



SWISS - CALIFORNIA FOUNDATION

California Dreamin'

An incredible year with the Swiss-California Foundation

You may or may not be aware that as a BIA or MIA student, you have the unique opportunity to gain working experience in the most fascinating of environments. For 18 years now, the Swiss-California Foundation has enabled HSG graduates to spend ten months on the U.S. West Coast and dive into American business culture and lifestyle. As of this year, the Fellowship Program is based in the city of San Francisco, an innovation hotspot where dreams come true.

Over the past year or so, I was given the freedom to work on a variety of projects covering both the Swiss and the American public and private sectors. Besides acting as President of HSG Alumni in the Bay Area, our partner organizations included – among others – the Swiss Consulate General, the Swiss-American Chamber of Commerce, swissnex SF or the Greater Zurich Area. Most important of all, I found many new friends and built up lasting relationships.

For anyone seeking a true challenge, this is an excellent possibility to develop and apply the skills learned during your studies. At the Swiss-California Foundation, you will be responsible for activities such as marketing, PR, strategy, fundraising, accounting and event management, whilst also realizing your personal projects. Since the Fellow regularly reports to a Board of Directors, you will enjoy personal mentoring by Swiss and American business leaders.

The Fellowship starts each September and is rewarded with a monthly stipend of \$2,500. Applications for the 2020/21 program open next March and are available to all HSG students.

For more information, visit www.swisscalifornia.org

Best wishes, Laurin Brüniger



Alumni and Board Members of the Swiss-California Foundation in Lucerne.