

INTERNATIONAL LIMAK STUDY TRIP SINGAPORE

STUDY TRIP “DOING BUSINESS IN ASIA”
May 21st - 27th, 2023

PROGRAM FACTS

- First-hand insights into the Asian business environment from a variety of perspectives
- Discussions about challenges and strategic decisions of global players
- Knowledge transfer is facilitated by academic experts
- The study trip comprises the multifaceted inputs from different cultural, institutional and legal perspectives
- Insights in international companies of different industries
- Socializing, networking opportunities and cultural program / sightseeing in Singapore



ACADEMIC SUPERVISOR

Professor Dr. Zheng HAN

Professor Han is Chair Professor of Innovation and Entrepreneurship at Tongji University in Shanghai and the Sino-German School for Postgraduate Studies (CDHK) and visiting professor of University of St. Gallen in Switzerland. He is also founder of HAN Executive Advisory and Development, a boutique advisory and executive development company specialized in Asian economy, strategy, marketing and innovation management.



SINGAPORE

Singapore has established itself as one of the most innovative countries on the planet and is an international hot-spot not only in the financial sector, but also an important location for companies in Software & IT (Fintech), Energy efficiency & Green Building, Tourism & Infrastructure and Medical Technology & Laboratory Supplies.

LEARN ABOUT ASIA FROM DIFFERENT PERSPECTIVES

Content



Learn about doing business in Asia:

- The Learning Journey in Singapore
- starts with an introduction into the Asian Economy, Culture and Society
 - continues with strategies and future challenges of Multinational Corporations in Asia
 - provides a deep dive into different perspectives of Innovation and the Asian startup ecosystem
 - and completes with an insight into Sustainability policies and strategies of Asian Economies

The closing of the study trip features a wrap up of the week's learnings and the presentation of group projects. All lectures are held by internationally recognized and experienced faculty members.

Networking & Company visits



Develop personal and professional networks:

Learn about different industries on site, gain firsthand insights on how Singaporean Players and Austrian Subsidiaries in Singapore develop and successfully grow their businesses in Asia.

During the program, various company visits and discussions with local experts are facilitated in order to gain a valuable learning experience.

Evening events provide the opportunity to meet experts from local and international companies, exchange about current business developments and grow your global network.

Culture & Society



Experience the rich culture and heritage of Singapore:

Singapore is a melting pot of cultures, with a diverse mix of ethnic communities and also has a rich history and a unique political and social system.

Develop cross-cultural competence and gain a deeper understanding of the customs and traditions of locals by engaging in cultural immersion sessions in and outside of classes.

EXAMPLE OF PROGRAM SCHEDULE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Singapore	Singapore	Singapore	Singapore	Singapore	Singapore	Singapore
	Lecture	Lecture	Lecture	Lecture	Lecture	Lecture
	8:00 a.m. Opening and Welcome	8:00 a.m. - 12:00 p.m. Asian Culture & Society	8:00 a.m. - 12:00 p.m. Multinational Corporations in Asia	8:00 a.m. - 12:00 p.m. Innovation in Asia	8:00 a.m. - 12:00 p.m. Startups & Sustainability in Asia	8:00 a.m. - 12:00 p.m. Presentation Class Projects
Sightseeing Day (optional)	8:30 a.m. - 12:00 p.m. Asian Economy in Transition (Prof. Zheng HAN)	(Prof. Zheng HAN/ Visiting Professor)	(Prof. Zheng HAN)	(Prof. Zheng HAN/ Visiting Professor)	(Prof. Zheng HAN)	Wrap-up session on the week's learnings (Prof. Zheng HAN)
9:00 a.m. – 6:00 p.m.	Lunch 12:00 p.m. - 1:00 p.m.	Lunch 12:00 p.m. - 1:00 p.m.	Lunch 12:00 p.m. - 1:00 p.m.	Lunch 12:00 p.m. - 1:00 p.m.	Lunch 12:00 p.m. - 1:00 p.m.	
	Company Visits 1:00 p.m. - 5:30 p.m.	Company Visits 1:00 p.m. - 5:30 p.m.	Company Visits 1:00 p.m. - 5:30 p.m.	Company Visits 1:00 p.m. - 5:30 p.m.	Company Visits 1:00 p.m. - 5:30 p.m.	End of Study Trip
	Free Evening	Cultural Event	Free Evening	Networking Event	Free Evening	

March, 3rd, 2023 - Subject to modification and amendments!

DETAILS

- Date: May 21st – 27th, 2023
- Program Fee*: € 4.000,-
- Application Fee**: € 690,-

* Travel costs and accommodations are not included in the price. Limited number of participants.

**Does not apply for current participants and graduates of LIMAK

CONTACT

For questions about the trip please contact:

Mag. Florentina Schallmeiner, BSc
+43-676 898 664 478
florentina.schallmeiner@limak.jku.at

