Navigating Change



Netherlands-Asia Honours Summer School 2024

For more information, visit:

www.nahss.nl

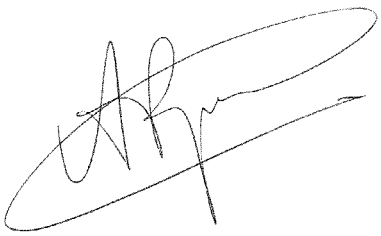
Preface Supervisory Board

We are very proud to present this magazine to you, which has been composed by the excellent undergraduate students who participated in the twelfth edition of the Netherlands-Asia Honours Summer School (NAHSS). This magazine is a result of the dedication of an ambitious group of seventy students from twelve different Dutch research universities, who participated in a preparatory trajectory followed by an intensive two-day Take-Off programme in the Netherlands and a three-week summer programme in Hong Kong and Ho Chi Minh City.

The NAHSS is a unique joint effort of a Triple Helix Network, consisting of Dutch ministries, Dutch research universities, and more than ten Dutch and Chinese multinationals. The aim of this collaboration between public, private, and academic partners is to enable talented students to experience different Asian academics, business, and culture. This experience will benefit our students' understanding of China, ASEAN and is intended to increase their knowledge of China's position on the global stage, and her influences on the ASEAN. To achieve this ambition, the students took on academic classes in the summer schools, visited both Dutch and Chinese multinationals and became acquainted with different Asian cultures. Furthermore, the NAHSS partners formulated nine different research questions for our interdisciplinary groups of students, most of which are related to the theme of this year: Navigating Change. These research projects uncovered compelling insights, as well as opportunities to strengthen the bilateral relations between the Netherlands, China, and the ASEAN.

By means of this magazine, the students present their research projects on Navigating Change and personal experiences to all of those who are interested and especially to the indispensable NAHSS partners, whose collaboration is highly valued and appreciated.

The NAHSS Supervisory Board is impressed by the dedication the students showed to the programme and their research projects in particular. We are very pleased to share the results of their projects with you and hope it will be a source of inspiration to all.
On behalf of the NAHSS Supervisory Board,



Prof. Dr. Anton Pijpers
Chair NAHSS Supervisory Board &
President of the Executive Board of
the Utrecht University

Netherlands - Asia
Honours Summer School
www.nahss.nl

Preface Program Board

NAHSS Program Board ‘24
The daily coordination and policymaking of the programme is the responsibility of the NAHSS Program Board, consisting of:

Lieke Stokwielder
liekestokwielder@nahss.nl
BSc International Studies
Leiden University
NAHSS 2023

Pien van Goor
pienvangoor@nahss.nl
BSc Industrial Engineering and Management
University of Twente
NAHSS 2023

Sander Voets
sandervoets@nahss.nl
BSc Molecular Life Science
Wageningen University & Research
NAHSS 2023

Sara dos Santos Gigante
saradossantosgigante@nahss.nl
MSc International Relations
Leiden University
NAHSS 2021

As the Program Board of NAHSS, the four of us dedicated a full year of our lives to the organisation of the Netherlands-Asia Honours Summer Schoo l(NAHSS) 2024. Over the past year, the four of us have committed ourselves entirely to the organisation of NAHSS 2024, channeling all our energy and enthusiasm into ensuring that this programme continues to offer the same transformative experience that once shaped our own journeys.

Now that the NAHSS 2024 has officially come to an end, we are delighted to look back on yet another successful edition of the NAHSS. This year was particularly special as we exported two new cities, introducing our participants to the vibrant cultures and dynamic environments of Hong Kong and Ho Chi Minh City.

We are deeply honoured to have had the opportunity to organize, represent and further develop this programme. In this respect, we would like to thank all our partners for facilitating this programme and being supportive of its unique value. A special thanks goes out to our coaches from PwC, McKinsey & Company and the University of Utrecht, whose support has not only enhanced the quality of NAHSS but has also contributed significantly to our personal and professional growth. We also want to thank the delegation, who dedicated themselves to the NAHSS and developed the skills needed to navigate the challenges of a rapidly changing world.

Through this magazine, we aim to provide a deeper understanding of the unique opportunities the NAHSS programme offers to its students. The NAHSS is more than just an academic experience; it's a journey that broadens horizons, fosters personal and professional growth, and builds lasting connections. We hope to illustrate how the programme positively influences students by equipping them with the skills, insights, and global perspectives needed to navigate today’s dynamic world.

Yours sincerely,

NAHSS Program Board ‘24
Lieke, Pien, Sander & Sara



Lieke Stokwielder
Relations & China Affairs



Pien van Goor
Finance & Events



Sander Voets
Aquisition & Alumni



Sara dos Santos Gigante
Student Recruitment, Universities & Ministries

Index

Preface Supervisory Board 2

Preface Program Board 3

Index 4

The NAHSS in short 5

Theme NAHSS 2024: Navigating Change 6

NAHSS 2024: Exploring new cultures 7

AI Exploration in Asia: Unveiling opportunities for PwC NL's future integration 8
PwC

Huawei's Green Horizon: Mapping sustainable CSR Initiatives in the Netherlands 10
Huawei

On Outward Student Mobility to East Asia: Incentives and barriers of studying in China and Hong Kong 12
Ministry of Education, Culture and Science

TNO's Strategic Exploration: Enhancing collaboration with the APAC region 14
TNO

PangaAI - Catching Two Fish With one Hook: Enabling sustainable feeding of the Pangasius fish using artificial intelligence 16
Royal de Heus

Less is More: The enhancement of the internal communication of AS Watson 18
AS Watson

AMNESTY x NAHSS: Policies of Dutch research universities against transnational repression 20
Amnesty International

Autonomous Vehicles at Schiphol Airport: A feasibility study on the implementation of autonomous vehicles for baggage handling at Schiphol Airport 22
Royal Schiphol Group

Beyond the Bins: A comparative analysis of waste management strategies for Hong Kong and Ho Chi Minh City 24
OMA

Become a participant 26
Become a partner 27

The NAHSS in short

Gain insights into China and Southeast Asia to effectively navigate change in an increasingly dynamic world

Who are we?

The Netherlands-Asia Honours Summer School (NAHSS) is a Dutch public-private initiative, supported by a unique Triple Helix Network that consists of three Dutch ministries, twelve Dutch research universities, and nine leading Dutch and Asian multinationals. The NAHSS yearly offers a select group of top performing students the chance to learn about the Chinese and Southeast Asian (business) culture and the academic world. Our participants are proactive and internationally oriented students from different study backgrounds. In 2024, the programme was held both in the Netherlands, Hong Kong, and Ho Chi Minh City to give the students different perspectives on Asia's academics, business, and culture.

