

2026/2027

connectUS

# INDUSTRY IN TRANSITION

Innovation, Energy and the Future of  
Production

## PARTNERSHIP BOOKLET



# Mission Statement

At connectUS, we explore how industries in transition are evolving through innovation, technology, and intercultural collaboration. We encourage students to better understand these developments and their impact on the way we work, produce, and create value.

In a rapidly changing world, our goal is to help future leaders think critically, broaden their perspectives, and contribute to a more innovative, responsible, and connected world.

Through key topics such as Energy Intelligence, Human-Centred Automation, Advanced Manufacturing, Industrial AI & Digital Trust, and Intercultural Experiences, we shed light on how data, intelligent systems, and global collaboration are reshaping industries while placing equal importance on sustainability, human value, and trust.

By connecting students with experts, companies, and communities in Switzerland and North America, we seek to foster dialogue, encourage critical thinking, and exchange ideas that contribute to resilient, innovative, and responsible industries.

Join us in rethinking how we power, create, collaborate, innovate, and trust.

# About International Student Projects

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Our International Student Projects Insight China, Focus India, connectUS, and exploreASEAN are flagship initiatives within the FHNW School of Business, organized by teams of students for delegations of students in their final year, all of whom are eager to learn and perform in international business. The project teams work under supervision of a FHNW lecturer. Designed to create a unique and vibrant platform for networking opportunities, these projects allow specially recruited students to gain unique business culture experiences, explore contemporary business concepts, and access valuable opportunities. Each initiative includes two major segments: a preparatory seminar held in Switzerland followed by a study-trip abroad. These seminars provide exclusive insights into the target country or regions, examining their business landscape along with cultural, political, socio-economic and demographic challenges.

## Your Advantages of Being a Partner

Partnering with our ISPs gives your business access to a diverse pool of talented, hand-picked students from fields such as Engineering, IT, Life Sciences and Management. You will have the chance to network directly with delegates, view CVs, and build lasting connections. Your company gains visibility through logo placement at ISP events, and you are invited to join our job fairs and speed-interview sessions, ideal for meeting potential candidates and showcasing your brand. We consider you a crucial partner in empowering our future, fostering cross-cultural connections, and supporting the development of our talent. By partnering with us, you help create a thriving environment for both your organisation and students. The success of these projects is built on the strong, collaborative relationships we form with our partners.



# About International Student Projects

## **“Is China ahead?” Railways to 2030 – Connecting Cities, Ideas and Perspectives**



Insight China is an interdisciplinary learning journey designed to explore the ideas, innovations and transformations shaping tomorrow's world. Through company visits, academic exchange, cultural encounters and immersive travel experiences, participants gain first-hand insights into contemporary China. With the railway serving as a moving classroom, the project is built around three strategic focus areas: Future of Health Exploring the future of healthcare, life sciences, biotechnology and healthy societies. New Work Understanding how digitalization, artificial intelligence and changing expectations are transforming the way we learn, collaborate, and lead. Zero Emission Investigating sustainable mobility, renewable energy, circular economies, and the transition towards climate-neutral development. Every city adds a new perspective, every encounter contributes a new idea, and every journey helps build a deeper understanding of the interconnected challenges and opportunities shaping our common future.

## **Shaping Futures Together – Different Perspectives Create New Solutions**



Focus India 2027 explores how Switzerland and India, two distinct economic and cultural environments, create value through exchange, innovation and long-term partnerships. Through seminars, company visits, and collaboration with international partners, the project highlights how cultural diversity, sustainable technologies, and cross-border careers come together to create lasting impact. By bridging cultures and disciplines, we examine how collaboration can foster sustainability, connect students with future-oriented industries, and strengthen long-term partnerships between academia and business. Focus India shows that real progress comes not only from innovation, but from dialogue, mutual learning, and shared experience.

