



Università  
della  
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italiana

## THE INTERNATIONAL RELATIONS NEWSLETTER “COME AND GO”

N.13 – 07.2016

### WHY THIS NEWSLETTER

“Come and go” is the International Relations and Study-abroad newsletter which aims at keeping our readers up-to-date on the latest news and events related to our activities. It is published 4 times per year and reaches approx. 4'000 readers, in particular USI students, faculty and staff, incoming students and staff from our many partner universities and other collaborators. We do hope you will enjoy reading it!

### A CONVERSATION WITH STEFANO GIACOMELLI AFTER HIS EXPERIENCE AT THE EAIE ACADEMY IN BUCHAREST

Stefano Giacomelli, assistant to the Ph.D Programme Director of the Faculty of Communication Sciences, shares his experience at the EAIE Academy in Bucharest.

#### **Hi Stefano, thank you for your time. Please tell us something about yourself and your current position at USI.**

“Hi Arianna. Thank you for inviting me to share my experience. I graduated with a degree in business law from the Università Cattolica del Sacro Cuore, in Milan. I then began my Ph.D at the Faculty of Communication Sciences (IMCA Institute) at the end of 2013. During the past three years, I have been assistant to the Ph.D Program Director and to the Vice-Dean (and Examinations tutor). My administrative duties involve interacting with students and professors at all three levels (BA, MA, Ph.D). I really enjoyed that because it is inspiring on a personal and professional level.

#### **What brought you to take part in the staff mobility program?**

“I think two words best describe my idea of “good administration”: 1) Internationalization and 2) Sharing. *Internationalization* means being aware of what happens not only inside your university, but also outside of it. This is important because in today’s world, we need to provide efficient and good services: one’s overall approach to academic duties needs to reflect the current trends in the international community so to avoid stagnation of processes inside your institution and to allow it to “surf and not to suffer the trend”.

*Sharing* refers to the idea that good and innovative ideas hardly come from the mind of a single person, as human knowledge and development are based on sharing ideas, opinions, and perspectives. Sharing also provides the first feedback to individuals about their ideas, allowing them to improve or reconsider them.

A staff mobility program offers exactly that, an international environment where ideas are shared among colleagues working in the same or similar field.”

#### **What did you learn and what would you implement in your daily work?**

“I attended two courses organized by the EAIE Academy in Bucharest: 1) How to run a successful Summer School and 2) The credential evaluator toolkit: detecting fraud. The first program provided me with useful insights



Stefano Giacomelli, Assistant to the Ph.D Programme Director of the Faculty of Communication Sciences.

on how to build, prepare, and manage a summer school. Today, universities are investing valuable resources into these kind of programs to be competitive and attract participants. They need therefore not only to provide a good learning experience, but also to create a professional marketing and management of the event. The second program has given me an important overview of an international problem, i.e., the fake-diploma market. There is an unbelievable number of fake diplomas in circulation, and it is very difficult to detect one; hence, it is important to avoid fraud.

Considering my administrative duties, both courses have practical relevance and immediate application: for example, in my office I now have a magnifying glass and portable ultraviolet light to detect possible false diplomas!”

### **Overall, would you recommend such an experience abroad to your colleagues? Why?**

“Yes, absolutely. A mobility program is both a personal experience because you meet many people who work in the same field, and a professional experience that allows one to grow because you acquire more competences. Moreover, it is an opportunity to build or become part of a network of people who share the same professional interests.”



The three winning photos:  
1st place: When the time to leave Lugano was coming  
2nd place: Festival delle Camelie  
3rd place: Wanderers above a lake of sun.

## **FAREWELL PARTY FOR EXCHANGE STUDENTS**

Another academic year has ended and exchange students at USI returned to their home countries. To celebrate their experience at USI, the International Office organised a “goodbye apéro” on June 6th, 2016. The event took place on the shores of the Lugano lake on a mild spring evening.

During the party we also awarded the prizes for the photo contest, to which our incoming students were invited at the beginning of the term. With the title “This is Ticino to me”, students were asked to submit a picture that best represented their time in Lugano and in our region. An in-house jury then selected the three winners, who were awarded during the official ceremony.

The winners of the photo contest are:

**Martin Chovanec,**

Faculty of Informatics, Czech Technical University, Prague, Czech Republic

**Sara Stepančič,**

Faculty of Communication Sciences, University of Ljubljana, Slovenia

**Rossella Ferrini,**

Faculty of Economics, Università Cattolica del Sacro Cuore, Milan, Italy

We congratulate the winners and thank everyone for their participation!

As stated by the American writer Theodor Seuss Geisel, “Don’t cry because it’s over. Smile because it happened.”

