

Accelerate  
your Asia  
Competence

# ASIA NEXT

# 2025



# Is Your Business Prepared for the Asian Future?

**Asia matters. For the last decades, the geopolitical and economical center of gravity of the world has continually shifted eastwards. Asia is no longer just a manufacturing hub, or a market opportunity – it is the world's most populous and dynamic region.**

This shift in global power dynamics is reshaping the world order as we know it – and is translating into real-world implications for businesses. That is why it is crucial for companies and organizations to cultivate in-house Asia Competence – whether or not they have a presence in Asia.

To address this need, Asia Society Switzerland, in collaboration with the International Institute for Management Development (IMD), launched Asia NEXT in 2021. Specifically tailored to executives and decision-makers, this Executive Education program equips participants with an in-depth understanding of key developments and issues in Asia, and encourages them to reflect on the impact these are having on Switzerland – and on their own industries and professional roles.

*“Asia Competence has become an indispensable skill which can no longer be relegated to a specialized team or department. Leaders at all levels – headquarters, boards, and management – must continuously develop and expand their Asia Competence to ensure long-term success and navigate a multipolar world.”*



**Nico Luchsinger**  
Executive Director  
Asia Society Switzerland





# About Asia NEXT

**The first and only Executive Education program in Switzerland with the specific purpose of imparting Asia Competence, Asia NEXT offers you the opportunity to actively identify and assess potential challenges and opportunities, ask the right questions, and know where to seek informed answers.**

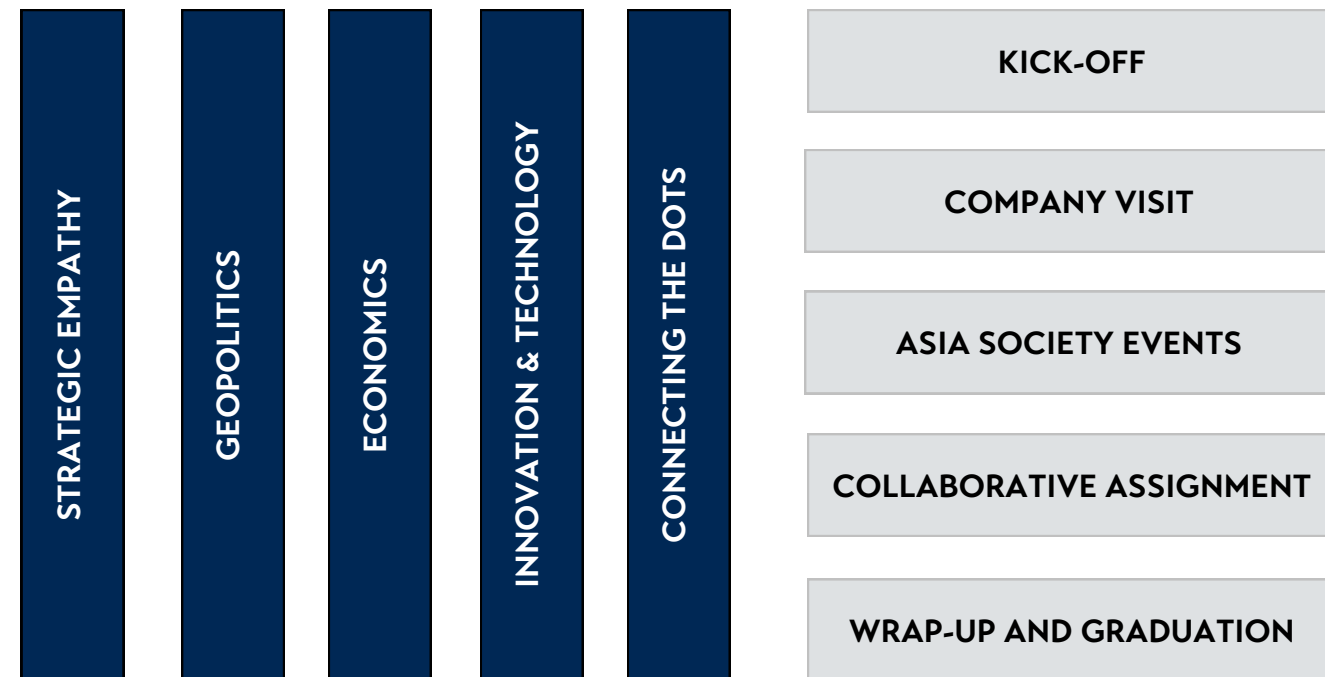
In a concise and interactive format that accommodates a demanding work schedule, the program provides valuable opportunities to engage with industry experts, business leaders, world-class professors, and your peers.

