

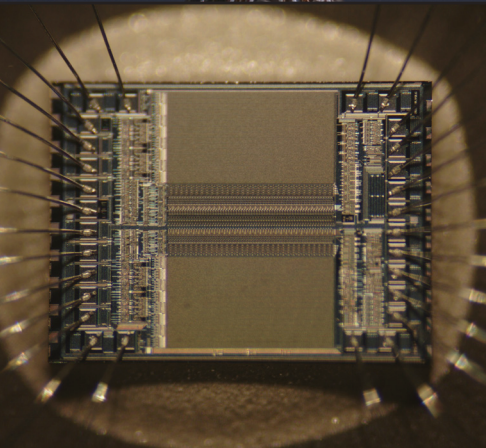
SAKURA



ZENSEN

桜前線

COMPANY BROCHURE



STUDY TOUR

Blooming Technology

UNIVERSITY OF TWENTE.

Study Tour 2014

Study Tour Sakura Zensen is a project initiated by students of the Electrical Engineering department at the University of Twente. In February of 2014, twenty students will travel to the technologically eminent country of Japan. There, they will get acquainted with the newest developments in high tech (electrical) engineering. The rich history and culture of Japan will be thoroughly experienced as well.



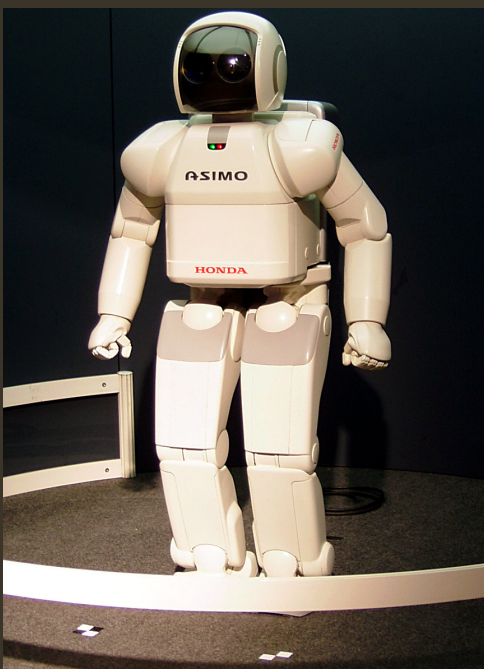
General

The main theme of study project Sakura Zen-sen is “Blooming Future”, describing innovative technologies that develop into the large building blocks of our future. All over the world Electrical Engineers participate in research that will form the base of all our future technologies. During the past decades technology has shown a tremendously fast rate of development and it is impossible to picture our world without it.

Japan combines a very interesting science and technology sector with a rich and traditional culture, which is emphasised by “Blooming Future”. In this country, where at the time of our visit the cherry blossom will bloom, technology also blooms and thus giving us a peek into the future.



Theme of the project Blooming Technology



These two aspects, technology and culture, are the key points during the study tour's visit of Japan.

Japan and other Asian countries play an important role in the world's High Tech sector. Today's development of future technologies cannot be realised by a single person or group, but needs cooperation on an increasingly larger scale. In this process, an Electrical Engineer will encounter cultural differences between Engineers from different countries. During our visit, students will be able to see and familiarize themselves with the Japanese culture and traditions. This experience will widen the students view and build a bridge between the Japanese and Dutch culture and values, delivering a firm base for future cooperation.

Destinations

In February 2014 a group of Electrical Engineering students from the University of Twente will travel to Japan for a 3 week visit. The places they attend during this trip will be determined during the coming months. About twenty companies and universities will be visited, accompanied by a lot of cultural activities. The exact planning is not yet available, but a preliminary plan is already made. The cities to be visited for certain are Tokyo and Kyoto.

Tokyo

Besides being the main capital of Japan, Tokyo is the largest metropolitan area in the world. The city is home to a lot of universities and research institutions. Also a lot of cultural interesting places can be found there, for instance the Imperial Palace. Because of the size and importance of the city a lot of companies have settled which can be interesting for us to visit.

