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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!

INTERVIEW WITH THE NEW DEAN: PROFESSOR MICHAEL GIBBERT

At the beginning of the current academic year Prof. Michael Gibbert was appointed as new Dean of Communication Sciences. We seized the opportunity to ask him a couple of questions about USI and internationalization.

Thank you Prof. Gibbert for accepting to share with us and our readers your insights as newly appointed Dean at the Faculty of Communication Sciences. Could you please introduce yourself in a few words?

“I’m Full Professor of Marketing at IMCA (USI’s Institute of Marketing and Communication Management). After earning my PhD at the University of St.Gallen I was research assistant at INSEAD, Paris, post-doc at Yale University and Associate Professor at Università Bocconi in Milan.

My research interests include the effects of constraints on innovation, consumer behaviour, and research methods.

All what I know about communication and marketing is not only the result of my study. I had a peculiar learning experience by spending some years in a restaurant, as assistant of a starred chef.”

Your profile clearly shows how important international experiences are in your life, both academic and personal. In your opinion, which are the main benefits of “internationalization”? Any drawbacks?

“I think that one common feature of people exposed to a new country and a new culture is what I call a “dynamic capability of adaptability”. After an initial cultural shock, due to the tendency of focussing on what it is seen as weaknesses in a foreign country, you start developing a self awareness. In other words, you become more and more aware of the fact that even if at the beginning you feel lost and you don’t understand the context, this will become clearer as time goes by. Definitely, an enriching experience from which you learn how to adapt to different contest not only cultural, but also organizational.”

What are your future plans for the internationalization of the Faculty of Communication Sciences?

“Being the most international Swiss university in terms of the origins of students, assistants and professors, internationalization is one of the distinguishing features of USI’s Communication Sciences Faculty, and of USI at large, and we are very proud of this. Paradoxically, though, USI’s internal make-up does not currently feature an academic figure dedicated specifically to building and sustaining targeted relations with strategic partners



Professor Michael Gibbert, Dean of the Faculty of Communication Sciences

“In my opinion, one of the main challenges for the next five, ten years is to initiate, manage, and sustain an USI Internationalization Strategy 2.0.”

internationally. Over the last ten years, since its inception, the Servizio Relazioni Internazionali & Mobilità has developed a rich network of partnerships with prestigious universities in Europe and outside Europe and a very well organized programme of exchange mainly focussed on students despite limited resources. At the same time, the outreach and impact of this office has been curtailed precisely because of its focus on ‘mobility’, that is, by viewing internationalization primarily as student exchanges.

In my opinion, one of the main challenges for the next five, ten years is to initiate, manage, and sustain an USI Internationalization Strategy 2.0. I see two levers for this. First, we need more targeted, prioritized initiatives of purposeful collaboration with selected international partners with concrete products and output for the students, schools, and faculty (I am thinking for instance of double or dual degree programs). Second, we need to strengthen the strategy of internationalization by anchoring it in the academic structure of the university, improving its visibility both internally and externally, e.g. via a dedicated faculty member who takes the role of vice president for internationalization, who ideates, collects and prioritizes jointly with the faculties strategic internationalization initiatives.”

Why would you recommend USI to students coming from abroad?

“I always mention the following anecdote: a former student of the Master in Marketing said that the most important lesson learned during his study at USI is the capability of working in an international team. USI’s small size, its positive teacher-to-students ratio, the integration of different disciplines make up the ideal conditions for study and research.

Besides, one can’t go on without mentioning the surrounding natural landscape of moving beauty characterised by its lakes and its mountains. As such, USI makes for an exciting mix between a Swiss organization with a touch of Italianity.”

THE ESN AND THE LUGANO SECTION

The Erasmus Student Network (ESN) is a non-profit international student organization founded in 1989 that promotes the exchange of students. This organization is present in all Europe with more than 400 sections in 36 countries, approximately 12,000 active working members and with a network of more than 160,000 students. There are currently 15 sections in Switzerland and Lugano hosts the only one present in Ticino. Lugano ESN section is also the latest born in the country. It was created in 2012 thanks to the commitment of a group of USI students. The mission is to represent international students in the city, offering them support, orientation and events. The section has already organized several nights out in different bars and discos of Lugano. Nonetheless, these events are not only opened to Erasmus students, but to the rest of the student community. On a monthly basis period, the section organizes a weekend trip to the most important cities of Switzerland with a competitive price for students. An opportunity for traveling with a group, meeting new people and being guided by experts of the region. Lucerne, Zurich, Milan and Bellinzona are just some of the destinations. Students are also provided with the ESN card, offering discounts and reductions in the affiliate shops that can be checked online. Finally, the students are kept up-to-date on planned events thanks to the Facebook page ([ESN Lugano](#))



ESN Lugano section and USI exchange students visiting Lucerne (courtesy of ESN Lugano)

But the activities of ESN go beyond parties and recreational events. ESN International, the head of the organization that has its office in Brussels launches each year a survey. It is the biggest European research project planned and carried out annually by students for students and it aims at understanding students’ needs and satisfaction about the Erasmus Pro-

gramme. Last results dates back to 2014 and wanted to investigate the “International experience and language learning”. The survey showed a positive response from the students, which are satisfied with the program and, while being abroad, show an increasing willingness to learn a foreign language. Also the awareness among the students concerning the existence of ESN is growing with the time.

“The Erasmus Student Network strongly believes in the added value that mobility brings to a student’s academy life.” ([Research Report of the ESN Survey 2014](#)). A period abroad opens minds and has a positive impact on individuals, even though many problems might occur. That’s why ESN wants to support students before, during and after their stay abroad.



The Castelgrande in Bellinzona

A DAY TRIP TO... BELLINZONA

Going abroad to study gives you not only the chance to meet other people or benefit of other universities’ facilities: it also provides students with an opportunity to get to know a new country.

With its beautiful lakes or fascinating valleys and mountains, Ticino has many places worth visiting. This year, we decided to make our exchange students discover the capital city of the canton: Bellinzona.

The day trip took place on October, 18 in a very sunny, windy but warm day. The group was composed by 19 students from Lugano campus and 10 from the Accademia di Architettura (Mendrisio campus), an ESN member and one member of the International Relations staff.



The day started with a guided tour of the city. Julie our tour guide from the Tourism Office of Bellinzona guided the group with enthusiasm through the city and up to the Castelgrande, explaining the history of Bellinzona. Thus, the students learned how the canton Ticino was under the Visconti’s domination until the Swiss conquest of the territory. The three castles, overlooking the city since the medieval period, were for centuries a major defensive war construction: walking between and on the walls of the Castelgrande, the students were impressed by this majestic structure. Moreover, and because the visit of Bellinzona was held on a Saturday, the group had the possibility to go through the typical ticinese market, where food or handcrafted objects have been sold for very long decades.



Two of the pictures taken by our exchange students for the “Bellinzona Quiz” contest

After eating a pizza in a local pizzeria, the day continued with a contest, the “Bellinzona Quiz”: students were asked to go through the city, to answer questions, take pictures and draw particular details of the most significant corners or monuments of Bellinzona. They participated with eagerness, and therefore we decided to publish here some of their creative pictures, taken in Piazza della Foca. The day ended fast, and the participants seemed happy and satisfied, and of course keen to know who the winner of the contest is.

So today, December, 18 during the Christmas Farewell Aperitif the winners of the Bellinzona Quiz will be announced. This is also the perfect occasion to say goodbye to our exchange students, who are leaving Lugano and to wish them good luck for their studies, hoping that they enjoyed their stay in Ticino.



Christmas market in Lugano

DISCOVER TICINO: THE CHRISTMAS MARKET AND THE LEGEND OF PANETTONE

As in many other towns and villages of the region, Lugano will organize a lot of events for Christmas as well. In the pedestrian area of the city centre a Christmas market will offer a rich ware of goods such as traditional arts and crafts, Christmas gifts, charitable initiatives and gastronomic specialties (www.luganoturismo.ch). For sure, the most famous among them is the Panettone. Let's discover more about it.

Born in Milan, where it has been produced for centuries especially during the Christmas season, the Panettone has become a symbolic “cake” year-round also in Ticino. Many are the recipes that every pastry shop jealously guards and many are the legends around this sweet bread loaf.

But what is it exactly? And how is it made? The recipes that are easily available online are apparently very simple, but the process isn't easy as it might seem. There are lots of different types of Panettone now available on the market – some with chocolate or vanilla fillings or coated in chocolate – but the traditional one is made with wild yeasts, raisin and candied fruit. The process can take several days, allowing the distinctive fluffy texture to develop. It is then baked in precise temperature-controlled ovens and, straight after cooking, hung upside-down to cool, which stretches the warm cake, giving it its characteristic dome shape.



The Panettone, the typical Christmas cake

So how was the Panettone born? The most popular legend is the story of a Ugo degli Altellani, falconer at the court of Ludovico il Moro, who fell in love with Adalgisa, the beautiful daughter of a baker named Toni. However, Ugo's family was not pleased to learn of his affection towards the daughter of a baker, and refused to allow him to marry her. Therefore, the two lovers could only meet secretly under the moonlight sky.

It happened that the baker's boy got ill and that another bakery had opened nearby, taking away customers from Toni's bakery. As a consequence, Adalgisa had to work much more than usual and soon, it became nearly impossible for the two lovers to meet. To have the chance of meeting her beloved, Ugo decided to work at the bakery incognito as a replacement for the bakery boy. One night, in a sprout of creativity, Ugo decided to make some changes to the bread by adding more butter and sugar. The bread was a success and soon the business started gaining more customers.

Happy to see that Adalgisa was in better spirits, he added some candied citron and some eggs to the recipe, enhancing the bread to become even more popular. During the upcoming Christmas season, he added some raisins to make it even more festive. Soon the “Pane del Toni” (“Toni's bread” from here the name “Panettone”) was the talk of the town. He had not only invented a new popular and wildly tasteful bread, which everyone in town praised, but as a result he and Adalgisa were soon able to be married and live happily ever after.



USI students visiting the fair

NEWS IN BRIEF

International students' Fair

On November 10, 2014 the International Relations Office organized the International Students' Fair, where a number of partner universities were represented by host students spending a semester at USI in the framework of an exchange programme, or just through information material. The event took place at the Auditorium. It has been the right occasion for asking specific questions and for picking up information materials, in order to find out more about a desired destination for mobility. Many bachelor and master students have participated. We would also like to take the chance to warmly thank the student ambassadors for their support and active role.

IRUS Meeting in Geneva

On November 13, 2014, the International Relations Office teams of the Swiss Universities met at the University of Geneva for the usual bi-annual meeting. Pierre Willa, the Director of International Relations at UNIGE, officially welcomed about thirty representatives of the International Relations offices of the different Swiss universities. During the day, themes very dear to the IR offices have been addressed and discussed. Specific attention has been addressed to the management of the mobility programs with regards to Switzerland's new status in the "Erasmus+", as well as to best practices for visa and permits management for foreign students. The meeting also served the purpose of sharing ideas, best practices, problems and concerns related to the mobility activity within the Swiss Universities. The next IRUS meeting will take place on April 24, 2015 in Zurich.



The Erasmus Day 2014 in Solothurn

Erasmus Day 2014

The Erasmus Day 2014, was organized by the National Agency in Solothurn on November 26, and was designed for staff of the International Offices and coordinators of Swiss universities and other educational institutions. The day was split into two parts: in the morning the focus was on the content of the Transitory Solution of Erasmus+, with a look at the events of the last ten months and at the new features of the Call 2015. In the afternoon, the participants had the possibility to choose among three workshops: one on tips and tricks for incoming mobility, another on the management of traineeships and the last one on the key action 2 of Erasmus+. At usual, this day proved to be a very useful platform for the field's experts.

New bilateral agreement

The International Relations and Study-abroad office is very pleased to inform that a new SEMP (Swiss European Mobility Programme) agreement was signed in the month of November. The Faculty of Economics will start a students exchange with Università degli Studi di Napoli Federico II. Up to two master students will have the chance to attend the courses offered by the Master programme in Economics and Finance (LMEF). Here you can find more information on the [partner universities](#) and on the [LMEF program](#).

CHRISTMAS WISHES



L'Università della Svizzera italiana augura
Buon Natale e Felice Anno Nuovo

*The Università della Svizzera italiana wishes you a
Merry Christmas and a Happy New Year*

*“Capita anche a te di guardare le stelle e dimenticare che sei vivo perché entri nei pensieri
e ti svegli dopo un po' senza sapere dove sei ma è molto bello?”*

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