Upon graduating from the program, you receive a certificate issued by Asia Society Switzerland and IMD, and become part of the Asia NEXT Alumni Community.

# Program Overview

Five thematic pillars form the foundation of the program, while several additional elements round off the program's curriculum.

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





# In More Detail

## Strategic Empathy

Strategic empathy means looking at issues from the perspective of others and understanding the motivations behind their actions. Understanding a country's present requires understanding its past: history plays a crucial role and is this session's central focus.

## Geopolitics

With the U.S. increasingly focusing on internal policy issues instead of foreign policy, other global powers, such as China and India, are on the rise. In this session, we discuss important geopolitical shifts and how their ripple effects are being felt by businesses and politics worldwide.

## Economics

The Asia-Pacific region is anticipated to be the key long-term growth engine. However, shifting alliances and geopolitical tensions are causing fluctuations in trade relations, supply chains, and financial markets. In this session, we assess the global economic outlook in light of this uncertain environment.

## Innovation & Technology

Asia is one of the fastest-growing regions in terms of innovation and technological advancement. In this session, we examine how countries in Asia are leveraging this advantage to drive economic growth and sustainable development.

## Connecting the Dots

In this final session, we bring together key insights from previous sessions and connect the dots. We discuss your main takeaways, and reflect how the knowledge you've gained through the program will shape your decision-making going forward.

# Additional Program Elements

## Kick-Off

Your learning journey starts here! Get to know your peers and Asia Society Switzerland. Kick-off the conversation on Asia and how it relates to you and your business – and to that of your peers.

## 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's diverse events and gain additional insights into the world's most dynamic region while broadening your network.

## Collaborative Assignment

In small teams, you examine the implications of the shifting global power balance and geopolitical landscape for economy, policy, and society in Switzerland.

## Wrap-Up and Graduation

Present your conclusions from the collaborative assignment to your peers and discuss shared and differing perspectives. After that, it is time to celebrate your successful completion of the program over drinks.



# At a Glance



## Duration:

4 months

## Language:

English

## Number of participants:

15-20

## Location:

Zurich

## Registration deadline:

March 31, 2025

## Program start:

May 16, 2025

[See program dates in 2025 ↗](#)

# What Participants Value Most

- >> Getting to spend time thinking about topics that are highly relevant – yet not often front of mind.
- >> Looking beyond the news headlines and gaining insights from the ground by engaging with international experts based in Asia and Switzerland.
- >> Benefitting from designated time for networking and knowledge exchange with fellow participants who share their global mindset and commitment to lifelong learning.





# You

- >> are on an executive or managerial level
- >> have a sound command of English
- >> have a job which requires networked thinking and covers a broad range of topics
- >> feel that developments in Asia are of growing importance to you professionally or personally
- >> think that just following the news isn't quite enough to get the full picture and connect the dots
- >> have a keen interest in Asia (advanced knowledge of or prior exposure to Asia is not a must for admission to the program)



# Your Peers

Typical participant profiles include:

- Senior Advisor Public Policy
- Chief Economist
- Head Corporate Communications
- Chief Investment Officer
- Head Global Client Team
- Senior Compliance Operations Specialist
- Senior Digital Strategy Manager
- Head of International Affairs

# Voices From Our Alumni



*"An essential course offering up-to-date insights into Asia's opportunities and challenges, and their implications for Europe. Ideal for professionals working with Asia related topics, Asia NEXT provides tailored insights into the most relevant topics."*

Anne-Claire Ramser Roggo, Global Vice President,  
The Adecco Group, Asia NEXT alumna 2024



*"Asia NEXT broadened and deepened my understanding of Asia through a structured and interactive learning experience. The insights I have gained are invaluable, both professionally and personally."*

Wen Lin, Senior Digital Strategy Manager,  
Zurich Insurance, Asia NEXT alumnus 2024



*"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



# About Us

## Asia Society Switzerland

is a Swiss non-profit organization dedicated to Asia. We are part of the global Asia Society network with 16 centers around the world, of which seven are located in Asia.

We deeply believe that only with increased Asia Competence, as well as 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.

[Learn more ↗](#)

## 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.

[Learn more ↗](#)

# Start Your Learning Journey Today

## Contact



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[Send an inquiry email ↗](#)

## Access

Asia NEXT is exclusively accessible for employees of Corporate Members and Partners of Asia Society Switzerland.

To take part in Asia NEXT, you need to be nominated by someone at your company/organization.

## Fee

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

## Registration deadline

March 31, 2025

## You've been nominated?

[Register here ↗](#)





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