## **Industry in Transition: Innovation, Energy and the Future of Production**



Industry is evolving at a rapid pace, reshaping everything on its path. connectUS 2027 explores how industries in transition influence multiple sectors, adapt for the future, and connect through intercultural exchange. Our project is built around four focus areas: Energy Intelligence, revealing the hidden energy behind every product; Human Automation, redefining collaboration between people and organizations; Advanced Manufacturing, enabling intelligent and adaptive production; and Industrial AI, creating lasting value through digital trust. As students, we aim to unpack these interconnected themes to develop a shared and critical perspective through collaboration, innovation, and meaningful exchange — learning from leading organisations and diverse partners to create meaningful impact. Join us on this journey between Switzerland and North America and discover how this collective effort will shape a better tomorrow.

## **From Factory to Future: Resilient Value Chains in ASEAN**



Two countries, two engines of growth. exploreASEAN 2027 follows Southeast Asia's climb up the global value chain along two complementary corridors: Vietnam, where a manufacturing powerhouse is taking shape through supplier ecosystems, automation and eco-industrial resilience, and the Philippines, where a fast-rising service economy leads with IT-BPM, digital public infrastructure and healthcare innovation. Singapore ties it together as the region's hub orchestrator. Guided by the motto "From Factory to Future: Resilient Value Chains in ASEAN", the project examines Smart Innovation, Resilient Supply Chains and Cross-Cultural Business — giving Swiss companies a front-row seat to pragmatic innovation in one of the world's most dynamic regions.

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# Industry in Transition

## Innovation, Energy and the Future of Production

Industries around the world are undergoing profound transformation, driven by technological advances, shifting global priorities, and new forms of collaboration. connectUS 2027 explores how innovation, technology, and intercultural exchange are redefining the way we produce, work, and create value. This year's focus, "Industries in Transition – Innovation, Energy and the Future of Production" highlights five key areas: how energy intelligence is redefining value in a data-driven world, how human-centred automation is reshaping collaboration in the age of Industry 5.0, how advanced manufacturing is transforming production through smart industry, how industrial AI and digital trust are building intelligent systems we can rely on, and how intercultural exchange and global perspectives drive innovation. Through company visits, discussions, and collaboration with leading organisations in Switzerland and North America, connectUS aims to develop a shared understanding of how industries can navigate change and shape a more sustainable and connected future.

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# Energy Intelligence

Redefining Energy Value in a  
Data-Driven World

# ENERGY INTELLIGENCE

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## Redefining Energy Value in a Data-Driven World

Every product has an invisible second story: the energy to make it. Some of this story is already being told, through reports and contracts, but much of it still plays out quietly behind factory walls.

Imagine a factory at 2 a.m., running at full power during the most expensive hour of the day, and nobody notices. Multiply that across thousands of factories, and the waste becomes massive. Energy intelligence changes this. Real-time data makes energy visible: what's being wasted, when, and how it could be used better. Suddenly, energy becomes something you can manage.

The goal isn't to use less energy, it's to use it smarter: better efficiency, more resilience, real competitive edge. Through connectUS, we explore how organisations in Switzerland and North America are driving this shift.

Because future factories won't just build better products. They will finally understand the energy behind them.



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A woman with dark hair, wearing a white and orange striped shirt and black AR glasses, is leaning forward and gesturing with her right hand towards a white humanoid robot. The robot has blue eyes and a blue circular design on its head. The background is a bright, out-of-focus indoor setting.

# Human Centred Automation

Redefining Human Value in  
the Age of Industry 5.0

# HUMAN CENTRED AUTOMATION

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## Redefining Human Value in the Age of Industry 5.0



Every industrial revolution has changed how people work. While earlier shifts replaced physical labour with machines, today's revolution asks a different question: what makes humans irreplaceable? As AI takes over routine tasks, creativity, empathy, critical thinking, and collaboration become the true drivers of innovation.

Industry 5.0 places people at the centre of progress. Through connectUS, we see how organisations prepare their workforce for constant change through reskilling and lifelong learning. Real transformation doesn't come from technology alone; it comes from people growing alongside it.

People must be at the heart of this revolution, able to understand and interpret what AI produces. That's why we visit leading companies that show how lasting transformation happens by empowering people while adopting new technology.