The NAHSS in Numbers

- This year **70** ambitious Dutch bachelor students were selected by universities and partner representatives
- Over **950** internationally-oriented and multidisciplinary alumni
- **37%** of our alumni works or has worked for one of our partners
- **79%** of our alumni state that the NAHSS influenced their future career choice
- **97%** of our alumni state that the NAHSS enhanced their professional skills

The ABC Programme

To prepare Dutch students for Asia's role on the global stage, the NAHSS aims to increase their knowledge through the ABC Programme. It does so by shedding light on various perspectives on the following components: academics, business, and culture, and facilitating the dialogue on this.

The students of the NAHSS 2024 travelled during the summer to Hong Kong and Ho Chi Minh City to submerge themselves in the different Asian cultures.

During this three-and-a-half-week trip to Asia, the students immersed themselves in every aspect of the ABC programme. This year, they not only visited, but also stayed on campus at the Chinese University of Hong Kong and Van Lang University, which enhanced their experience. They left with new impressions and gained fresh academic perspectives, learning not just from the partners but also from one another. The students finalised their consultancy projects in Asia, which represents a big part of our business component. Additionally, several partners hosted company visits in both Asia and the Netherlands, providing valuable insights into the business cultures of these firms. The final aspect of the ABC formula focuses on cultural immersion, where students had the opportunity to explore and experience diverse Asian cultures through cultural lessons, interactions with local students, and participation in engaging cultural activities.



Netherlands - Asia
Honours Summer School

NAVIGATING CHANGE

Theme NAHSS 2024

As the Greek philosopher Heraclitus once stated: "Change is the only constant in life." The pace of change we witnessed in the past couple of decades has been remarkable, reshaping the way we live, work, and connect with one another. The world has experienced uncertain times and quickly adapted to these complex issues in the past. An undeniable change being the pandemic, which has been a catalyst for the changes we already had been experiencing. It is now up to us to continue navigating these changes, by overcoming these challenges and getting a better understanding of how businesses, institutes, and countries should adapt to this future.

Digital Innovation

The rapid growth of digital innovation has not just erased geographical barriers; it has also woven intricate networks of communication and exchange of information. Yet, this unprecedented interconnectivity challenges us to protect digital networks and ensure cyber security.

Ecological Issues

Global warming is a pressing issue that quickly emerged as a prominent concern now at the forefront of global discussions. This crisis demands innovative solutions to continue striving to safeguard and restore the delicate balance of nature.

"The NAHSS 2024 will prepare the new delegation to navigate the rapidly changing world we know today"

Business Opportunities

We are witnessing new opportunities in the business landscape of China and Southeast Asian countries. Simultaneously the challenge is to ensure a balance between economic market cooperation and competition.

Geopolitical Relations

We cannot ignore the geopolitical shifts that are reshaping the contemporary world and will continue doing so the future. These changes carry profound consequences for peace, stability, and cooperation on a global scale.

Ministry of Infrastructure and the Environment
Ministry of Foreign Affairs
Ministry of Education, Culture and Science
Wageningen UR
Tilburg University
Universiteit Leiden
Amnesty International
Huawei
Schiphol Group
Utrecht University
VU University Amsterdam
University of Twente.
AS Watson
McKinsey & Company
University of Amsterdam
Radboud University
TU/e Eindhoven University of Technology
OMA
Erasmus University Rotterdam
TU Delft
university of groningen
de heus
pwc
TNO innovation for life

NAHSS 2024: Navigating change together

In previous editions, the students would travel to China for five weeks and follow a summer school at a Chinese university. After the Covid-19 pandemic, the outline for the following years was rather different. The 2024 summer programme consisted of preparatory Take-Off at Leiden University, followed by an Asia trip to Hong Kong and Ho Chi Minh City. As usual, the programme consisted of the ABC formula where academic, business, and cultural components drove the students to learn about Asia on an interdisciplinary level.

The Summer Programme

The NAHSS 2024 edition explored two new cities. Hong Kong, a major economic hub, offered a unique blend of Eastern and Western influences, making it an ideal destination for students to learn about diverse Asian cultures. Meanwhile, Ho Chi Minh City, known for its rich history and dynamic atmosphere, provided a fascinating glimpse into Vietnam's rapid development and cultural heritage.

These destinations allowed students to engage in a packed schedule filled with cultural activities, company visits, and insightful lectures at renowned institutions. In Hong Kong, they experienced the city's bustling markets and historical sites, while in Ho Chi Minh City, they immersed themselves in local traditions and contemporary business practices, creating a well-rounded understanding of the region.

The students visited a wide variety of companies from multidisciplinary sectors. They visited multinationals such as A.S. Watson Group, Royal de Heus and Microsoft. These company visits aimed to give the students a broad overview of the different business cultures. Next to company visits, the students followed a challenging academic programme at both the Chinese University of Hong Kong and the Van Lang University.

The Take-Off

At Leiden University, the students followed a two-day programme called the Take-Off. There, the students learned from a variety of cultural, economic, historical, and political topics. During these lectures, the students gained a better understanding of contemporary regional and global issues in China and beyond. The goal of the summer school is to provide the students with the necessary tools to form their own opinion. By fostering discussion, maintaining an open attitude, and leaving ample time for questions the students gained valuable insights. In addition to the lectures, they had the opportunity to meet with the Chinese ambassador, attend Kung Fu and Chinese knotting lessons, and practice their soft skills. Evenings were reserved for relaxation and getting to know one another on a personal level. A great way to get to know each other before taking off to Asia together.



AI Exploration in Asia

PwC

Unveiling opportunities for PwC NL's future integration

PwC Netherlands and some of its clients are currently not fully aligned with the rapid advancements in AI occurring in Asia. The global economy and business landscape are increasingly driven by AI innovations, with significant contributions and influences stemming from Southeast Asia. As a major facilitator of change worldwide, PwC must understand how to better integrate and deploy AI to stay at the forefront of these developments.





Therefore, our project aimed to explore the potential of integrating Asian AI tools into PwC Netherlands' operations.

Through internal interviews and surveys with junior and senior consultants, we identified key areas where AI tools could bridge existing gaps. The success factors include:

- Efficiency and Time Reduction: AI tools can streamline processes, such as meeting transcriptions, significantly saving time.
- Accuracy: High accuracy is vital for maintaining the integrity of financial data.
- Inclusivity & Accessibility: Tools must be user-friendly for diverse groups.
- Compliance with EU Regulations: Ensuring adherence to regulations like the EU AI Act and GDPR.

