



ASIA NEXT

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

Asia NEXT is an Executive Education 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.

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, in collaboration with the International Institute for Management Development (IMD), has been offering Asia NEXT. The program aims to advance an understanding of important developments and issues in Asia and how these are impacting Switzerland and the world.

Who is the program for?

Access to Asia NEXT is reserved exclusively for employees of partners of Asia Society Switzerland. Each partner can nominate 1-2 participants per iteration. 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 of or exposure to Asia. The blended learning format of the program allows for flexibility in incorporating executive learning into a busy work schedule.

What can you expect?

The Asia NEXT program aims to explore the changing balance(s) of power in Asia and how they are affecting the region – and the world. By joining Asia NEXT, you get access to roundtable conversations with Asia experts across the fields of business, geopolitics, 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 become a part of the Asia NEXT alumni community and have the chance to stay in touch with like-minded peers.

What are the requirements?

To join the program, you need to be employed by one of Asia Society Switzerland's partners. To graduate from the program, you are expected to complete all four modules of the program, including carrying out an original piece of research (in English).



Voices from our alumnis



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, Global World of Work Executive, Adecco Group, Asia NEXT alumna 2022



The Asia NEXT program is an excellent way to get Asia served on silver platter. It provides both an overview, as well as deeper insights into current topics of relevance to the region and beyond.

Bella Roscher, Lead Organizational Development, WWF Switzerland, Asia NEXT alumna 2022



The program gave me a different perspective on how Asia sees the world.

Adrian Vogel, Head of Industry Sectors, Swissmem, Asia NEXT alumnus 2022

Program Overview

How is the shifting balance of power in Asia affecting the region – and the world? Which developments should we be paying attention to? How are geopolitics, trade and innovation driving change in the world's most dynamic region? And how are these changes impacting Swiss society and businesses – and your work? Discuss these and further questions with Asia NEXT experts and peers: Gain new perspectives, look beyond the headlines and share ideas.

The program is structured in four modules. All modules are compulsory. Modules I-III are sequential, while module IV runs in parallel.

Module I
FUNDAMENTALS

Module II
DRIVERS OF CHANGE

Module III
OUTLOOK

Module IV
INDEPENDENT LEARNING AND RESEARCH

Module I: Fundamentals (April 4 - April 24, 2023)

By highlighting major shifts and interdependencies in Asia, the Fundamentals module lays the foundation for the following elements of the program. In this module, you get a condensed overview of current developments in Asia, and how they affect all of us through the lens of (geo-)politics, policy and economy.

Module II: Drivers of Change (April 25 - July 11, 2023)

Discover which key factors are driving change in Asia. In four roundtables with international experts and analysts, you will discuss geopolitics, trade, technology and innovation, and how they are impacting the region – and beyond.

Module III: Outlook (July 12 - Sept 12, 2023)

Asia, and what happens in Asia, influences societies and businesses in Europe on every level. In two roundtables, learn about possible developments of the world's most dynamic region and what you should be watching out for in the months ahead.

Module IV: Independent Research and Learning (April 4 - Sept 12, 2023)

Take ownership of your learning. Set your own focus and learn according to your personal schedule. During this module, you will carry out an original piece of research, independently prepare for the roundtable discussions, and take part in three additional Asia Society Switzerland events of your choice.

Quick facts

Duration:
6 months

Language:
English

Number of participants:
15-20

Location:
Zurich/online

Costs:
Free of charge for employees of partners of Asia Society CH

Next program start:
April 4, 2023



Timeline Asia NEXT 2023

January 16, 2023 **Registration opens**
March 17, 2023 **Registration closes**

April 4, 2023 – 18:00-19:30
Launch event (in-person)

April 25, 2023 – 12:00-13:00
Roundtable #1 (online)

May 16, 2023 – 12:00-13:00
Roundtable #2 (online)

June 13, 2023 – 12:00-13:00
Roundtable #3 (online)

June 29, 2023 – 18:00-20:00
Asia NEXT Get-Together (in-person)

July 11, 2023 – 12:00-13:00
Roundtable #4 (online)

August 22, 2023 – 12:00-13:00
Roundtable #5 (online)

September 12, 2023 – 12:00-13:00
Roundtable #6 (online)

September 21, 2023 – 18:00-19:30
Graduation Ceremony and awarding of
the Asia NEXT Certificate (in-person)

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

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 since 2012 and in the top five for 18 consecutive years.



More information



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

For inquiries, please contact Madelaine Wiebalck, Executive Programs Manager Asia Society Switzerland, mwiebalck@asiasociety.org

NOMINATE / REGISTER



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



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