We wish our students good luck with their studies and hope they were delighted with their experience and realised how great it has been to be part of such a diverse environment.

In this regard, we were very pleased to read the very positive feedbacks provided at the end of your study reports. Our visiting students seem to have appreciated their stay in Lugano/Mendrisio. Based on their comments, USI is a small but well-equipped university, with high quality courses, a positive professor-student ratio, and an efficient organization. A friendly and familiar environment, the beautiful landscape and the Mediterranean atmosphere are other highly appreciated features by students coming from abroad.

The full collection of reports is available on our [website](#).



Ulrike Schneider, Head of the International Office at KLU (left) and Arianna Imberti Dosi, Head of the International Office at USI (right).

## KÜHNE LOGISTICS UNIVERSITY (KLU) VISITS THE USI CAMPUS FOR THE FIRST TIME

For the past three years USI and KLU have fulfilling their partnership agreement with a series of successful exchanges involving graduate level (Master) students. On April 2nd, 2016, Ms. Ulrike Schneider, head of the International Office at Kühne Logistics University, located in Hamburg, Germany, visited the USI campus for the first time.

After savouring a good cappuccino at the USI cafeteria, the first meeting with Arianna Imberti Dosi, head of the International Relations and Study-abroad Office, and Susanne Stigen Pescia, lecturer and coordinator for the Italian language courses, provided an overview of the Italian language courses offered to incoming exchange students. Ulrike was quite impressed by the various levels the students can choose from and by Susanne's passion for this subject.

Afterwards, on a tour of the campus - and under a shining sun - Ulrike got the chance to see, inter alia, the USI international student housing USI-HOME, the striking architecture of the USI Aula magna, and the library with a perfect mix of historical and modern components.

By comparing the structures and tools of USI and KLU respective International Offices, Ulrike and Arianna created further mutual understanding and now feel even better prepared for future exchanges of students.

Ulrike invited Arianna to visit the KLU campus in Hamburg, also in order to solve the USI-KLU challenge of the "smallest International Office by square meters" ;).



The Lucomagno Pass (courtesy of Ticino Tourism).

## DISCOVER TICINO: THE LUCOMAGNO PASS

Located just 1.5 hours (90km) from Lugano, the Lucomagno Pass is one of the most exciting places to explore in Ticino, especially during the spring and summer months. Originally the main way of transit connecting Southern and Northern Europe during the Middle Ages before more convenient passes (like the St. Gotthard) became available, today the Pass is a top destination for tourists and nature lovers alike. Indeed, the Lucomagno region offers spectacular high-altitude natural landscapes, easily accessible even by inexperienced mountain hikers, and many other cultural, historical, and sport activities.

A mandatory stop to include in your visit is, with no doubt, the ProNatura Lucomagno Center. Run by the Swiss conservation organization ProNatura and open from May to October, the Center offers a vast range of activities and events that cater to the most diverse interests. From bat watching to in-depth surveys of the local fauna and flora; as well as also botanical and geological excursions, mule riding through the Pass (like merchants did in the Middle Ages), nocturnal moon and falling stars observations, and so much more. All at arm's reach from the Center, which is also a hotel with a restaurant, there is a camping site.

The Center's building also has some architectural significance. It was rebuilt in 1956 by prominent Ticinese architect Rino Tami on the ruins of an avalanche-hit hospice and was intended as a hotel. Luganese engineer Luigi Ferrari then expanded the structure in the 80s, with the intent of making it a naturalistic center focused on cultural, scientific, and spiritual activities. By the end of the 90s, ProNatura took over the center making it the pivot of its activity in the Blenio valley.



ProNatura Lucomagno Center (courtesy of ProNatura).

Indeed, in order to get to the Lucomagno Pass from Lugano, one has to travel most of Ticino, and the last section of the trip goes through what is arguably the sunniest valley in the Canton: the Val di Blenio. Itself already a worthy destination for an excursion into the Ticino wilderness, the Blenio Valley is one of the go-to places for hiking and mountain biking during the summer. The Valley offers many amenities, such as small museums shedding light onto centuries of rich history, refurbished agricultural shelters (“rustici”) where people can spend their holidays or just get a taste of local Alpine products, castle ruins, and thermal baths.

The Lucomagno Pass and the Blenio Valley are prime destinations in Ticino, offering a wide variety of activities and sights to visit while surrounded by the nature of the Swiss Alps, and are ideal for a day out or for a weekend getaway from the toils of university study. You can plan your trip by visiting the [Swiss Railways website](#) and the [ProNatura website](#). Don't forget to wear proper mountain attire!

