



**Start shaping your international future**

# SINO-SWISS Summer University (SSSU) in Intercultural Management 5 ECTS

2 weeks in Switzerland and 2 weeks in China (1-29 July 2020)

By the end of the SSSU, the participants will be able to:

- design strategies to leverage cultural differences in teams for agility, creativity and innovation
- distinguish and apply an appropriate communication approach to build, maintain and recover trust
- develop the capacity to start business in foreign markets

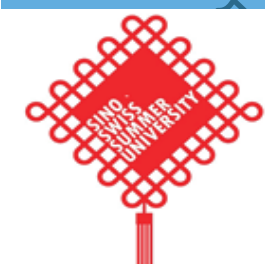
Application process

Deadline: 16 February

Your cover letter should focus on:

- your motivation to participate in the SSSU
- your contribution to the SSSU
- benefits you expect from this experience in terms of career and personal development

Apply  
**NOW!**



For more information and to register, send a cover letter and CV to Pr. Anna Lupina-Wegener, [sinoswiss.su@heig-vd.ch](mailto:sinoswiss.su@heig-vd.ch)