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# Advanced Manufacturing

Rethinking Manufacturing in  
the Age of Smart Industry

# ADVANCED MANUFACTURING

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## Rethinking Manufacturing in the Age of Smart Industry

Step onto a production floor where machines talk to each other, robots work side by side with people, and every process is rethought in real time, and you understand at once why this industry cannot be grasped from a lecture hall alone. Advanced Manufacturing & Automation brings students face to face with the transformation reshaping how the world builds things.



For a long time, factories followed fixed steps: a machine did one task, a worker did another. Now imagine a robot that notices a defect mid-process and adjusts before a single faulty product rolls off the line, no human had to catch it. That's automation making decisions, not just following them.

Behind every smart factory is a balance between investment and flexibility, precision and speed, automation and the people who still make the difference. Through connectUS, we see how Switzerland and North America answer the same question in strikingly different ways. Switzerland's high costs are not a weakness to overcome; they are a reason to lead in how production is shaped.

Because in the age of automation, the most valuable skill is knowing what only humans can still do.



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# Industrial AI & Digital trust

Building Intelligent Systems  
We Can Rely On

# INDUSTRIAL AI & DIGITAL TRUST

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## Building Intelligent Systems We Can Rely On

Every factory, supply chain and energy grid is becoming a data-driven system; the opportunity lies in making AI not just powerful, but trusted. Industrial AI connects machines, data and decisions in real time, making production smarter, safer and more resilient. But intelligence alone is not enough: without transparency, security and accountability, even the most advanced systems remain fragile. This is the vision of digital trust in industry: designing AI that performs and earns confidence at the same time.

Industrial AI is about ensuring that the algorithms steering our factories, energy grids and logistics networks are trustworthy, secure, and aligned with human values. This means combining cutting-edge technology with clear governance, cybersecurity, and data integrity, so that companies, workers and society can rely on the systems shaping our industrial future.

From predictive maintenance powered by AI to secure digital twins of entire production lines, trust becomes the foundation for the next generation of industrial innovation.



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# Intercultural Experience

How Global Perspectives  
Drive Innovation

# INTERCULTURAL EXPERIENCE

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## How Global Perspectives Drive Innovation

Imagine working on the same challenge alongside people who approach it in completely different ways. Every culture brings unique perspectives and problem-solving methods that shape how organisations innovate, collaborate, and adapt to change. This is the power of intercultural experiences; learning from diverse ways of thinking while building the skills needed to thrive in an increasingly global world.

As industries become more interconnected, innovation is no longer driven by technology alone. Success depends on people who can communicate across cultures, build trust, and collaborate in diverse teams. Through international exchange, company visits, and collaboration with students, experts, and industry partners, we experience firsthand how cultural diversity shapes leadership and decision-making. By stepping outside familiar environments, we challenge assumptions and discover new approaches to complex problems.



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# Join Us in Rethinking How We Power, Create, Collaborate, Innovate, and Trust.

Our mission is to discover, alongside our FHNW delegation, how industries in transition are being reshaped by innovation, technology, and global collaboration. Throughout our journey, we delve into the heart of these transformations, exploring the role of intelligent energy systems in redefining value, the evolution of the relationship between people and technology through human-centred automation, the potential of smart manufacturing for adaptive production, the role of industrial AI in building trust in intelligent systems, and the power of intercultural perspectives to drive innovation.

As we travel across Switzerland and North America, we aim to uncover new perspectives, exchange ideas, and contribute to building more resilient, responsible, and connected industries.

# The Benefits in Joining Us:

## Seminar in Switzerland

Through our partnership you are invited to our one-week seminar in Switzerland. You have the opportunity to integrate your organisation into our seminar in terms of an expert speaker. There is also the possibility to participate in our panel discussion on the last day of the seminar.

## Knowledge Integration

We are eager to learn from your knowledge on up-to-date topics. You have the possibility to contribute actively towards the content of our seminar in Switzerland in form of a workshop.