Our research indicates that Asian AI tools, like the Yi Model and Intern-vl, are well-suited to meet these criteria. They provide advanced functionalities, high precision, and are developed with compliance in mind. Integrating these tools can position PwC Netherlands as a leader in AI adoption within the financial sector.

Mila's Experience Statement

Participating in the Netherlands Asia Honours Summer School (NAHSS) and collaborating on a project for PwC Netherlands was an incredibly enriching experience for our team of eight. Initially, it was challenging to navigate and divide the work among so many leaders, but we soon found our rhythm. The camaraderie we developed both within and outside the project was invaluable. We learned the importance of listening, communicating, and collaborating without imposing our own opinions. Each member leveraged their unique background and expertise to contribute significantly, while also embracing new tasks to expand our learning. The opportunity to work on a project that aligns perfectly with my interests, and to visit Vietnam and Hong Kong, was both unique and inspiring. This experience was a testament to our collective growth and potential.

Bennett's Experience Statement

Being part of this project has been a transformative experience. Collaborating with a diverse and talented team through the Netherlands Asia Honours Summer School (NAHSS) offered me a unique perspective on AI advancements in Asia. The challenge of aligning our diverse ideas and working styles turned into our greatest strength as we learned to communicate and integrate our different approaches effectively. Visiting Vietnam and Hong Kong was particularly eye-opening, offering firsthand insights into the dynamic AI landscape in Southeast Asia. This project not only enhanced my understanding of AI's potential in the financial sector but also reinforced the value of teamwork and adaptability in achieving our goals. The experience has been both professionally and personally rewarding, providing a solid foundation for future endeavours.



Huawei's Green Horizon

Mapping sustainable CSR Initiatives in the Netherlands

Huawei

Over the past decade, Huawei has been constantly supporting NAHSS as we believe in the potential of young talents, and the importance of open communication between different cultures.

This project aims to explore Corporate Social Responsibility (CSR) initiatives for Huawei, focusing on leveraging its technological expertise to support green development in the Netherlands.

The research investigates impactful projects that Huawei could undertake in collaboration with Dutch stakeholders, aligning with the company's sustainability objectives and enhancing its CSR footprint. An examination of CSR strategies employed by Huawei's competitors, including Alphabet, Meta, Microsoft, Apple, Samsung, Intel, Cisco, Cm.com, and Xiaomi, highlights several successful approaches. Key insights from these competitors include:

- investing in renewable energy projects to bolster local power grids and demonstrate commitment to environmental sustainability.
- promoting a circular economy by repurposing waste materials; enhancing career opportunities for underrepresented groups in technology.
- utilizing AI and cloud technology to tackle environmental challenges;
- committing to net-zero emissions and renewable energy projects.

The project introduces an assessment rubric for evaluating potential CSR initiatives, considering factors such as ambition, practicality, innovation, and risk. This tool helps balance ambitious goals with practical constraints. Moreover, a risk analysis identifies potential challenges in implementing CSR initiatives, such as reputational, operational, compliance, financial, partnership, and environmental risks. Furthermore, mitigation strategies include transparent communication to build trust, robust planning and resource management, regular sustainability audits, financial controls, due diligence on partners, and comprehensive environmental impact assessments. The project identifies a promising collaboration with the NGO MeerBomenNu. This





partnership aligns with Huawei and KPN's goal of increasing tree planting in the Netherlands and benefits from the NGO's extensive media coverage, political support, and large volunteer base of 22,000 individuals. Additionally, potential projects like oyster reef restoration in the North Sea are noted for their relevance and potential impact.

Justus' Experience statement

Studying Global Sustainability Science and having a background in sustainability-related NGO work, I was excited to apply my skills to a corporate client through this project. Tasked with identifying a suitable CSR initiative for Huawei, I gained valuable experience in assessing and selecting projects that align with high CSR standards. The initial phase of narrowing down potential partners was particularly enlightening, teaching me how to clearly define and meet a client's expected outcomes. This project not only enhanced my ability to evaluate CSR projects but also strengthened my capacity to bridge the gap between academic knowledge and practical, real-world applications in the corporate sector.

Joris' Experience statement

As a Creative Technology student with a technical background, participating in the NAHSS provided me with a profound understanding of global relations and international business collaborations. The programme began with an engaging sustainability consulting project, followed by a memorable summer trip to Hong Kong and Ho Chi Minh City, making the experience truly unforgettable. Through the NAHSS, I acquired invaluable knowledge that I am confident will shape my future career. One of the highlights of the programme was connecting with numerous students from diverse backgrounds, all driven to change tomorrow's world. This not only enriched my learning experience but also fostered lasting friendships across the country.

Over the past decade, Huawei has been constantly supporting NAHSS as we believe in the potential of young talents, and the importance of open communication between different cultures.

This year, we initiated this idea to the students to propose a sustainability CSR project for Huawei Nederland. I have been amazed by their innovative approach and fresh perspectives, and the beautiful collisions of interdisciplinary collaboration. They looked into the possibility of WWF, water issue, flood prevention and other key issues that Huawei can contribute to, and carefully evaluate the feasibility. Their dedication and enthusiasm in exploring nature-based solutions bring great value to enacting our mission, and also exhibit the vital impact that young minds can have in shaping a sustainable future.

I'm also thrilled to see the cooperation approach for the consultancy project has been further enhanced this year. The students visited Huawei HQ in Shenzhen China during their summer trip to Asia, and got great inspiration by the advanced green technology that Huawei has developed globally.



It has been so pleasant to mentor such a motivated and capable team, and I look forward to seeing how their recommendations will be integrated into our project moving forward.

Best regards,
Chuyue



On outward Student Mobility to East Asia

Incentives and barriers of studying in China and Hong Kong

Ministry of Education, Culture and Science

The Dutch Ministry of Education, Culture and Science introduced to us a case on outward student mobility into Asia, focussing on the People's Republic of China and Vietnam. For our case we were to identify the barriers and incentives that come with studying abroad as a full-degree student. The reason for this project was that there are a lot of students from this dynamic region coming to the Netherlands to pursue their higher education, while we do not have a similar number of students departing to this region to go to university. Our focus came to lie more heavily on the incentives and barriers to studying in this region from the perspective of a student from the Netherlands or with a comparable



background. Similarly, the Ministry started emphasising Hong Kong SAR and the Republic of China as locations, which caused a shift away from Vietnam.

