



ASIA NEXT

AN INITIATIVE BY
ASIA SOCIETY SWITZERLAND
IN COLLABORATION WITH
THE INTERNATIONAL INSTITUTE
FOR MANAGEMENT DEVELOP-
MENT (IMD)



Asia NEXT is a program specifically designed for rising 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 in collaboration with IMD.

Who is it for?

Access to Asia NEXT is reserved exclusively for employees of partners of Asia Society Switzerland. Each partner can nominate 1-2 participants per cycle. The program is aimed at **rising talents** interested in boosting their understanding of important trends and issues in Asia, and how they are **impacting Switzerland and the world**. Participants don't need any prior knowledge or exposure to Asia.

What can you expect?

If you join Asia NEXT, you get access to **6 exclusive roundtable** conversations with Asia experts across the fields of **business, policy and technology**. You also get full member-level access to Asia Society Switzerland's program of 60+ events per year for the duration of the program. After completing the program, you will join the **Asia NEXT Alumni** community.

Requirements

To join the program, **you need to be employed by one of Asia Society Switzerland's partners**. To complete the program, you are expected to attend launch and graduation events, at least 5 out of 6 roundtable discussions, and 3 additional Asia Society Switzerland events of your choice during the program.

Why Asia Competence?

Asia's influence on the world is growing – across the spheres of business, policy, technology, society and culture. 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.



Testimonials



Asia NEXT has been inspirational, insightful and made me reflect on my beliefs.

Stephan Howeg, Chief of Staff & Communications Officer at Adecco Group, Asia NEXT alumnus 2021



As future correspondent for Radio SRF, I will cover China, Taiwan, Japan, South Korea, North Korea and Mongolia. The insights I received at the Asia NEXT roundtables and Asia Society events have expanded my know-how and triggered further research.

Samuel Emch, Radio SRF business editor, Asia NEXT alumnus 2021



Through the program, it has become even clearer to me that Asia does not equal Asia. I am much more aware of its complexities and nuances and I feel much better equipped to start a discussion on certain Asia-related topics – without having to rely solely on travel experiences.

Chloé Michel, Behavioural Research Manager at Swiss Re Institute, Asia NEXT alumna 2021

Timeline

January 17, 2022 Registration opens

March 18, 2022 Registration closes

April 5, 2022 – 12:00-13:30

Launch event and roundtable #1
(in-person)

May 3, 2022 – 12:00-13:00

Roundtable #2 (online)

May 18, 2022 – 18:00-19:30

Social gathering (in-person)

June 7, 2022 – 12:00-13:00

Roundtable #3 (online)

July 5, 2022 – 12:00-13:00

Roundtable #4 (online)

August 23, 2022 – 12:00-13:00

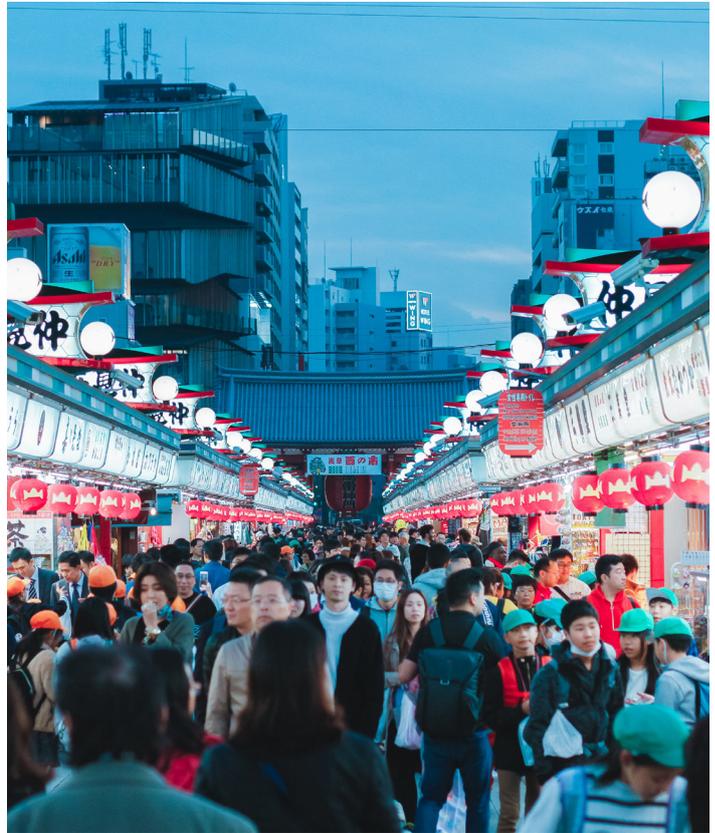
Roundtable #5 (online)

September 13, 2022 – 12:00-13:00

Roundtable #6 (online)

September 22, 2022 – 18:00-19:30

Graduation Ceremony and awarding of
the Asia NEXT Certificate (in-person)



More information



For additional information on
the program, please visit the
[website of Asia NEXT](#).

For any questions, please contact
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Manager Asia Society Switzerland,
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About Asia Society Switzerland

Asia Society Switzerland is an independent Swiss foundation dedicated to Asia. Our mission is to foster Asia Competence and prepare Switzerland for a deeper and more sustainable engagement with Asia. We are part of the global Asia Society network with 14 centers around the world.

About IMD Business School

The International Institute for Management Development (IMD) is an independent academic institution with Swiss roots and global reach, founded 75 years ago by business leaders for business leaders. Based in Lausanne and Singapore, IMD has been ranked in the Top 3 of the annual FT's Executive Education Global Ranking for the last nine consecutive years and in the top five for 17 consecutive years.

NOMINATE / REGISTER



To nominate a participant
or register for participation,
please fill out [this form](#) or
send an email to Madelaine Wie-
balck, Executive Programs Manager
Asia Society Switzerland,
mwiebalck@asiasociety.org

