



# ASIA DAYS - ACCESS TO EXCELLENCE

School Year 2023/2024



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# Who We Are

+9,300

Students

~34,000

alumni and connections

6th

European Business Ranking

80

Represented nations

A Student Initiative of the University of St. Gallen



2022 UNIVERSITY STUDENT EXPERIENCE CERTIFICATE OF RECOGNITION  
**UNIVERSITY OF ST. GALLEN**

OUTSTANDING REPUTATION

# 1 Asia Club

The Asia Club is a student association at the University of St. Gallen which offers a platform for students to share and exchange their interest in Asian culture and business. We encourage cross-cultural interactions among students.



Years Since Creation



Total Members



Joining Each Year



Event Participants  
Every Year



Daily Participants in  
the Asia Days

# Our Purpose



Our purpose is to bring our members valuable insights into the diverse social and cultural world of Asia through various social and business events.

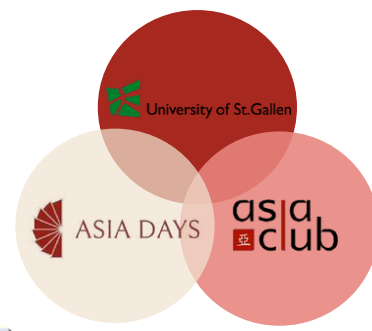
# One Board – Two Teams


To ensure the best possible outcome, the board is divided into two teams. Both teams are deeply engaged with each other and ultimately build one team, that aims at bringing the Asia Club and Asia Days to the next level.




2 The Board

# The Asia Club Team




 Samuel Baek  
*President of Asia Club*



 Valeria Meiner  
*Head of Events*




 Iole Stevenson  
*Events Team*



 Slav Kunchev  
*Events Team*




 Noa Gnaba  
*Events Team*




 Gian Hossle  
*President of Asia Days Vice  
President of Asia Club*




 Pelzom Drongdoe  
*Head of Marketing*




 Tara Seliner  
*Head of IT*



 Sona Thaliyath  
*Head of Finance*



 Patrick Steger  
*Head of Sponsoring*


2 The Board

# The Asia Days Team



 Patrick Steger  
*Head of Sponsoring*




 Alisa Steiner  
*Head of Speakers*




 tara club Tara Seliner  
*Head of IT*




 asia club Gian Hossle  
*President of Asia Days Vice President of Asia Club*




 Asiba Arifoska  
*Head of Marketing*



 Sara Pinto  
*Head of Logistics*



 asia club Sona Thaliyath  
*Head of Finance*



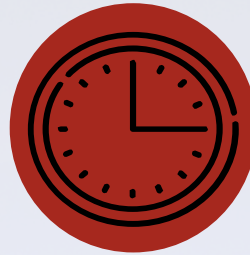


# What are the Asia Days?

-An initiative for a purpose



Approx. 600 participants



March 12th-14th of 2024



The 9<sup>th</sup> edition



Building bridges between professionals and HSG students

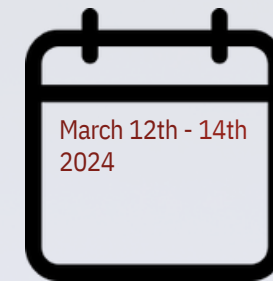


Enhancing intercultural social, cultural and business awareness and understanding



Discussing current developments in Asian businesses and markets

# Asia Days Events



Whilst providing a platform for exchange, bridges are built between students and professionals. Experts are invited, featuring renowned professionals and diplomats to Switzerland, such as the Ambassador of China to Switzerland.



