

An exciting opportunity for your company to present itself to top students at SSE, KTH and Hitotsubashi University

Business Proposal

The Project

Exchange Japan is a collaboration between the Student Association at the Stockholm School of Economics (SASSE), the Royal Institute of Technology (KTH) and Hitotsubashi University in Tokyo. The project has been organized every year since 1999, with the purpose of improving relations between Swedish and Japanese students and companies.

Theme: “Moving Forward”

While the disastrous effects of the March 2011 earthquake horrified people all over the world, many were also impressed by the courage and solidarity shown by the Japanese people and the business community.

This year’s project will look at the effects of the earthquake one year later and how companies recover after a catastrophe.

Nippon Week

Nippon Week will be arranged between the 13-17th of February 2012, when the students from Hitotsubashi University are visiting Stockholm. During the week, our sponsor companies will have the opportunity to meet with ambitious and internationally oriented students from Stockholm School of Economics and the Royal Institute of Technology through different events.

The highlight of the week will be Nippon Day at SSE and Nippon Night at KTH on February 16th, when Swedish students have the opportunity to meet with our partners while learning more about the Japanese economy, society and culture. Both events are very popular among students and attracts over a thousand visitors every year.

As a partner, you will get the chance to meet students through events specially tailored according to your needs, for example a lunch presentation or a social event at a location of your choice.

Sweden Day

Sweden Day will be organized at the Swedish Embassy in Tokyo in the beginning of April 2011. The event presents a unique opportunity to meet and interact with top students from a number of Japanese universities at an exclusive career and culture fair.

The Project Report

The work and results of Exchange Japan will be compiled and presented in the late spring of 2012 in the form of popular project report that will be distributed to students at SSE, KTH, and Hitotsubashi University.

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Packages

	Silver	Gold	Premium
Student Interaction			
Number of lunch presentations or evening events at KTH and/or SSE	None	1	2
Participation during Sweden Day or Nippon Day & Night	Either	Both	Both
Social event at company premises			X
Exposure			
Logotype on all marketing-material (e.g. posters, flyers, etc)	X	X	X
Product placement at the Student Association venues during Nippon Week	X	X	X
Logotype in report book and on website	X	X	X
A full-sized advertisement in the Report Book	X	X	X
Two-page article/interview about the company	X	X	X
Logotype on the front-page of the Report Book	X	X	X
Other			
Prioritized partner in the future			X