Through the data we have gathered, we have found that the quality of education in the region is of a sufficient level for ambitious Dutch students to pursue a full degree programme. Additionally, the barriers and incentives involved with studying in the Sinosphere can be managed more aptly by providing more hands-on support for Dutch students seeking to study abroad in this region, better and more accessible funding opportunities for students intending to study in the region, and more publicity for the option of studying in this region and the facilities provided by the Dutch Ministy.



Friso's Experience Statement

Participating in the NAHSS 2024 programme was an unforgettable experience that expanded my horizons both professionally and personally. Travelling to Hong Kong and Ho Chi Minh City, I was immersed in very vibrant cities and cultures, as well as dynamic business environments. One of the highlights was visiting Lenovo's Experience Centre, where I gained firsthand insight into cutting-edge technology and innovation as well as valuable business insights from AS Watson. Collaborating with fellow students from diverse backgrounds on our consultancy project was a rewarding challenge that trained my teamwork and problem-solving skills. The programme also offered a deep dive into local cultures, from exploring the markets of Ben Thanh to engaging in meaningful discussions on sustainable development with industry experts. This experience has not only enriched my understanding of Asia's business landscape but also inspired me to pursue a career that bridges international borders.

Atour's Experience Statement

The NAHSS 2024 programme was an amazing experience that offered a unique blend of academic learning and cultural immersion. During our time in Vietnam, visiting Becamex and understanding their approach to industrial development was particularly interesting to me. It was fascinating to learn how Vietnam is navigating digital transformation and leveraging it for economic growth. Engaging with local communities and participating in activities at Tai O fishing village provided a humbling perspective on social responsibility and community engagement. The focus of the programme on sustainability, highlighted through various company visits and discussions, has profoundly impacted my outlook on environmental issues, especially in developing countries. This experience has not only broadened my global perspective but also reinforced my commitment to making a positive impact in the world.



TNO's Strategic Exploration

Enhancing Collaboration with the APAC Region.

TNO

TNO, the largest applied knowledge institution in the Netherlands, seeks to enhance its strategic cooperation with the Asia Pacific (APAC) region, focusing on Japan and South Korea. Recognizing the significant societal and technological challenges shared between the Netherlands and APAC, TNO sees an opportunity to strengthen international partnerships. Therefore, the aim of this project is to find out how TNO can effectively improve its international collaboration with the APAC region by creating added value.

The APAC region faces many of the same challenges as the Netherlands including the energy transition, urbanisation, automation of technology an an overall push for more sustainability. International collaboration can, however, be difficult because of the complex and time-consuming nature and the many restricitons that can occur. Key findings of our research include insights from the market and competition analysis of other European Research and Technology Organizations (RTOs) like Fraunhofer (Germany), CEA-Leti (France), and IMEC (Belgium), which have established successful long-term partnerships in APAC.



TNO can leverage these examples by highlighting its advanced research capabilities within the scope of higher Technology Readiness Level (TRL) output. Publishing research findings, especially from collaborations with reputable Asian companies will also build credibility and brand recognition.
Furthermore, to strengthen strategic cooperation, TNO should focus on building robust partnerships with local universities and private sector entities in Japan and Korea, leveraging their strong research infrastructures. These partnerships can create joint ventures in high-tech and mobility sectors. Additionally, leveraging Dutch embassy networks for introductions, networking, and market intelligence could be crucial. In order to help maintain long-term connections, establishing innovation hubs, participating in industry conferences, and creating an alumni network will significantly contribute to this.
Another area is financial management, as diversifying funding sources to reduce dependency on government funding is essential. Forming strategic partnerships with leading companies, engaging with venture capital, and public-private partnerships (PPPs) could potentially increase TNO's 'multiplier', and so ensure financial sustainability.

Concluding, by enhancing its global presence, building sustainable connections, and addressing financial challenges, TNO can effectively navigate the complexities of international R&D collaboration.

Lilly's Experience Statement

Working in a multidisciplinary team of students from technical, economic, and social science backgrounds, I had the chance to explore Asia from various perspectives. I never expected the NAHSS to be so diverse and open to different viewpoints, especially regarding opinions about China. This exposure has broadened my understanding of the region's complex nature. The programme has pushed me to grow both personally and professionally. My consultancy group has had the opportunity to collaborate with TNO on their relationships with Korea and Japan. After months of hard work, it is incredible to see it all paying off. We have connected with embassies, networked with companies, and attended TNO's semiconductor event, where we met industry leaders like ASML. These experiences have not only expanded my professional network, but also deepened my insights into the semiconductor industry and the broader professional landscape.

Nicolas' Experience Statement

My NAHSS experience so far has been amazing. Not only have I had the opportunity to meet many intelligent and innovative people, but I also have been able to expand my knowledge about Asia. Although the NAHSS 2024 primarily focuses on China and Vietnam, our group work (TNO) involved exploring business opportunities in Japan and South Korea. To support our research, we learned from industry leaders such as ASML and representatives from various embassies, which helped us broaden our networks. After many ups and downs, I am now proud to say that our research project is complete, thanks to the efforts of our group. I am looking forward to applying the knowledge I have gained during our upcoming trip to Hong Kong and Vietnam.





PangaAI: catching two fish with one hook

Enabling sustainable feeding of the Pangasius fish using Artificial intelligence

Royal de Heus

Artificial intelligence is developing fast, creating opportunities for implementation by businesses in order to operate more efficiently. We looked at possibilities of AI implementation for Royal de Heus in our project, which is captured in our problem statement ''How can Royal de Heus apply AI''. After considering multiple options, we decided to look into the breeding of the Pangasius fish, and specifically, the feeding optimization of the process.

Compared to other fish, Pangasius farming is relatively cheap and sustainably organised. With an eye on the growing world population, this fish has some great future potential. That's why we chose the Pangasius breed for our project scope. Distribution of the feed is currently randomly estimated by the farmer. Creating some guidelines for feeding would be beneficial for the fish survival rate, which is therefore beneficial for farmers, Royal de Heus, and the world food supply. We divided our team in two sub-groups, of which one would look into the technical part and provide a proof of concept for the model. They trained a model to recognize fish on a pond's surface using Roboflow. This model can be used to make an estimation of the number of fish in there to use as a basis for determining the amount of feed required. Our second subgroup looked into issues that might arise on a socio-economic scale when implementing this technology. Assigning the costs of the model was



founded to be the major issue concerning the model we built. We took this into account by minimizing the costs of the software used for the program. Furthermore, resistance from traditional farmers to new technologies might arise as an implementation issue.
To conclude, we provided Royal de Heus with an innovative idea that can act as a framework for future developments.

