

Student Union



University of St. Gallen

SHSG | Student Union

# Magellan 2012

## Information Brochure



40 Students

20 Days

02 Countries

Innumerable Experiences

The bilateral exchange project of the Student Union of the University of St. Gallen with the University del Pacífico in Lima

# Herzlich Willkommen!

## Bienvenido!



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The Student Union (SHSG) is an official part of the University of St. Gallen and contributes actively to its development. It is based entirely on voluntary commitment of students which is deployed in two divisions: representation of the students' concerns and interests (participation in all important councils and committees of the university) and organization of extracurricular projects.

## Magellan 2012

Magellan has been fostering intercultural exchange between Switzerland and Latin America for more than nine years by now. During this time it has allowed for many unforgettable experiences and a great number of intercontinental friendships to be made. Each year the project enables 40 students from the university of St. Gallen and an annually changing Latin American partner university to explore each other's countries and to gain a deeper understanding of the peculiarities of each respective culture through common experiences.

This year, we are very glad to cooperate with the University del Pacífico in Lima, Peru, which is one of the leading South American universities in the areas of economics and business administration.

As the Swiss part of the organizing team of Magellan 2012 we will attempt to offer the 40 participants an attractive and entertaining program and hope to enhance as much cultural learning as possible. Should you have any queries or suggestions concerning our project after reading the following pages, please do not hesitate to contact us.

Yours sincerely

Maximilian Schacker  
Chairman Magellan 2012

# Project Description

## St. Gallen meets Peru

As mentioned above, we are very glad to have won the University del Pacífico in Lima as this year's exchange partner. The following page outlines the concept and main ideas of our exchange program.

### Short Facts

Bilateral exchange project of the university of St. Gallen and the University del Pacífico

Pillars of the program:  
Economy, culture, politics and education

40 selected students in total

10 days per country (option for further private travel)

Partially financed through cooperations with foundations and enterprises

Provisional dates:  
Peru: April  
Switzerland: February or July

Magellan is a bilateral exchange program which aims to foster intercultural understanding and intercontinental friendships between students from the University of St. Gallen and an annually changing partner university in Latin America.

Each year, the project offers a total of 40 open-minded students from both participating universities the opportunity to explore their partner country and to get to know its culture and its peculiarities. The program is split into two 10-day parts and consists of a wide range of different events such as lectures, workshops, city tours, sightseeing and company visits in both countries. Last year, for example, in Switzerland we visited the UN in Geneva, the FIFA in Zürich, a chocolate and a cheese factory, one of the leading private banks and the Montreux Jazz Festival while in Brazil we saw Sao Paolo, the idyllic village

of Paraty, a Cachaça factory, the companies Bardella and Natura and several interesting museums about various aspects of Brazilian culture. Through these diverse activities participants get a unique and profound insight into the cultural, political, economic and social setting of both nations. More than that, we hope to equip them with a backpack of impressions and memories that will accompany and enrich them and others around them for all their lives.

We are very confident that with the University del Pacífico we have found an excellent partner for this undertaking. After having cooperated with various institutions in Chile, Mexico, Argentina, Columbia and Brazil in recent years we are looking forward to bring the Magellan project to Peru this time and hope that the exchange will be as exciting and pleasant as every year.



# Previous Partners

## Valuable Support

As the youngest of three exchange tours of the Student Union of the University of St. Gallen the Magellan project came into existence in 2003 and has taken place every year since then. This was only possible thanks to partnerships with various foundations and companies that have supported us generously. On this page you can find a list of our recent partners. We thank them for their reliability and their trust in our program.

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# Our Patrons and Supporters

## Interesting Contacts

We are very glad to present to you our patrons who support us and the project vigorously. Often they can give us helpful contacts and ideas on how to improve the project. We sincerely thank them for their assistance!

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**Prof. Dr. Yvette Sánchez**

Prof. Dr. Yvette Sánchez is professor for Spanish language and literature at the University of St. Gallen. For several years she has been supporting us with a lot of effort and has helped us especially with her numerous excellent contacts to people and institutions in Latin America.



**Prof. Dr. Markus Schwaninger**

Prof. Dr. Markus Schwaninger teaches Business Administration at the University of St. Gallen, his focus being on system oriented Management studies. Mr. Schwaninger also supports us with useful advice and helpful contacts.

### Federal Department of Foreign Affairs FDFA, General Secretariat GS-FDFA, Presence Switzerland

Presence Switzerland is a part of the Federal Department of Foreign Affairs (FDFA) and responsible for the transmission of an authentic picture of Switzerland abroad. Presence Switzerland has been supporting Magellan and the other exchange projects of the Student Union for many years.



# Who we are

## The Swiss Organizing Team

On this page we would like to introduce to you all members of our organizing team which is responsible for making this project happen. Hereby we hope to give you an idea of who the people behind the project are.

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### Maximilian Schacker — Chairman

Studies: International Affairs, 3<sup>rd</sup> semester

Hobbies: Travelling, sports, playing the piano

Motivation: „The world is a book and those who do not travel read only one page“ (Saint Augustine)



### Anthony Proschka — Finances & Sponsoring

Studies: Assessment year (later Business Administration), 1<sup>st</sup> Semester

Hobbies: Basketball, jogging, travelling, literature

Motivation: Getting to know new people and other cultures, learning Spanish and improving organizing skills



### Katharina Wilhelm — PR & Marketing

Studies: Assessment year (later Business Administration), 1<sup>st</sup> Semester

Hobbies: Travelling, acting, cooking, skiing

Motivation: Experience an international exchange, improve my Spanish, get to know South America

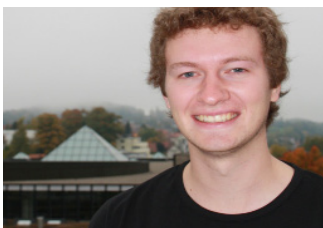


### Lucia Loher — Program & Logistics

Studies: Business Administration, 3<sup>rd</sup> Semester, Additional Training: economic educational science

Hobbies: Sports, meeting other people

Motivation: Not only to get to know another culture but to experience a cultural exchange



### Tobias Blum — Human Resources

Studies: Economics, 3<sup>rd</sup> Semester

Hobbies: Travelling, volleyball, dancing, IT & Web 2.0, being inquisitive

Motivation: After a two year stay in South America Magellan offers a great opportunity to return there and to share my passion for this continent with others.

Thank you very much for your interest  
We are looking forward to hearing from you

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Should you have any questions or feedback  
please do not hesitate to contact us.

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