

## **Asia Compact: Field Course in Singapore in Intercultural Competence @SGI-HSG, Autumn Semester 2025**



An amazing and mind-opening exploration of Asian cultures, immersing ourselves in multicultural Singapore—our journey of discovery led us into the heart of Singaporean history, culture and society. After several introductory sessions in St.Gallen, we enjoyed a week of high-octane lectures on Singapore by experts, stakeholders and practitioners of intercultural competence.

Prof. Chieh Hsu (SGI-HSG) introduced us to Singaporean society. A visit to the National Museum enabled time travel to Singapore's pioneer past, present and future. Prof. William Callahan (SMU) explained the intricacies of Chinese culture. We marvelled at artists, political activists, adventurers and freedom fighters in the National Gallery. Cliff Go (CEO, Swaen Capital) offered a lifetime of experience in intercultural business and wealth management. The Tiong Bahru hawker centre offered insights into Singapore's different generations. Alexander Melchers PBM, BBM led us through two centuries of intercultural business with China, opening a treasure cave of Asian luxury and consumer culture at his Steinway Gallery, ION Orchard. We marvelled at the wonders of Singaporean architecture; Chinese, Indian and Malay heritage; and Peranakan culture at the Asian Civilisation Museum. And finally, Prof. Graf Sieghold (SGI-HSG) answered all remaining questions about intercultural competence and business culture. Back in St.Gallen, Prof. Ban Wang (Stanford University) and Prof. Rossella Ferrari (Univ. of Vienna) delivered guest lectures on Chinese culture and digital media.

The trinity of 'knowing, seeing, feeling'—the 'Intercultural Pizza'—helped us practise the art of cultural awareness, empathy and intercultural communication. The course was fully subscribed and received outstanding student feedback.

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