

Corporate Project Attachment

May 2022

ASUS China

Branding and Marketing

Powered by



Host Company:



Endorsed by:



youth alliance
国际青年联盟

A look into the China business landscape

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In collaboration with ASUS China, Coach Hanz is targeting to recruit students and youth to participate in a specially curated virtual corporate project attachment program.

The Corporate Project
Attachment (CPA) is a

1 Month

online or remote attachment
program

Supported by National Youth Council Asia-Ready
Exposure Program (NYC AEP) with the aim of providing
Singapore Youths a chance to gain exposure to Chinese
working cultures without commuting overseas.



WHY CPA ?

In this 1-month attachment, ASUS Brand and Marketing team provide students with :

1. Actual working experience running projects with ASUS professional team from Brand and Marketing
2. 4 sessions of training on brand and product management conducted by professional managers
3. Working with Chinese supervisor and experience working under the new normal
4. Exposure to the Computer Industry
5. Opportunity to participate in organizing ASUS Youth Forum
6. Condition offer to internship attachment program
7. Certificate of Completion

What is there for you?

Prior to your attachment, Coach Hanz Academy will provide you with the following support:

Cross Cultural Awareness Training

Gain knowledge and information about China and the working culture under the new norm.

Self-awareness Assessment

1 – 1 interpretation and insight of your personal behavioral style and to understand how it impact you and your relationship with your supervisor.

Mentoring

Receive guidance on how to strive and excellence under a Chinese supervisor and in a Chinese company.

Mock Interview

Receive 1-1 mock interview with professional hiring managers in ASUS and receiving feedback and guidance on how to manage an interview.

WHAT YOU WILL LEARN

Global Marketing Skills & Real Work Experience

- ❑ Participants will learn through a series of workshops held by experienced ASUS executives and seniors about effective product and brand marketing strategies.
- ❑ Participants will be assigned mentors and internship supervisors where they will receive mentorship and guidance on business and cultural practices.

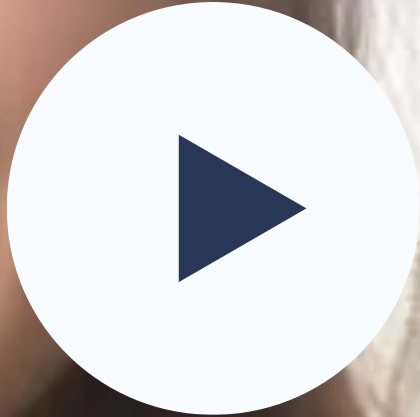
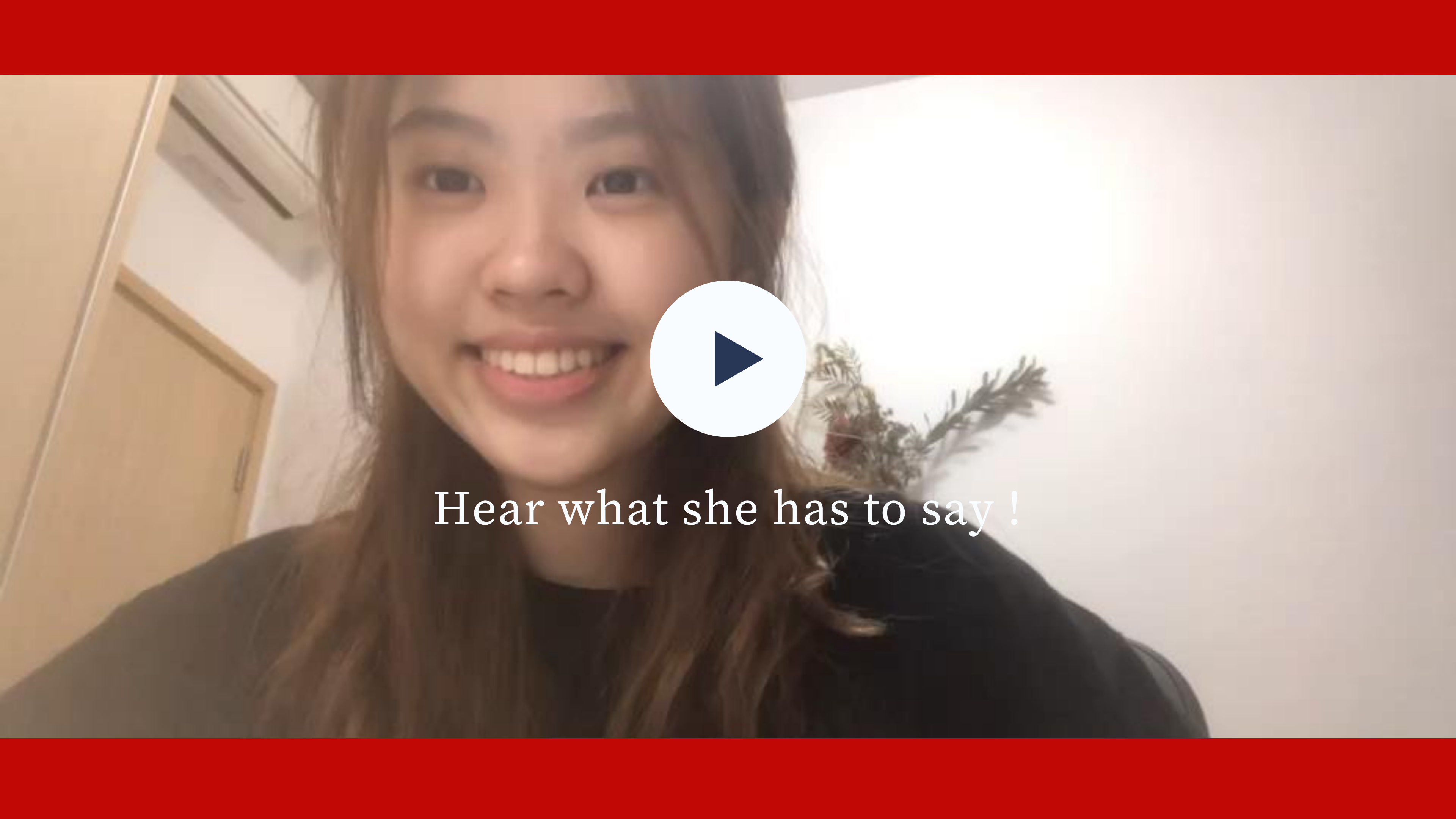
Marketing Workshop conducted by ASUS Professionals

- ❑ Understanding Brand
- ❑ Brand Positioning
- ❑ Product Strategy
- ❑ Marketing 101 in China



Project Scope

- ❑ Students would get to experience real working environment in China and how to work effectively under remote supervision. This includes working closely with colleagues from China and Chinese teammates on projects and be involved in frequent discussions.
- ❑ Effective communication with supervisions, trainers and mentors through regular consultation.



Hear what she has to say !

Past students' Testimonial

Jia Yi (ASUS Attachment Dec 2021)

I will love to recommend the Corporate Project Attachment because it teaches a lot about real life expectations and is a platform to create amazing relationships with both local and overseas students!

Eileen (ASUS Attachment Dec 2021)

The Corporate Project Attachment is an eye-opening experience, and it provides a great opportunities where student can take away a lot of cultural knowledge while understanding working in the Chinese industry. The marketing workshop provided by the trainers brought in examples and other relevant cases to create a more comprehensive learning.



Timeline

Corporate Project Attachment (15th May – 15th June 2022)

Period	Activity
Prior to Attachment	<ul style="list-style-type: none">• AEP Pre-program survey• Attend NYC AEP Webinar• Complete AEP Participant detail form
	<ul style="list-style-type: none">• Assignment of Mentors• Cultural Immersion Orientation• Behaviour Profile and 1-1 Interpretation
During Attachment	<ul style="list-style-type: none">• Assignment of Projects• Mock Interviews• 4 Marketing Training by ASUS
After Attachment	<ul style="list-style-type: none">• Debrief and evaluation by supervisor, mentor, student• Complete AEP Post-program Survey• Complete Corporate Project Attachment Post-Survey

Application Criteria

- Meet NYC-AEP application criteria and attend all compulsory programs
- Youth currently studying in IHL (Polytechnic, ITE, University etc.) or working young professions who graduated less than 3 years
- Available from 15 May – 15 June 2022

*All interested applicants are to attend 1 of the pre-session meeting on 22nd April or 29th April 2022 (8 – 10PM)

How to Apply ?



PREPARE

Prepare both English and Chinese resume for application

APPLY



Scan QR to register your interest

(<https://jinshuju.net/f/uPRuB7>)

and submit all required documents

OFFER

All successful applicants will be notified via Email. Please kindly check your email regularly

ONBOARDING

Successful applicants to attend all compulsory pre-attachment programs to prepare yourself for the ASUS attachment



Thank you !

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contact@theexperientiallabs.com

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