

# MEDIA KIT

ICL Cup: An All Cost Paid Experience in Shanghai



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4 editions

500+ applications

46 participants

40+ media publications

# WHAT IS THE ICL CUP

Gaining professional experience abroad requires a certain budget for students and many cannot afford this chance. Moreover, there are very few opportunities for apprentices from technical fields or students before university level. Finally, China is a key-player on the world stage, but sometimes conveys a bad image abroad due to a lack of knowledge.

In 2016, the ICL Cup was born to tackle these challenges. The initiators of the initiative, Nicolas de Toledo and Bastien Dumont, started to convince Swiss public institutions and companies to support ambitious students or reward their apprentices with a 2-month summer experience in China. 4 young Swiss people enjoyed the experience the first year, and as of 2019 ICL has welcomed 46 participants..

The participants compete through an online competition to win the opportunity to fly to Shanghai and do an internship in their field, learn the basics of Mandarin, and attend weekly cultural activities. Most of the costs are covered including flight tickets, housing, Chinese classes, activities, internship placement, local 24/7 support and general organization.

## Partners of the previous edition



A description of each partner, and the reasons why they support the ICL Cup, are available [here](#).



# ORGANIZATIONAL TEAM

Started by two friends who took their first steps in China at the age of 18 and 19 years old, ICL (Integrate Chinese Life) strives to make China more accessible for young people from all over the world. Since 2014, internship, study programs and academic travels by ICL have helped over 300 individuals get out of their comfort zone and learn about China and its culture.

Each year, besides the ICL Cup, the team welcomes several group of students of apprentices in Shanghai, for immersive projects with local startups or companies as well as discovery weeks to discover the Chinese innovative market.



## **BASTIEN DUMONT, Founder**

Bastien arrived in China in 2009 and then did a bachelor's degree in international business from Donghua University in Shanghai. He began Integrate Chinese Life during his studies and founded it into 2013.



## **FABIEN ABBET, Marketing Director**

Fabien came first to China in 2015 for an internship within his Bachelor in marketing and communications, and fell in love with the dynamism of Shanghai. He joined the ICL team in 2017 to share his enthusiasm for China.



## **PATRICK DEVEREUX, Program Director**

Patrick graduated from Vermont's Middlebury College with a Bachelor of Arts in Chinese. He came to China in September of 2015 for an internship at ICL, and has been working full time for ICL since.

# ADVISORY BOARD

We are very grateful for the support from key personalities active in building bridges between China and Switzerland:



**XAVIER CONTESSE**

First scientific Swiss  
Consul in Boston



**FELIX SUTTER**

President Swiss Chinese  
Chamber of Commerce



**CHRISTOPHE WEBER**

President Swiss Chinese  
Chamber of Commerce,  
Geneva Chapter



**ALINE BALLAMAN-  
GARIBIAN**

General Manager of Swiss  
Centers China



**VINCENT SUBILIA**

Managing Director of  
the Geneva Chamber of  
Commerce (CCIG)



**DR. THOMAS WAGNER**

Honorary President Swiss-  
Chinese Association



**DR. FELIX MOESNER**

Swiss Consul & CEO at  
swissnex China



**BLAISE GODET**

Former Ambassador of  
Switzerland in China



**NICOLAS DE TOLEDO**

ICL Cup Initiator, Young  
Swiss in China (YSC) Vice-  
President



**MARCO TADDEI**

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of French-speaking  
Switzerland and  
International Affairs of the  
Union patronale suisse  
(UPS)



**GÉRALD BÉROUD**

President Swiss-Chinese  
Association French  
Speaking Region, and First  
Vice-President Swiss-  
Chinese Association

# “WHY CHINA” IN 3 REASONS

## **BOOMING ECONOMY**

China is a country that cannot be ignored on the world stage, due to its fast-growing economy and its strategic plans such as the Belt and Road Initiative. Having some knowledge about the Chinese working environment and culture is a good asset for young professionals' future careers.

