



Study Tour of China UIBE Students

For Global Vision and Innovative Spirits

LEDECO Geneva – 2018



LEDECO Geneva

LEDECO Geneva, established in Geneva of Switzerland in 2017, strives to provide strategic advice and educational support to international organizations, NGOs, associations, universities and enterprises across the world.

LEDECO Geneva team consists of experienced practitioners from international organizations, national governments and multinational companies.

Professor Xiankun LU, former senior trade diplomat of China, acts as Managing Director. H.E. Ambassador Alejandro JARA, former Deputy Director-General of WTO, and Mr. Martin KUENZI, Deputy President and CFO of Intersport International Corporation (IIC) Switzerland, act as co-chairmen of its Board.

A more detailed introduction of LEDECO Geneva is hereby attached.



BACKGROUND

The world is currently undergoing a period of tectonic changes. After a bipolar order during the cold war and the unipolar moment in its aftermath, it is now transitioning towards a more multipolar system. Ironically, forces of multilateralism are being eroded in this process. The multilateral trading system represented by China is also going through an unprecedented crisis.

Following the breath-taking success of Deng Xiaoping's reform-and-opening-up policies, the People's Republic of China is now poised to become the world's biggest economy. At the same time, President Xi Jinping ushering in of a "new era" of Chinese international engagement raises hopes for change and an emerging leadership role in global trade governance.

Meanwhile, the world is increasingly driven, at an unprecedented speed, by fast evolving new technologies and innovative business models, such as digital technologies and platforms. International trade, both goods and services, is also increasingly traded on-line. Among all countries, Switzerland is recognized for many years by many international organizations as the most innovative one.

Against this backdrop, University of International Business and Economics (UIBE) of China, and their students, face both opportunities and challenges to engage in a global context and international environment and in an innovation-driven world. Therefore, it will be of particular importance for them to develop a good understanding of this evolving globalization and its governance structure, as well as its innovation nature, and be equipped with a multilateral vision and innovative spirit for international cooperation so as to assist them in fully utilizing such opportunities and facing up to such challenges.

PURPOSE

LEDECO Geneva therefore designed this study training programme offering the UIBE students a quick but deep immersion into Geneva's multilateral working environment and Swiss innovative mindset. The overarching purpose of this activity is to bring the multilateral system and innovative environment and the People's Republic of China closer together.

LEDECO Geneva is particularly interested in providing UIBE students the opportunity to get to know the United Nations, the WTO and other international organizations, as well as Swiss institutions and enterprises, both multinationals and family businesses. This ensures that principles enshrined in the United Nations Charter and various WTO agreements, especially multilateralism, and the spirits of innovation, are passed on to future generations, so as to help enable them to work in any multilateral and innovative environment at a later point in time.



ACTIVITIES

Multilateral Conferences:

The United Nations Office at Geneva (UNOG) and other international organizations hosted in Geneva count as one of the most active international conference centres in the world. LEDECO Geneva, together with its partners within these organizations, offers participants to attend such meetings and thereby experience multilateral negotiations first hand.

Training Workshops:

LEDECO Geneva is able to provide a number of face-to-face workshops to Chinese students. Delivered by experienced trainers, the content can include introduction of global governance, United Nations and its principles, WTO and its role in global trade and investment, negotiation skills, mediation skills or presentation skills.

Simulation Exercises:

In light of participants' youth, it is especially valuable for them to not only learn passively, but also put their acquired knowledge into practice. LEDECO Geneva can provide sessions in Model United Nations (MUN) format or WTO format, letting students imitate real international conferences.

Expert Lectures:

LEDECO Geneva maintains close ties to international diplomats, national civil servants and other foreign policy practitioners in Geneva. They can organize a series of expert lectures, in which the young professionals can be inspired and learn from their experiences.

Guided Tours:

Geneva is rich in historic buildings and other facilities pertinent to multilateral diplomacy. LEDECO Geneva can offer guided tours through the UN's main venue, the 'Palace of Nations', the World Trade Organization (WTO), the International Committee of the Red Cross (ICRC) or the city's diplomatic district.

Guided Tours:

Switzerland is full of innovation spirits, demonstrated by both its giant multinational companies and family businesses (so called "hidden champions"). LEDECO Geneva can offer a deep dive into such companies so as to learn about what's needed to embrace such innovation.

Cultural Activities:

To complement the immersion into the international environment in Geneva, LEDECO Geneva can blend the above-mentioned events with cultural activities. These can include a welcome dinner with typical Swiss music and cuisine, a cruise on Lake Geneva or excursions into the city's surroundings.