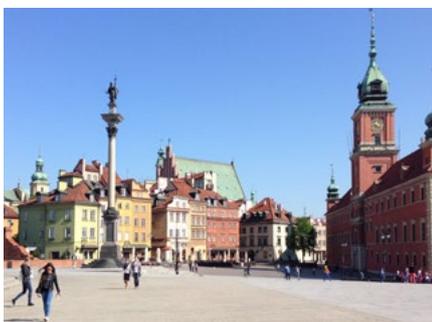


Kozminski University, glass-ceiling common area..

## KOZMINSKI UNIVERSITY INTERNATIONAL STAFF WEEK: MANAGING THE INTERNATIONALIZATION PROCESSES

It is well-known that exchange students make up for the main share of mobility students at USI. Staff mobility, however, is also a pillar of the mobility programme: it allows administrative and academic staff from different universities around Europe and the world to come together to meet and get to know each other better, exchange unique perspectives on the job, and pursue new strategic partnerships for their institutions.

This year, during the second week of May, the Kozminski University (KU), one of the business school partners of USI in Central and Eastern Europe, organized an exciting staff week in Warsaw, Poland on “Managing the Internationalization Process”. Since USI and KU staff have never met before, the USI International Relations office decided to send me to Warsaw with a triple intent: solidify our relationship with the Polish university, learn from their very successful internationalization practices, and test the waters for possible new partnerships with the other foreign universities attending the staff week. Indeed, KU's Staff Week attracted almost 40 universities from Europe (Eastern Europe was particularly well represented) as well as representatives from Asia, North and South America, and Australia and New Zealand.



Castle Square, Warsaw, the Royal Castle (right) and Sigismud's Column (left) stand at the entrance of the old Medieval city (center).

Established as a private institution in 1993, Kozminski University is located on the opposite side of the Vistula River from Warsaw's old town and city center, in a more recently developed area that is well connected by tram to the rest of the capital. The university offers study programs in management, finance, law, European studies, sociology, psychology in management and administration at all three levels. Courses are taught in English and Polish. As a business school, Kozminski University has a triple accreditation crown (EQUIS, AACSB, and AMBA) and is constantly ranked in the top 40 business universities worldwide by the Financial Times. A great share of KU's success stems from its aggressive and dynamic approach to the university's internationalization process, as its collection of accreditations shows.

During the staff week, the activities organized by KU ranged from networking sessions to more in depth workshops and presentations on several areas of university internationalization management.



All participants of the Staff Week in front of Kozminski University main entrance.

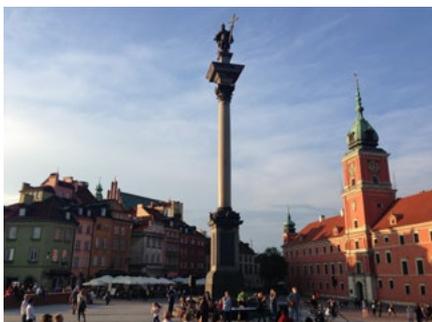
The focus was on internationalization best practices, multicultural client service, tips on establishing successful partnerships with non-EU higher education institutions, and how to gain membership in important international accreditation and quality assurance networks like AACSB (particularly interesting was the presentation by Timothy Mescon, AACSB's Sr. VP and Chief Officer for Europe, Middle East and Africa).

What emerged from the workshops and the discussions with colleagues from other universities was that, in order for the internationalization process to be successful, there must be a collective and strategically defined effort from within the university to be more international and pursue marketing projects that go beyond the International Relations Office. This means that there should be a strong push, both bottom-up and top-down, from inside the institution that has to meet in the middle in order to be successful: university managers and staff must work together with a single and defined vision, but academics and students must also have a stake in the process and be engaged in every phase.

In this respect KU also has a lot to teach on student engagement in marketing initiatives. For example, KU has an official mascot (Leo the Lion, created on the students' initiative through a contest some years ago) that is always present at all university events. The New Media Club, started by the Marketing Director, co-opts students to manage the university's social media 24/7 presence in a grassroots fashion (though still under supervision): students post Snapchat stories, tweets, Instagrams, and keep a blog ([www.studentsinwarsaw.com](http://www.studentsinwarsaw.com)) where they share their experiences at KU. Moreover, there are many student entrepreneurship ventures around campus: from the student that created his own chain of burger carts, to the ones managing coffee shops and kiosks. All of this builds towards creating a positive image and atmosphere in the campus that both provides marketing manpower and material, which are central to KU's success. The interaction with colleagues from other universities was also very positive and I succeeded in expanding both my own and USI's network of professional contacts. The networking sessions never felt awkward, with every participant genuinely interested in getting to know colleagues and their practices from around the world. Overall, the Staff Week in Warsaw was an exceedingly positive experience, both professionally and personally, which I hope both USI and I will put to good use.