## **INNOVATION AND NEW TECHNOLOGIES**

China invests heavily in new technologies and promotes entrepreneurship by providing financial support to innovative startups. Over 1.4 billion consumers in China's fast-paced market have learned to adapt quickly to change.

## **CHINESE CULTURE AND MANDARIN**

Chinese history, from the different dynasties to the eventful past century, has forged this unique and rich Chinese culture. Being familiar with it and having some knowledge of Mandarin language will be increasingly valuable in the future.

# **BENEFITS FOR THE PARTICIPANTS**

Having an international experience has numerous benefits for young professionals. The ICL team and partners have observed a “before/after” for most of the ICL Cup's participants, which for some was the first trip out of Europe and without family.

- Stand out in the labour market
- Develop their professional knowledge in a new environment
- Improve their soft skills out of their comfort zone
- Be more familiar with the Chinese culture for future professional relationships
- Expand the personal network in an international megalopolis
- Broaden their horizons in a fast-growing and innovative economy

# APPLICATION PROCESS

The partners supporting the initiative have the right to choose their own selection criteria, and choose the participant(s) to whom they'd like to offer a 2-month experience in China. There are two kind of partners: institutions or companies willing to support a student/apprentice from their area or canton, for which ICL takes care of the preselection, and companies willing to reward their own apprentices through an internal selection.

## HOW PARTICIPANTS ARE SELECTED

All students and apprentices can apply on ICL's website, submit their CV, and write a concise essay about their motivations to win a professional and cultural experience in China. Following the partners' criteria for each available place, the ICL team reviews carefully all applications and completes an evaluation grid. The partners finally receive all the documents and proceed to the final decision.

## FROM WHICH CANTONS CAN STUDENTS PARTICIPATE?

At the moment, the competition is open to young people over 18 years old from Valais-Wallis, Geneva and Vaud. However, ICL is constantly looking for partners to enable more young people to take advantage of this opportunity, and is also working on a selection at a national level. There is always a chance to be selected this year or in the near future. All applications are warmly welcomed!

## WEBSITE TO TAKE PART IN THE ICL CUP

[integratechineselife.com/enter-the-competition](http://integratechineselife.com/enter-the-competition)

# TESTIMONIALS

Please find here below links to download a comprehensive final report, available in English or French, showcasing written testimonials and videos from every participants from the previous edition (ICL Cup IV, summer 2019).

- **Final report in English:** [http://integratechineselife.com/FinalReport\\_ICLCupIV.pdf](http://integratechineselife.com/FinalReport_ICLCupIV.pdf)
- **Final report in French:** [http://integratechineselife.com/RapportFinal\\_ICLCupIV.pdf](http://integratechineselife.com/RapportFinal_ICLCupIV.pdf)

**Contact details from each participants** are available upon request, as well as individual pictures if needed..

# PICTURES & VIDEOS

Please find here below a link to download a zip file with a selection of photos. If you would like pictures of a specific topic, please contact us.

- **Selection of pictures (zip file):** <http://integratechineselife.com/iclcup-pictures/>

For each edition, we make interviews of the participants in their working environment. All videos are on our **Youtube channel**, and available in HD quality upon request.

# LOGOS

Please find here below a link to download a zip file with logos of ICL Cup and ICL.

- **Logos (zip file):** <http://integratechineselife.com/iclcup-logos/>



# PRESS REVIEW

We are thankful for the press coverage the ICL Cup has received since the adventure began in 2016. Publications in different media from the press, TV or radio, help us to spread the word about the opportunity to allow more and more young people to go to China.

- **Full press review:** <http://integratechineselife.com/ICL-PressReview.pdf>

**Le Nouvelliste**

**Tribune  
de Genève**



**L'illustré**

cana|9|  
kana



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**LE TEMPS**

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**LA LIBERTÉ**

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**ICL Cup Official Website:** <http://integratechineselife.com/icl-cup/>

Follow us on social media to stay up-to-date and to live the adventure with our participants in China:

