

Dear Students!

My name is Floris and last year I had the honor to participate in the Netherlands-Asia Honors Summer School (NAHSS) 2023. I want to tell you a little bit more about this great experience!

NAHSS consists of two important different parts. During the first four months, you get the opportunity to work on a consultancy project for a multinational company with great students from across the Netherlands. I could do the project for BYD, the biggest electric vehicle manufacturer in the world from China. I and my team members advised BYD on how they could improve their advertisement in the Dutch and European markets, where they are in the process of launching their different products right now!

At the same time during these four months, there are a couple of weekends in Utrecht and The Hague where you receive training from renowned companies such as McKinsey and ministries, while you also get to know all of the other NAHSS participants!

The second part consists of the last three weeks when you go with all the other NAHSS'ers to Southeast Asia! In Southeast Asia, you will follow an academic program at different universities, as well as visit a group of multinational companies that are active in both Asia and Europe! I have for example visited Microsoft, Huawei, A.S. Watson, and many more! Besides, there will be plenty of time to immerse yourself in Asian culture, visit museums, and speak to the people!

I hope to have inspired you to also sign up! If you have questions, do not hesitate to ask questions or contact me!



Floris Prins