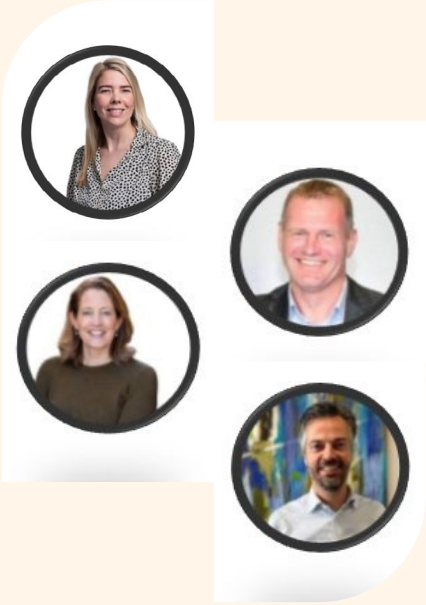
Hanna's Experience Statement

The NAHSS really was an enriching experience to my bachelor programme. For me, the orientation towards the labour market and introduction to diverse career paths were of great value. Working in a group consisting of ambitious students, not only leads to great results, but also inspiring and interesting conversations with fellow delegates. The trip itself was a real unique experience and different than one would get as a regular tourist. Witnessing how these companies operate in a (to me initially) quite new environment, was very insightful. The network I built and the skills I gained, will be of great use in my future career, and I'm very grateful for that!

Dirk's Experience Statement

Attending the NAHHS was an unforgettable experience. I made great new friends, learned a lot about Asian culture, and stepped outside of my comfort zone in a safe and encouraging environment. All participants were incredibly motivated, interesting, and social students. Meeting people from diverse academic backgrounds and nationalities made it a blast to hang out with every single one of them. The group project at De Heus was a lot of fun as well. It gave me insight into business and allowed me to apply skills I learned in university. Visiting fish farms in rural Vietnam with them is an experience I will not forget. In short, the NAHHS was an amazing experience—just as warm and fulfilling as freshly baked bread.

Cleo Keuss, Jeroen Roomer, Nicole Rouffaer & Wichard Bieze ~ Royal de Heus



The NAHSS team was assigned to explore how AI can enhance sustainable farming practices for Vietnamese aqua farmers. Their proposal included new sustainability strategies, AI-driven solutions, and hardware recommendations aimed at boosting farmer income and farm sustainability.

Initially, the team conducted desk research before visiting pangasius farms, De Heus factories, and aqua R&D facilities in the Mekong region. The on-site visit provided valuable firsthand insights into local conditions and was despite heavy rain still very enjoyable :)

Working with the NAHSS team was a great pleasure for the De Heus team. The project demanded technical expertise, teamwork, and innovative thinking. The students were proactive and were generating fresh new ideas. We hope this experience gained them valuable insights into the life and challenges of Vietnamese farmers.





Less is More

The enhancement of the internal communication of A.S. Watson

A.S. Watson

In the contemporary business environment, effective internal communication has become crucial for an organisation success. Even though there are many communication tools and channels available, many organisations still struggle to measure and improve their internal communication to make sure they are engaging and effective for employees. Enhanced communication strategies help ensure that employees feel more connected and valued, leading to better organisational cohesion and overall success.

The problem statement of our project is: How can A.S. Watson use analytics and data to measure internal communications and engagement? Our approach to tackle this refined problem has been divided into three parts. Firstly, a subgroup focused on measuring employee engagement using qualitative data by conducting surveys and holding focus groups. These included sessions with Group IT Europe and a planned focus group with interns from A.S. Watson in Hong Kong. Secondly, another subgroup focused on measuring employee engagement through quantitative data. Lastly, the third subgroup looked into integrating an employee experience platform, Microsoft Viva. The data results from the focus group underscore the necessity for a more efficient and integrated internal communication system at A.S. Watson. By developing a centralised platform, the organisation can



greatly enhance how information is shared and accessed. The second subgroup evaluated the existing communication matrices to identify missing elements and necessary metrics. We examined various dashboard solutions to see how well they could meet A.S. Watson's requirements. We recommend the platform ContactMonkey.
Furthermore, we recommend integrating the dashboard with A.S. Watson's Outlook system using ContactMonkey's support team. Lastly, Microsoft Viva offers a range of tools aimed at keeping employees connected and informed. We made an easy-to-follow framework for choosing between using email and Microsoft Viva.

Karunia's Experience Statement

During my time at the Netherlands-Asia Honours Summer School, I gained valuable insights on various aspects. I learned more about different cultures, businesses, consulting and way more. I am very grateful for the opportunity of participating in the NAHSS program and going on the trip to Hong Kong and Ho Chi Minh City. The programme gave me the opportunity to visit, and get an insight look into prestigious companies, such as HSBC and OMA. These experiences, combined with lectures on topics such as economics and geopolitics, and our consultancy project, enriched my understanding of the culture, and businesses in Southeast Asia. Collaborating together with international peers during this program, did not only broaden my perspective, and significantly enhanced my collaboration skills, but also gave me great friends. Furthermore, the programme helped me shape my aspirations for a future career.

Annemieke's Experience Statement

The consultancy project was not only enjoyable, but also provided me with the chance to enhance both my teamwork and professional skills. We had frequent interactions with the partner, which gave me the opportunity to deepen my understanding of stakeholder management and further improve my presentation skills. Additionally, I learned a great deal from my teammates. We all come from different academic backgrounds, and it was fascinating to hear various perspectives and discover how we could collaborate effectively. Coming from a more technological academic background, business communication is quite different from what I usually study, which made the project even more interesting. Overall, I would say that this project truly broadened and deepened my perspectives.

Rowie van den Bulk & Suzanne van Kooten ~ A.S. Watson

A.S. Watson Group, the world's largest Health & Beauty Retailer, relies on A.S. Watson Group IT in Europe & Asia for technological innovation. Effective internal communication is crucial. The European Group IT communications strategy aims to deliver the right message at the right time to the right audience via the right channel.

We can look back at a fruitful collaboration! The assignment of the students project was to leverage internal communication analytics to measure success of the communication strategy. The students took many opportunities to improve our internal communication strategy by suggesting data analytics tools and introducing ways to improve efficiency of the communication process. They were very enthusiastic, professional, and creative in their approach, even though the project was quite challenging for them at some points. We learned a lot from their insights and recommendations, and we are grateful for their collaboration.