## Networking Events

Profit from a career fair booth during our seminar in Switzerland. You will have the chance to present your organisation and get into promising talks with delegates from each project.

## Speed Interviews

During the career fair, we present you the opportunity to interview a selection of all delegates according to your preferences.

## Access to Future Workforce

You will be granted access to the CVs of all delegation members. Our handpicked delegation consists of the most talented and motivated students in their final year. As many partners did in previous years, you may find the perfect candidates for your open positions.

## Publicity

Raise awareness and attractiveness of your organisation amongst FHNW students. Benefit from the placement of your organization's logo on all project activities. This includes campus activities, project newsletters, websites, and social media channels.



**Become a Partner,  
Make a Change.**

# Our Partnership Options

|                                                                                                   | Platinum           | Gold               | Silver               | Supporter      |
|---------------------------------------------------------------------------------------------------|--------------------|--------------------|----------------------|----------------|
| Access to the CV pool                                                                             | All Delegations    | All Delegations    | connectUS Delegation | Upon Agreement |
| Job advertisement on our website and social channels during the project                           | ✓                  | ✓                  | ✓                    | Upon Agreement |
| Possibility to build up a relationship with FHNW Next Career Services                             | ✓                  | ✓                  | ✗                    | ✗              |
| Presence on newsletters, presentations, and videos                                                | Priority Spots     | Secondary Spots    | Tertiary Spots       | Upon Agreement |
| Pre-Seminar CH virtual get together and recruitment possibility                                   | ✓                  | ✗                  | ✗                    | ✗              |
| Display of your logo on our website                                                               | ✓                  | ✓                  | ✓                    | ✓              |
| Description of your company on our website                                                        | Detailed           | Medium             | Medium               | ✗              |
| Stand at the official FHNW Career Day on 16.03.2027                                               | ✓                  | 500.-              | 500.-                | Upon Agreement |
| Stand at the career fair at the Seminar in Switzerland*                                           | ✓                  | ✓                  | ✗                    | Upon Agreement |
| Speed interview option at the career fair with a selected group                                   | All Delegations    | All Delegations    | connectUS Delegation | Upon Agreement |
| Possibility to distribute promotional material at the Seminar in Switzerland                      | ✓                  | ✓                  | Upon Agreement       | Upon Agreement |
| Timeslot granted to present your company at the Seminar in Switzerland through a key-note speaker | ✓                  | Upon Agreement     | ✗                    | ✗              |
| Workshop around topical expertise connectUS                                                       | ✓                  | ✗                  | ✗                    | ✗              |
| Company visits during Seminar in Switzerland and/or Seminar Abroad                                | ✓                  | Upon Agreement     | ✗                    | ✗              |
| Seats provided for networking purposes at project events                                          | Unlimited          | 5                  | 3                    | Upon Agreement |
| Display of your company logo at project events                                                    | Large              | Medium             | Medium               | Small          |
|                                                                                                   | <b>CHF 7'000.-</b> | <b>CHF 5'000.-</b> | <b>CHF 3'000.-</b>   | Upon Agreement |

\*Concept being reviewed



# Meet Our Team.



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# The Defining Moments in Our Journey.



## Career Fair February

During our Seminar in Switzerland in February, a Career Fair will be held. This event provides partners from all international student projects the opportunity to showcase their companies and recruit students from various fields of study.

## Seminar in Switzerland February

In February, at FHNW our one-week Seminar will take place. Where the delegation, interested students (national and international), and your employees can attend presentations focused on each project, offering valuable insights and learning opportunities.



## Seminar Abroad March/April

The FHNW delegation, consisting of students and university lecturers, will embark on a two-week journey across North America. During this trip, we will visit various companies and public institutions, providing opportunities for knowledge exchange, networking, and broadening their perspectives.



## Final Event May

Following the Seminar Abroad, you are invited to our Final Event. During this event, representatives from all international student projects will share their experiences and lessons learned with you and current FHNW students.





# Let's Work Together.



[www.connectus.ch](http://www.connectus.ch)



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