Krakow: Wawel Castle (above) and Market Square (below).



Poland is also an exciting tourist destination. Before the Staff Week in Warsaw I took advantage of a public holiday-induced long weekend by arriving early in Poland to visit its "other capital," Krakow. There, in addition to sightseeing, I did some reconnaissance to see whether Krakow could be a candidate for extending our Polish partnerships in the future. I was not disappointed. The city itself, a World Heritage Site, is vibrant with culture, history, and entertainments. The diverse nature of the city areas makes it so that Krakow is able to cater to every need or desire of its visitors with medieval buildings and fortifications, museums, shopping malls, historical and a rugged Jewish quarter (Kazimierz), huge underground salt mines, Soviet urban planning, and so much more. As far as higher education goes, Krakow is host to one of the oldest and most prestigious liberal arts universities in Central and Eastern Europe, the Jagiellonian University, but the city also offers more specialized programs at institutions such as the Kraków University of Economics and the AGH University of Science and Technology.



Francesco with Leo at the Kozminski University International Staff Week.

## NEWS IN BRIEF

### **Francesco Bortoluzzi has concluded his internship at Relint**

Thursday, June 27th was the last day of work for our intern, Francesco. He worked at the International Relations and Study-abroad office on the Lugano Campus and at the Administrative Office at the Academy of Architecture in Mendrisio.

Francesco obtained his Bachelor degree at the Faculty of Communication Sciences at USI in 2014 and successfully completed a Master of Science in International Relations at The University of Edinburgh.

At the beginning of September, Francesco will join the swissnexBoston team. He will work in the Academic Relations branch with the duty of developing networks and relationships in both the local and Swiss academic landscapes.

The two teams would like to thank him once more for his help and support during the past eleven months and wish him all the best for his future professional challenges!

A call for a new intern was launched in the month of June and during the summer we expect to welcome a new colleague.

### **Two new students exchange opportunities**

The extension of the number of partner universities pursue the double objective of our strategy: to strengthen the network in Europe covering new countries and to increase the destinations outside of Europe.

The Faculty of Economics decided therefore to sign two new student exchange agreements during the month of April.

The first one was signed with **KU Leuven**, Belgium's largest university, and one of the oldest universities in Europe. Up to three USI students (Bachelor or Master students) will have the possibility to spend a semester at the Faculty of Economics and Business.

The second agreement is for a Master Exchange students programme (two positions) with the **Universidad Católica del Uruguay in Montevideo**.

More information at:

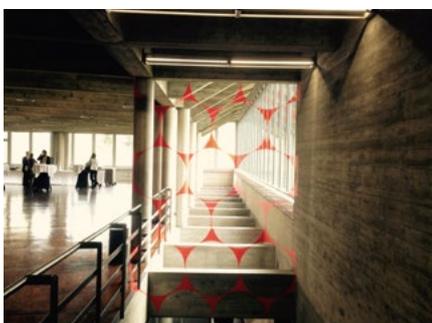
<http://www.relint.usi.ch/en/universita/universita-partner-eco.htm>.

Deadline and application procedure are available at the following website:

<http://www.relint.usi.ch/en/studenti-usi/aspetti-organizzativi.htm>.

### **IRUS meeting at UNISG**

On April 15th, the IRUS meeting took place at the University of St. Gallen. The meeting lasted all day long because the representatives of the International Relations offices of the Swiss universities had a lot of topics to discuss about. First of all, it was announced that the duties of the current National Agency, fondation.ch, will be taken over from January 1st, 2017 by a new foundation, the FPEM (Swiss Foundation for the Promotion of Exchanges and Mobility). Besides, we had a presentation of the Egracons Project and we were give the opportunity to discuss about problems related to the activities of the International Relations offices of the Swiss universities. The team of the Student Mobility service offered a guided art tour of the Campus which is home to many art works, including Arp, Richter and Giacometti. The next IRUS meeting will take place on November 3rd and will be hosted by the University of Bern.



Piece of art of the Swiss artist Felice Varini in the Library building.

### **Summer Break**

The International Relations & Study-abroad office wishes a great summer to everyone. The office will be closed in July, 11-25 and in August 8-16.



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## CONTACT

International Relations and Study-abroad Office

Università della Svizzera italiana  
Via Buffi 13  
CH - 6900 Lugano

e-mail [relint@usi.ch](mailto:relint@usi.ch)

URL <http://www.relint.usi.ch>

phone +41 58 666 46 26

fax +41 58 666 46 47