AMNESTY x NAHSS

Policies of Dutch Research Universities Against Transnational Repression

Amnesty International

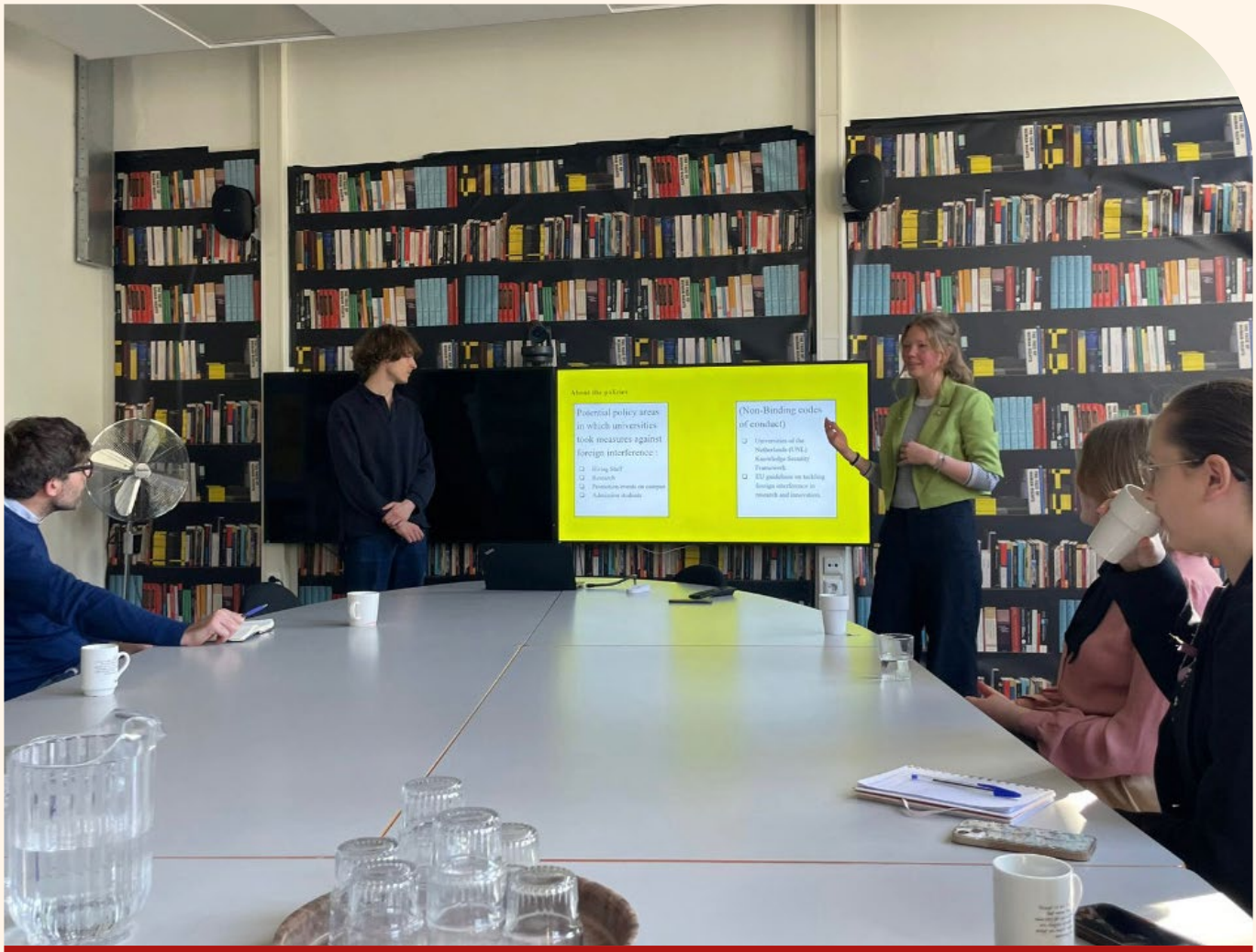
For our project with Amnesty International, we investigated how Dutch universities address the issue of transnational repression. Our objective was to examine the policies and measures these institutions have in place to safeguard individuals from repressive actions by foreign governments. Transnational repression involves governments exerting influence or pressure beyond their borders to target dissidents or activists, and universities play a crucial role in protecting academic freedom and human rights.

To gather information, we aimed to interview staff members from each Dutch university. These interviews were intended to provide insights into the universities' policies, practices, and responses to transnational repression. While we successfully conducted interviews with several institutions, obtaining responses from others proved more challenging. Variability in engagement and availability of staff affected the completeness of our data.

The project was carried out by a dedicated team of seven individuals who contributed to various aspects of the research, including designing the interview framework, conducting interviews, and analysing the results. Despite facing some difficulties in obtaining comprehensive feedback from all universities, the findings highlight the varying approaches and levels of preparedness across institutions in dealing with transnational repression.



Our research underscores the importance of developing robust policies to protect academic communities from external pressures. The insights gained through this project aim to inform both Amnesty International and the universities themselves about potential areas for improvement in safeguarding academic freedom and human rights.



Kasper's Experience Statement

I applied to the NAHSS because of strong interest in Asia's development. The programme brought together exceptional students from diverse backgrounds, creating a dynamic and engaging group environment. This variety of perspectives enriched our understanding of Asia. On top we worked on a thrilling report for Amnesty International . In addition to enjoying Hong Kong's excellent cuisine and singing karaoke, the programme allowed us to explore specific regions, such as the high-tech city of Shenzhen and the bustling port city. From attending a lecture at HSBC in a prominent Hong Kong building to kayaking on the Mekong Delta among bats and monkeys, the experience was immersive. With enthusiastic support from businesses and universities, the programme significantly enhanced our understanding of Asian business opportunities and the region's driving forces.

Thomas' Experience Statement

The importance of our work for Amnesty is immediately evident. Despite universities' general concern for social safety, they often overlook policies for preventing transnational repression. I'm honoured to have brought this issue to their attention. By using Amnesty's definition of transnational repression, we contacted policy officers at Dutch research universities to map and discuss their existing policies. Coming from a technical background, I developed soft skills like interviewing policymakers and maintaining university contacts. I can now confidently conduct interviews and discuss policy changes. This experience has broadened my skill set and highlighted the need for strong policies to protect against transnational repression in academic settings. It was also great to get to know Amnesty International better, visit their office in Amsterdam, and feel their dedication to fighting for fundamental human rights.

Autonomous vehicles at Schiphol Airport

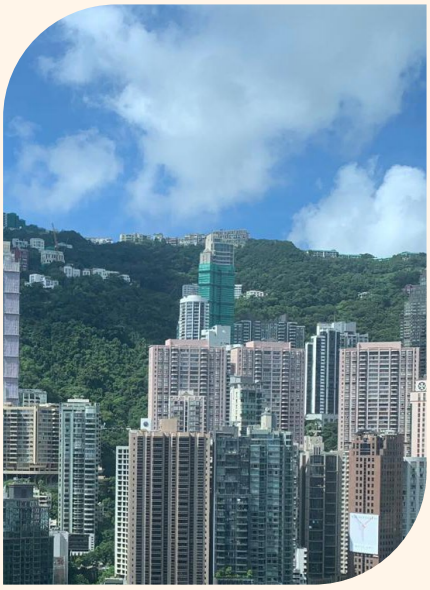
A feasibility study on the implementation of autonomous vehicles for baggage handling at Schiphol Airport

Royal Schiphol Group

Schiphol Airport aims to fully automate its baggage transport system by 2050 and is continuously seeking ways to enhance current processes. Currently, baggage is manually transported from the terminal to the airplane using driven carts. This can lead to inefficiencies, safety concerns, and challenges in adapting to future demand and workflow changes. To address these challenges, Royal Schiphol Group plans to replace manual baggage carts with autonomous vehicles (AVs). To support this transition, we have been tasked with conducting a feasibility study on the implementation of AVs in the baggage handling process.



Our project consisted of four parts: a market analysis, a feasibility study, our proposed ideal AV, and a concept of operations. We started with research on current technologies, regulations, and market trends for autonomous vehicles. This included a visit to Schiphol Airport to observe the baggage transport system behind the scenes. In the feasibility study, we assessed Schiphol Airport's current baggage handling system and found that integrating autonomous vehicles (AVs) could greatly improve efficiency, reduce labour stress, and lower emissions. While there are challenges such as regulatory hurdles and employee resistance, the long-term benefits make AVs a promising investment for enhancing baggage handling at Schiphol. Based on these insights, we proposed what we consider to be the 'ideal autonomous vehicle.' This vehicle features 360-degree rotation, independent navigation, and advanced sensors for precise operation. For our final deliverable, we provided an interactive concept of operations, which demonstrates how implementing autonomous vehicles will transform Schiphol's current baggage handling system.



Bente's Experience Statement

I applied to the NAHSS , because I was seeking an overseas learning experience. The prospect of visiting Hong Kong and Ho Chi Minh City thrilled me. Through the NAHSS, I could explore my interest in consultancy and consider pursuing it as my career. This programme offers the chance to engage with company Chief Operating Officers and see your ideas make a real-world impact. The Royal Schiphol Group granted us access to normally restricted areas and welcomed us warmly. Overall, NAHSS seamlessly blends academic, business, and cultural elements to provide an unforgettable experience in Southeast Asia.

Aimée's Experience Statement

My decision to join NAHSS came from the desire to take on a new challenge. Travelling across the globe with 70 fellow students seemed slightly daunting at first, but incredibly exciting as well. The chance to engage with leading companies, such as McKinsey and Huawei, was very insightful, but what truly inspired me was the ambition and drive of my fellow participants. Their stories opened my eyes to new possibilities and left me with lasting friendships and connections. Experiencing Asia together was the highlight for me. Being able to visit Hong Kong and Vietnam, with their unique cultures and significant differences, was truly eye-opening and an adventure that I will definitely never forget.





Marcel Klomp & Nienke Strikwerda ~ Royal Schiphol Group

Autonomous vehicles are increasingly used in warehousing but have seen a much slower development in baggage halls over the last few years. Studies regarding the implementation of autonomous vehicles inside baggage halls to transport containers are non-existent (so far). Schiphol Group continuously invests in innovative solutions such as robots to make halls more sustainable (e.g. physical strain, power usage, emissions, etc.). Schiphol group sees plenty opportunities for implementing autonomous vehicles for transporting containers filled with baggage.
We asked the students to provide us with a market analysis not limited to baggage handling, as there are no autonomous container-vehicles operationally existent anywhere in the baggage halls yet. Furthermore, they made an interactive material flow diagram of the baggage journey. The most interesting deliverable is that the students came up with their ideal self-driving vehicle, including 3D spec drawings. We value the innovative solutions a multidisciplinary team brings and the qualitative work they've delivered. Well done!



Beyond the Bins

A Comparative Analysis of Waste Management Strategies for Hong Kong and Ho Chi Minh City

OMA

The rapid urbanisation process of Ho Chi Minh City, and the unresolved overcrowding of Hong Kong, have generated new challenges for achieving sustainability objectives in these regions. Amongst these challenges, limitations to waste management stand out as huge amounts of waste are produced and the current infrastructure is often outdated. The analysis takes the form of a comparative study analysing the issue from a multidisciplinary perspective. We attempt to identify waste management inefficiencies, their key drivers, and explore opportunities for potential solutions.

Our project consists of a magazine in which the current situation and future opportunities regarding waste management in Hong Kong and Ho Chi Minh City are discussed and visualised. The interdisciplinary approach of the magazine is structured in chapters. For instance, a few viewpoints include: the informal sector, international relations, and the impact on the built environment. Moreover, the magazine's content is separated into two layers: the base layer consisting of information gathered through online research, and the second layer, which is based on the impressions of the two cities that we discovered on our trip.



This co-existence of opinions formed a coherent study which can also be read as two separate stories. The main purpose of this approach is to highlight the contrast between the image we have of Asian cultures based on media and sources, and the image that one gets when actually visiting these countries.

The combination of these approaches will help OMA better understand the problems related to waste management in these regions and find effective solutions to implement in their future projects to help tackle these issues. Additionally, our work provides the readers with a deep understanding of the realities of Hong Kong and Ho Chi Minh City, and valuable insight on where their futures might be headed.



Just's Experience Statement

At the beginning of the NAHSS programme I already had an idea about how much single-use products are used in Southeast-Asian countries due to a five-month backpacking trip in this region. However, I was not fully aware of where all this waste was ending up. The scale at which waste is buried in both countries instead of being recycled or incinerated was mind boggling to me. During the project we identified some of the bottlenecks that are frustrating positive change and this made me more aware of how difficult it will be to create truly sustainable cities within the next decades. However, I do also see opportunities within the solutions we propose in our magazine and therefore am staying hopeful for the future!

