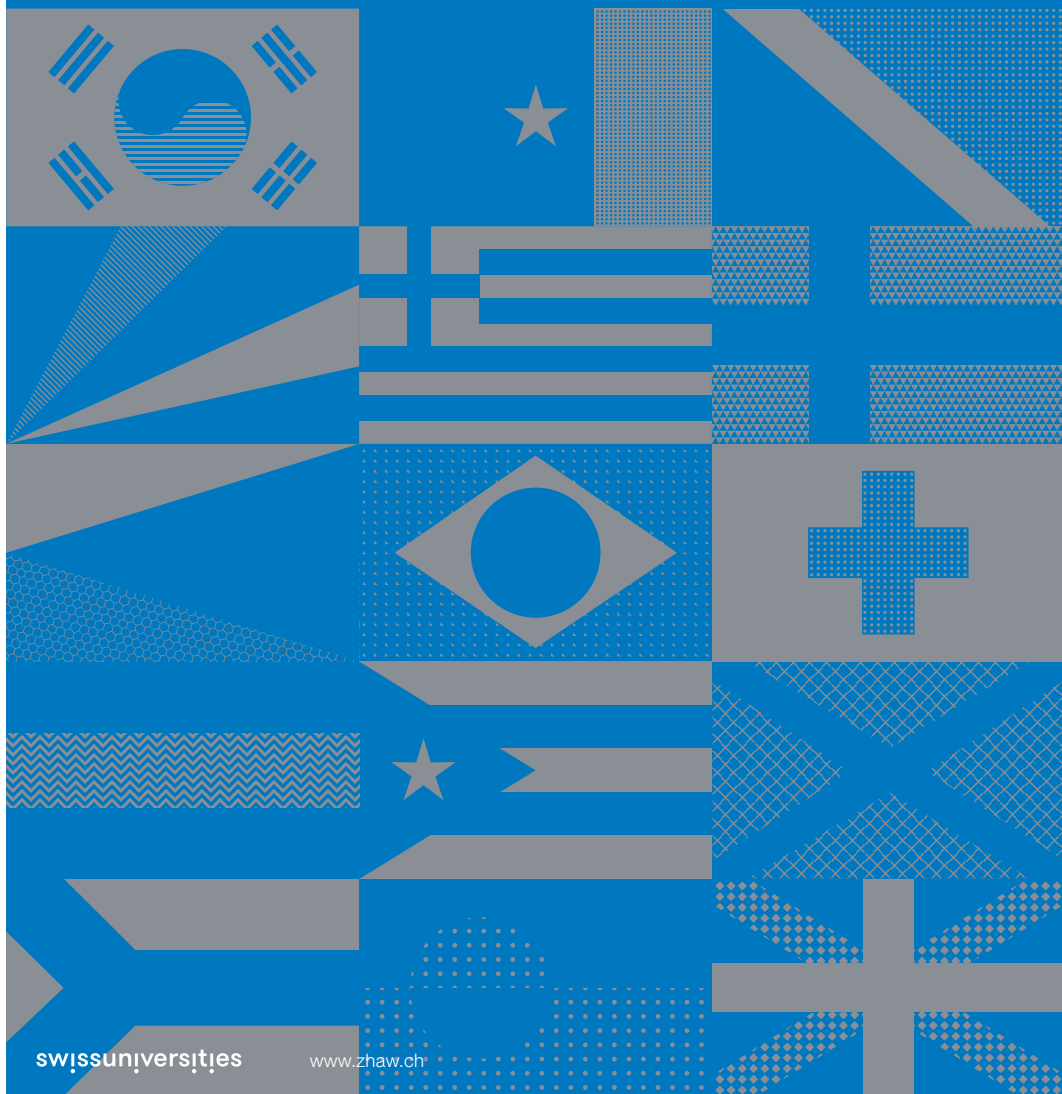




Invitation  
International Day  
Evening Event  
30 March 2020



Dear ZHAW Colleagues, Students and Guests

Our next International Day will take place on Monday, 30 March 2020. You are invited to participate in our evening event at the Casinotheater Winterthur:

ZHAW International Day: cross-cultural communication and cooperation

Globalised societies, industries and markets call for cross-cultural awareness, knowledge and skills. They require the ability to cross borders.

This begins when we see and rediscover the world through the eyes of others.

The art of communication and cooperation across cultural boundaries includes realising, respecting and overcoming differences, such as those between geographical regions, professional domains and communities of practice.

But where to start? And how to make use of the international opportunities ZHAW offers to both students and employees? ... Join us for insights, impact – and good food. Sign up now for the ZHAW International Day 2020.

Best wishes



Prof. Daniel Perrin  
Head, International Affairs ZHAW  
Dean, School of Applied Linguistics



Prof. Jean-Marc Piveteau  
President, ZHAW

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## Programme, 30 March 2020

**5:30 pm**

### **Welcome drink**

**6:00 pm**

### **Opening and welcome**

Prof. Jean-Marc Piveteau,  
President of the ZHAW

### **Introduction**

Prof. Daniel Perrin,  
Head of International Affairs ZHAW,  
Dean of the School of Applied Linguistics

### **Keynotes**

[Intercultural reflection  
on everyday communication](#)

Dr. Jihyeon Jeon,  
President, AsiaTEFL  
Professor, Dept. of International Office  
Administration, Ewha Womans University  
Seoul, Republic of Korea

[Intercultural reflection on  
gender inequality](#)

Dr. Minah Kang,  
Commissioner, The Board of Audit and  
Inspection of the Republic of Korea,  
Professor, Dept. of Public Administration,  
Ewha Womans University  
Seoul, Republic of Korea

[Intercultural Communication as  
a Driver of Social Change](#)

Prof. Aleksandra Gnach,  
Head of IAM MediaLab,  
ZHAW School of Applied Linguistics

[Bridging the cultural gap: a journey  
to intercultural understanding](#)

Salome Dettwiler,  
Student, MA in Applied Linguistics,  
ZHAW School of Applied Linguistics

### **Panel discussion**

What do I need to know to prepare myself  
for communicating and cooperating across  
cultural boundaries?

### **Moderator**

Claudia Sedioli,  
ZHAW School of Applied Linguistics

### **Musical interlude**

Dodo Hug & Band

**8:00–9:15 pm**

### **Apéro riche and poster session**

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## Organisation

International Affairs ZHAW  
Nicole Minder  
+41 58 934 47 37  
international@zhaw.ch

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## Registration

Please sign up by **23 March 2020**  
using the following link:  
[www.zhaw.ch/internationalday](http://www.zhaw.ch/internationalday)

The number of participants is limited.

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## Venue

Casinotheater Winterthur  
Stadthausstrasse 119  
8400 Winterthur



Zurich University  
of Applied Sciences

## President's Office

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