



**School of
Management and Law**

**Center for Business in the Americas
Portrait**

Building Competence. Crossing Borders.



International Management Institute

WHO WE ARE

The International Management Institute is part of the Department of International Business at the ZHAW School of Management and Law. We focus on the effects of globalization and the challenges of international business activities. Our partners benefit from a wealth of intercultural competence and international business know-how, resulting from the extensive academic and industry experience of our faculty members and our close ties to international universities, corporations, organizations, and professional associations.

The Institute is structured as follows:

- Center for Asia Business
- Center for Middle-East & Africa Business
- Center for Business in the Americas
- Center for European Business & Affairs

Additionally, we maintain two strong competence teams:

- Corporate Responsibility
- Luxury Goods Marketing

ZHAW SCHOOL OF MANAGEMENT AND LAW

The ZHAW School of Management and Law (SML) is one of Switzerland's leading business schools. Its disciplinary orientation is reflected by the following focus areas, each of which is a separate department: International Business; General Management; Banking, Finance & Insurance; Public Sector; and Business Law. It is institutionally accredited by both the Association to Advance Collegiate Schools of Business (AACSB) and the Foundation for International Business Administration Accreditation (FIBAA).

ZURICH UNIVERSITY OF APPLIED SCIENCES

The Zurich University of Applied Sciences (ZHAW) is one of the leading universities of applied sciences in Switzerland. It consists of eight Schools: Management and Law; Applied Linguistics; Applied Psychology; Architecture, Design and Civil Engineering; Engineering; Health Professions; Life Sciences and Facility Management; and Social Work. The broad range of competencies enables us to offer you interdisciplinary solutions to complex problems.

COMPETENCE PROFILE OF THE INTERNATIONAL MANAGEMENT INSTITUTE



Center for Business in the Americas

WELCOME! ¡BIENVENIDOS! BOAS VINDAS!

The activities of our Center can be divided both geographically and by focus area.

Geographic Areas:

- USA (California, the East Coast)
- Pacific Alliance (Chile, Colombia, Mexico, Peru)
- Brazil

International Focus Areas:

- Cleantech (waste disposal and recycling, waste water, site remediation)
- Energy (renewable energy sources, energy efficiency)
- The Engineering, Electrical, and Metal Industry (the Fourth Industrial Revolution, the Industrial Internet of Things)

We help companies understand what it takes for a business to succeed in the challenging regions of Latin America and the USA.

In addition, we actively support companies in positioning themselves in international markets.

We are continuously analyzing the potential of new countries to add to our regional focus areas.

Our competence profile also includes a well-established national and international network. For a comprehensive list of our contacts, including representatives from the business sector as well as from the worlds of science and politics, please visit www.zhaw.ch/imi/cba.

SOME OF OUR NETWORK PARTNERS



Kanton Zürich
Volkswirtschaftsdirektion
Amt für Wirtschaft und Arbeit



Lateinamerikanische Handelskammer in der Schweiz
Cámara de Comercio Latinoamericana en Suiza
Câmara de Comércio Latino-Americana na Suíça
Chambre de Commerce Latino-Américaine en Suisse



Our Competencies – Your Benefits

CONTINUING EDUCATION AND TRAINING

We offer customized study trips, training courses, workshops, and continuing education programs. These combine an effective blend of theoretical knowledge, practical orientation, and cultural understanding.

RESEARCH AND DEVELOPMENT

Different forms of cooperation form the basis of our work in applied research. They range from guided study (Bachelor's and Master's projects) and international contract research to projects funded by public institutions such as the Swiss Commission for Technology and Innovation (CTI).

CONSULTING

A number of well-known, internationally active institutions and companies commission us to help them implement complex projects. This involves close cooperation with different groups and individuals from business, science, and politics – whether as network partners, agents, academic partners, or consultants.

REFERENCE PROJECT: ENERGY

On behalf of the Swiss Federal Office of Energy, we joined the Swiss Society of Engineers and Architects in organizing the Swiss-US Energy Innovation Days 2015 in Zurich.

REFERENCE PROJECT: CLEANTECH

We supported a Swiss dam and landfill construction company in their plans to enter the Colombian market. The project was achieved as part of a collaborative venture between ZHAW and Cleantech Switzerland.

OTHER PROJECTS

- Business Workshop: Cleantech Market Opportunities in Colombia through University Partnerships
- Business Workshop: Recycling Opportunities of Electronic Waste – White Goods in Colombia
- Conference: Hazardous Waste in Colombia
- Conference: Hydraulic Engineering in Colombia
- Consulting: Developing an international compensation model for a German company (industrial)
- Consulting: Designing a business model for developing countries for a Swiss company (renewable energies)
- Consulting: A market pull project for a Swiss company (renewable energies)
- Consulting: Market study on waste water management and landfill construction in Romania and Bulgaria for a Swiss company
- Research Study: Switzerland in an International Energy Benchmark

Contact



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