Theoni's Experience Statement

I was captivated by the view... Yet, the more I looked closer, the more disgusted I was. From a distance it was a beach, but from close it revealed itself to be a landfill. This is one of the many cases which underline the issue of large waste production and waste mismanagement in Hong Kong and Vietnam. Additionally, I was struck by the excessive amount of plastic packaging for food and products. For example, when I bought oranges, each one was individually wrapped in plastic. This experience underscored the urgent need to reduce plastic use, reuse materials and adopt more environmentally friendly materials for packaging to make Hong Kong and Vietnam more sustainable.

Become a Participant

Are you an ambitious and open-minded second- or third-year bachelor student? Are you interested in learning more about Asia? Do you want to visit and conduct a consultancy project for one of the major multinationals and ministries partnering with our programme?

The NAHSS gives you an opportunity to experience Southeast Asia on an academic, business, and cultural level



The Netherlands-Asia Honours Summer School (NAHSS) provides Dutch top talent the chance to experience the opportunities that Southeast Asia brings us today in order to prepare them for their future in this globalised world. Each year, the NAHSS grants a group of ambitious students of all disciplines and Dutch universities the opportunity to participate in this dynamic programme which ends with a trip to Asia.

Visit our website **www.nahss.nl** for more information and follow us on LinkedIn and Instagram to stay up to date! Do not forget to apply between the 1st of December and the 9th of January, so that hopefully we can meet each other at the kick-off event in March 2025! If you have any questions, please do not hesitate to contact us via **info@nahss.nl** or ask one of our ambassadors at your own university.

To be eligible for the NAHSS-programme, you need to meet the following criteria:

- You are a second- or third-year bachelor student studying at a Dutch university (*fourth year bachelor students and higher with justifiable reasons for their study delay can also apply for the NAHSS, e.g. board year and/or internship)
- You are fluent in English in speech and writing.
- You have affinity with China and Southeast Asia.
- You are ambitious, social, active, open-minded, and entrepreneurial
- You are an excellent student and meet **at least one** of the following criteria:
  - Honours Student
  - Distinctive extracurricular activities
  - Above average grades (≥7,5/10)

Are you not sure if you will meet the criteria above? Do not hesitate to contact us at info@nahss.nl

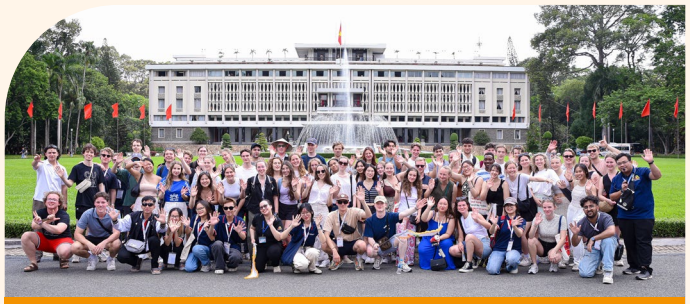
Become our Partner

The NAHSS connects our partners to high-performing students with a strong affinity for Asia, an extensive alumni network and the Triple Helix Network consisting of universities, companies, and ministries.

Why become a partner?

- **Gain access to our elaborate (alumni) network**
  - Familiarise ambitious students with your company at an early stage of their career
  - Obtain access to our private-public network consisting of Dutch and Asian partners
  - Connect with our 900 alumni through events and social media
- **Surprising perspectives and insights**
  - Gain insight into current trends in Asia through a consultancy project run by a multidisciplinary student team
  - Familiarise with the Asian culture from an unbiased student perspective
- **Invest in the Netherlands-Asia relationship**
  - Contribute to a stronger bilateral relationship between the Netherlands and Asia on a political, economic, and social level
- **Support Dutch talent**
  - Enrich highly ambitious students with an internationally oriented mindset
  - Prepare students for an international career





What makes us unique?

- **Dynamic talent pool**
  - Consisting of highly talented, multi-disciplinary and internationally orientated young professionals
- **Exclusive selection process**
  - Participants are carefully selected through a dual selection process: both by universities and partner representatives
- **Our Triple Helix Network**
  - Become part of this joint effort to help students gain expertise in Asian (business) culture
  - Learn about the varying perspectives of universities, companies, and ministries
- **Strong partnerships**
  - Partners host inspiring events in both Asia and the Netherlands
  - Events contain networking moments to bring various parties into contact with each other
- **Alumni network**
  - Access to an 900+ network of top performers from different disciplines
  - Attending networking events organised by the NAHSS Alumni Board

contact us: info@nahss.nl | www.nahss.nl



Netherlands-Asia Honours Summer School 2024

On behalf of all the participants this year, the Netherlands-Asia Honours Summer School would like to thank you for your support. We look forward to another successful cooperation with you during the next edition of the NAHSS.

PwC
Bennet Felten, Helena Voorhuis, Mees van Wanroij, Mila van Bokhoven, Natalya Rosenbrand, Nela Gawrychowska, Victor van der Doorn, Yannis Diakantonis

Huawei
Celine Wang, Johanna Winkler, Jop Heesters, Joris Köster, Jouke Nabuurs, Justus Abele, Lasse Lamet, Marlen Mertens

Ministry of Education, Culture and Science
Atour Mousavi Gourabi, Ernst de Jong, Friso Smedes, Jade Tolstead, Kalina McCarthy, Karin Hendriks, Mariani van der Aalst

TNO
Indy Dirksen, Lilly Seijmonsbergen, Lucy Sikulova, Luuk van den Hoek, Mara Dimitriu, Mirte Wildeboer, Niclas Otten genannt Hermes, Pablo Vinkenoog

Royal de Heus
Aryan Sharma, Dirk Vis, Hanna Elsinga, Joris Mentink, Mattia Sferrazza, Michelle Ng, Sofia Shakolina, Nomudara Boldbaatar

A.S. Watson Group
Anne Schuit, Annemieke te Boome, Ferdinand Hamer, Karunia Kager, Marom Sverdlov, Ties Brink, Yagiz Aksoy

Amnesty International
Bianca Emanueli, Endo Ozana Eloïs, Femke Harink, Karina Gervyte, Kasper Sprakel, Nova Spruijt, Thomas Jansen, Vonne Grijpma

Royal Schiphol Group
Aimée Heijnsbroek, Bente Madderom, Kajetan Knopp, Lars Derksen, Lars ten Hacken, Menze Houtman, Shivyaa Shrivastav

OMA
Andrea Stoppani, Chris Anna Capel, Hana Phan, Harmen Beldman, Just Engbers, Pieter Regoort, River Rain, Theoni Constantinou

Netherlands - Asia Honours Summer School
www.nahss.nl