Kyoto

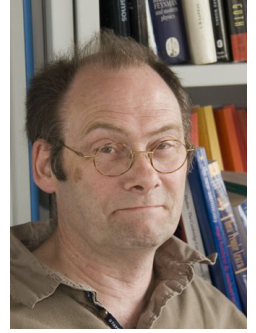
The city is situated in the central part of Honshu island. Kyoto is one of the best preserved cities in Japan. Littered with thousands of temples, shrines, palaces and gardens this is a great city to visit for cultural activities. Besides the rich cultural area there are also quite a few institutions and universities situated in the city, making it an excellent place for us to visit.



“Invest in



Prof.dr. E. Brinksma
Rector Magnificus at the University of Twente



Prof.dr.ir. M.C. Elwenspoek
Educational program director of
Electrical Engineering



Prof.dr.ir. B. Nauta
Professor Integrated Circuit Design



Prof.dr.ir. S. Stramigioli
Professor Advanced Robotics




Drs. F. van Houten
CEO Philips



Dhr. P.E.J. den Oudsten
Mayor of Enschede

Board of Recommendations education and innovation”

A night-time photograph of the Tokyo Tower, illuminated with orange and white lights, standing prominently against a dark blue sky. The city lights of Tokyo are visible in the background, creating a bokeh effect.

A study tour is a very costly affair and to cover these costs we aim to have three sources of income. Part of the required finances will be paid by the participating students and another part will be subsidised by the University of Twente. The remaining part will be obtained by means of sponsorships and paid assignments (case studies).

We now offer you the opportunity to enlarge the awareness for your company among the participants and the other Electrical Engineering students at the University of Twente and give them insight in some of the ins and outs of your company. In return we ask for a financial contribution for this study project.

Several ways to sponsor this study project can be found below.

“You don’t just reach



What can we offer?

- **Case Study**
Enthusiastic and ambitious students will work for your company. Think of solving a problem, studying and reporting new possibilities, or designing (and simulating) new products.
- **Sponsor deals**
We have a range of possibilities to approach the students of this project through sponsoring. Note that you don't just reach these students, but other students, companies, and university staff as well.

Partners Sakura Zensen

the students”

- **Excursions**
We would love to visit your company's branch in Japan. Of course, we will also be honoured to visit the Dutch branch of your company as well. A visit to your foreign branch gives us great insight into the multi-national company environment.



A tall, white, lattice-structured tower (Tokyo Skytree) against a clear blue sky. The tower has a distinctive bulbous section near the top and a long, thin spire extending to the top.

Case Studies

In this section we will describe the possibilities concerning a case study programme. Furthermore, the advantages of a case study for your company will be discussed. Finally, a price indication for this service is given.

What is a case study?

Participants of the Sakura Zensen study project are all Electrical Engineering students that are in the later part of their curriculum. All participants are at least third year students and 40% is in a master stage. These students are willing to use their knowledge and insight to finance the study trip to Japan. A case study will be performed by a small group of these students for your company. You can assign a project (such as research or development, improvement of existing products, etc.) to these students within a time of 180 hours.

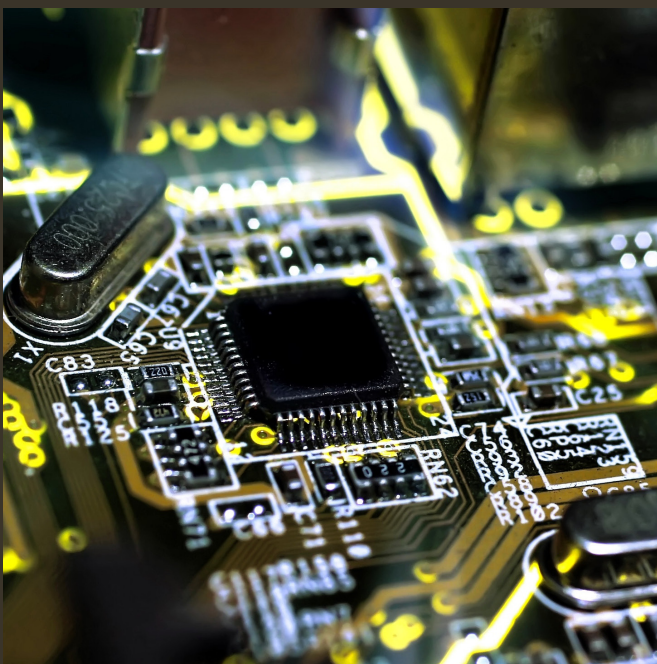
Sakura Zensen has students of Electrical Engineering ready to work for your company, without the need to contract them individually. All participants are at least third year students, and are capable of at least:

- Programming (C++, Java, Matlab etc.)
- Multi-domain simulating
- Electrical and mechanical circuit design and implementation
- Academic problem analysing and solving
- Executing literature studies

Every student has his own area of expertise, through the choices they make in their bachelor and master courses. Besides this, students have a broad range of interests outside their curriculum that can aid in the research at your company. Combining their incredible resourcefulness, they form a perfect team for solving all kinds of problems. We can find the correct students for almost any situation.



