asia is impacting Europe.

SESSION 3: MACRO-ECONOMICS

The Asia-Pacific region is a key driver of global growth. Despite facing headwinds from changing global demands, tighter monetary policies, and lower productivity growth in several of its economies, the region is expected to continue to grow in 2024 and beyond. In this session, we discuss the implications of geoeconomic fragmentation and de-risking policies of major economies.

SESSION 4: INNOVATION & TECHNOLOGY

In terms of innovation and technology, Asia is one of the fastest-growing regions, with China, Japan, South Korea, and India leading the charge. In session 4, we examine how countries in Asia are using technology to drive economic growth and development, and how the rise of innovation and technology in Asia is impacting the wider global economy.

Participants are required to prepare for each session. Pre-reading materials will be provided in advance. The sessions are designed to be highly interactive: an active participation and contribution to the discussion is encouraged and expected.

ADDITIONAL PROGRAM ELEMENTS



Company visit

As part of Asia NEXT, you get access to an exclusive company visit. Learn about the challenges and opportunities of operating in an Asian context from business leaders with in-depth Asia-experience and expand your business horizon and professional network.

Asia Society events

Take part in Asia Society events and gain additional insights into the world's most dynamic region. As a participant of Asia NEXT, you get full member-level access to Asia Society Switzerland's program of 60+ events per year for the duration of the program.

Case study (group work)

Engage in a collaborative case study: in teams of 2-3 participants, you explore the implications of Asia's rise for European businesses – taking either your own or another company or organization as an example. At the end of the program you present your findings to your peers.

Reflection journal (individual work)

In your personal reflection journal, consider the relevance of each session in relation to yourself and your work, and reflect on what you will do or approach differently going forward based on the insights gained during each session.



VOICES FROM OUR ALUMNI



"Interesting and value-adding course that provides you with an up-to-date view on the opportunities and challenges that the Asia region is facing – and what it means for Europe. Essential to everyone who works in and with Asia."

Abigail Goundry, Director Group Marketing, DKSH
Asia NEXT alumna 2023



"I enjoyed the access to a wide range of topics and experts, as well as interesting colleagues from various backgrounds."

Jan Vonder Mühl, Head Corporate Communications, Julius Bär
Asia NEXT alumnus 2023



"With the overload of information out there, the Asia NEXT program offers tailor-made insights into the most relevant topics a professional dealing with and interested in Asia will want to cover."

Bettina Schaller, Head Group Public Affairs, The Adecco Group
Asia NEXT alumna 2022

TIMELINE ASIA NEXT 2024

KICK-OFF

Fri, March 8
09:00-11:00

SESSION 1: STRATEGIC EMPATHY

Fri, March 15
08:15-12:00

SESSION 2: GEOPOLITICS

Fri, April 5
09:00-11:00

SESSION 3: MACRO-ECONOMICS

Fri, April 19
09:00-11:00

SESSION 4: INNOVATION & TECHNOLOGY

Fri, May 24
09:00-11:00

COMPANY VISIT

Fri, June 14
09:00-11:00

GROUP WORK PRESENTATIONS AND GRADUATION

Fri, June 28
15:00-19:30

MORE INFORMATION



For more information on the program, visit the [Asia NEXT website](#) or scan the QR code.

For inquiries, please get in touch with Madelaine Wiebalck, Executive Programs Manager, Asia Society Switzerland: mwiebalck@asiasociety.org / +41 (0)79 399 94 02.

NOMINATE / REGISTER



To nominate a participant or register for participation scan the QR code or fill out [this form](#).



About Asia Society Switzerland

Asia Society Switzerland is an independent Swiss foundation dedicated to Asia. We are part of the global Asia Society network with 16 centers around the world. We deeply believe that only with increased Asia Competence and sustained engagement with Asia will Switzerland be able to continue to thrive in a multipolar world and play a constructive role in shaping the “Asian Future”. For this reason, we have made it our mission to foster Asia Competence in Switzerland. We do so by shaping the public discourse, providing insights to decision-makers, educating leaders on Asia, supporting the next generation and connecting Asia-minded people and organizations in Switzerland.

About IMD

The International Institute for Management Development (IMD) has been a pioneering force in developing leaders who transform organizations and contribute to society since it was founded more than 75 years ago.

Led by an expert and diverse faculty, with campuses in Lausanne, Singapore and a Management Development Hub in Shenzhen, IMD strives to be the trusted learning partner of choice for ambitious individuals and organizations worldwide.

IMD's executive education and degree programs are consistently ranked among the world's best by the Financial Times, Bloomberg, Forbes and others. IMD's leading position in the field is grounded in its unique approach to creating real learning, real impact. Through its research, programs and advisory work IMD enables business leaders to find new and better solutions: challenging what is and inspiring what could be.



REGISTRATION DEADLINE: JAN 26, 2024