Speaker Events



Workshops



Panel Discussions



Networking events

# Why become a sponsor?

## Visibility

- Brand visibility at one of the most esteemed universities in Europe
- Enhance visibility with your company logo at our events

## Network

- Identify top HSG talents and attract future leaders of tomorrow
- Cultivate meaningful opportunities and connections with St.Gallen markets

## Exposure

- Reach potential clients and talent through your presence at Asia Days
- Experience an unforgettable student-led business event

## Voice

- Express your company through different channels to our students
- Gold and diamond sponsors have the opportunity to provide their own elected speaker for our event

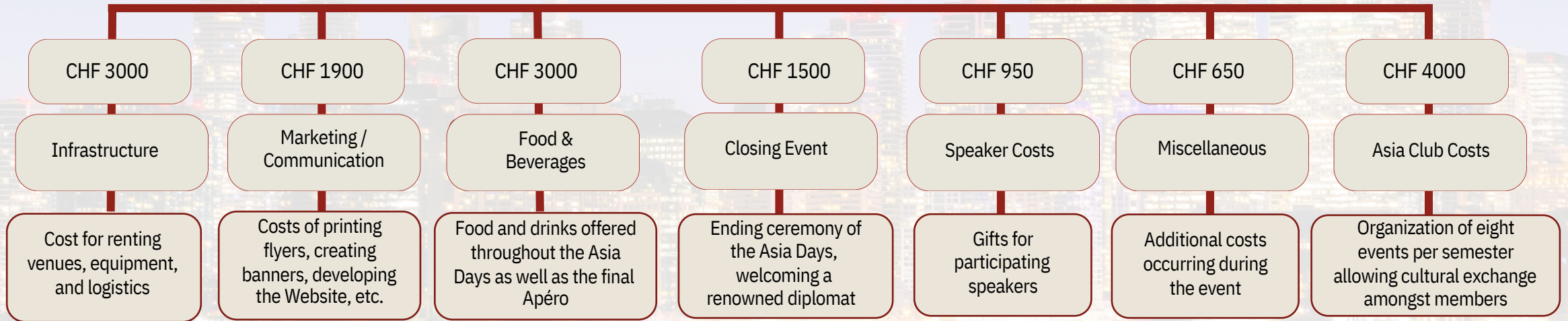
## 4 Sponsoring Benefits

# Sponsoring Packages

	Green	Silver	Gold	Diamond, Exclusive Sponsor, only one!
Company logo presented in all Asia Days branding	✓	✓	✓	✓
Dedicated segment in our monthly newsletter		✓	✓	✓
Corporate visibility on our social media pages			✓	✓
Access to potential HSG talents	✓	✓	✓	✓
Exposure and brand awareness into the St. Gallen markets	✓	✓	✓	✓
Opportunity to provide speakers to our Asia Days event			✓	✓
Opportunity to provide brochures and flyers at our Asia Days event				✓
Recognition as our industry exclusive sponsor				✓
	Starting at CHF 250	Starting at CHF 500	Starting at CHF 750	Starting at CHF 2500

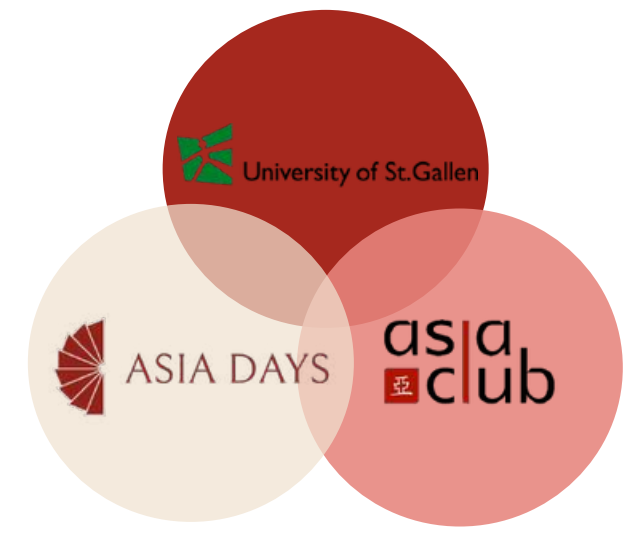
# Budget Breakdown

CHF 15'000  
per year



## 6 Contact us

Get in touch with us and become a sponsor! If you have any questions, do not hesitate to contact us. We are looking forward to meeting you!



**Patrick Steger**  
*Head of Sponsoring*  
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**Gian Hossle**  
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@asiaclub\_unisg



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# Asia Club & Asia Days say **thank you** to our Sponsors!