“Every student has his own area of expertise”



Bachelor's thesis

Besides case studies, there are a number of students that could use this chance to do their 'bachelor's thesis' (also known as the 'individual assignment') for your company. This means they can invest 14.5 ECTS of time (equivalent to 400 hours) in researching or developing, as an individual, at your company. The quality of these assignments are assessed by the academic staff, and will be a valuable addition to your company's project, as well as the experience of the student.

Advantages

The case studies help Sakura Zensen keep costs low for the participants. For these students, the study tour is a unique way to experience working at a company, as well as a good way to come in contact with potential future employers. The benefits for your company are at least as extensive:

- This is a cost-efficient way to solve problems or design/simulate/implement your ideas.
- A new look at things by students often lead to surprising solutions and views.
- A good recruitment for future employees and an efficient marketing demographic.

What are the benefits for my company?

- Your company will get the possibility to come in contact with future employees, giving them an idea of what your company stands for.
- Your company will be presented in the final report in context of 'blooming technology'. This will be done based on the reports of your case study.
- Finally, the reports will also be read by many students and (academical) staff, not related to the study tour. This is simply a unique way to present your company to the people that are interested.



Costs

An example of the costs for a case study:

A case study by 4 students, spread over 2 weekends, or a case study by two persons spreading the 160-180 hour norm over several weeks, there are many possibilities.

The price for this is **€4000.-**

- The 180 hours can be assigned to any number of students.
- The case study results in a report with possibly a prototype or an algorithm.
- Sakura Zensen will come to your company to present the results.
- You become partner of the Sakura Zensen study project.

The costs for a bachelor's thesis are **€5500.-**

Sponsor Deals

We think Sakura Zensen can provide your company with interesting possibilities for sponsoring. Besides the participants, you will reach out to other Electrical Engineering students, companies (in the Netherlands AND Japan) and university staff.

What can we do for each other?

We are looking for sponsoring in material and financial form. The material sponsorship can range from e-readers to clothes, or even accommodation during the trip. The advantages for your company can be:

- You will reach out to the students (possible employees for your company)
- Your company's brand will be advertised
- You create goodwill: You prove that your company invests in education and innovation
- It provides possibilities for connections with academic staff of the University of Twente

Some possible forms of sponsoring:

- Advertisements in flyers, reports, or on clothes or the website
- Presentation of your company to students
- Share your company profile through (e-)mail or posters
- Provide workshops related to your company activities

Customised Sponsoring?

Advertisement preliminary or final report:

Half page - Black and white	€150
One page - Black and white	€250
Two pages - Black and white	€400
Half page - colour	€300
One page - colour	€500
Two pages - colour	€800
Advertorial - per page	€300

Advertisements on the website:

logo/advertisement 250x75 pixels	€250
logo/advertisement 600x75 pixels	€400
logo/advertisement 900x75 pixels	€600

Case studies:

Case study	€4000
Bachelor's thesis	€5500

Ask for the possibilities!

Excursions

The theme for this study project is “Blooming Technology”, and therefore we would like to visit technologically prevalent companies and institutes in both Japan and the Netherlands, to research this topic globally.



To complete our study tour through Japan, we would like to visit your company branch in Japan. These visits will benefit both parties: It will be a valuable and educational experience for the students, and you will develop the interests of our participants for your company. At these excursions you can show us new innovations or interesting projects, or your working principles and company visions. These excursions can be within our country, but preferably in Japan. This encourages the participants to explore foreign working culture.

Present



your company



Contact us

We hope we have informed you well enough with the help of this brochure. We hope your company is interested and that we can welcome your company as a partner for this unique project. You can contact us at any time for questions or partnership ideas.

For questions concerning case studies and sponsoring please contact:

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+31-641627768**

For general questions please contact:

**Chairman
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Take part in a



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blooming future

