

## PRESS RELEASE (for immediate release)

### Eight Students and Apprentices had an amazing experience in China



Shanghai, 15<sup>th</sup> of September 2017 – **The eight students and apprentices who won the second edition of the ICL CUP have just returned to Switzerland from an unforgettable immersion into the Chinese professional and cultural world.**

“China is an incredible country between modernity and cultural heritage, far away from what I imagined” was a perspective shared by each participant. These young Swiss professionals from different parts of Switzerland selected for the ICL CUP had the opportunity to spend an all-expense paid, 2-month internship in the dynamic lifestyle of China, well outside our the mountains of our homeland.

Aside from the professional skills acquired in a fast-growing and future-oriented market, they participated in different activities that allowed them to learn more about the cultural particularities and traditions unique to China, as Shanghai is an international city constantly looking for modernization while respecting its culture.

Different Swiss companies and institutions supported the Integrate Chinese Life initiative, fully aware of China's importance to the world's economy and with designs to encourage the new generation to gain an international background. The idea of the ICL CUP originally came from two Swiss people who have taken on the mission of helping active youth discover China after experiencing the many opportunities China has to offer while studying here.

Schindler allowed two of their apprentices, Diego and Jan, to learn about the inner workings of their local branch. Joris of Affolter group could apply his knowledge in their Shanghai's show room and visit a customer in Shenzhen in the South. The Canton de Vaud generously sponsored Amandine, who did an internship at CBC marketing research, and Didier, a watchmaker trainee, who had the unique chance to work with an artisan watchmaker who does everything by hand. Anna, thanks to PwC Switzerland, was in charge of welcoming Swiss delegations at the Swiss Center Shanghai. Finally, two young people from Geneva were supported by the BCGE and the CCIG; Franka was involved in a language school called Mandalingua and Jonathan could create and present interesting projects for an electronics and robotics laboratory, Tokylabs.

The second edition of the ICL CUP was a success and the eight participants left China very happy with their experience. Furthermore, they will see China, which has evolved from the factory of the world to the largest consumption market, in another light.

*ICL CUP would not have been possible without the support and encouragement of our sponsors: the canton of Vaud, the Banque Cantonale de Genève (BCGE), the Chamber of Commerce, Industry and Services of Geneva (CCIG), Schindler, PwC Switzerland and Affolter Group; and without the help of the partners: Air China, Swiss Center Shanghai, the French-speaking section of the Swiss Chinese Association and the Swiss Chinese Association.*

## AUDIO-VISUAL MATERIAL

You may find online pictures and videos from all participants and personalities supporting the ICL CUP, and an experience summary of the last edition.



[Online Album](#)



[Youtube Channel](#)



[Facebook Page](#)



[Experience Summary](#)

## FOR ADDITIONAL INFORMATION

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