

## ***Report for studies in Hong Kong Autumn 2021***

As a part of my Bachelor of Human Resources with a major in Business Administration in Sweden, I was nominated by my university to do an exchange to one of their partner universities located in Hong Kong. During autumn 2021 I completed one semester of exchange studies at The Education university of Hong Kong with a warm support from the Swedish Chamber of Commerce.

The overall academic experience is extensive and already meaningful for my future studies and career. During my time in Hong Kong, I studied courses relating mainly to psychology, communication, and leadership. Thanks to the topics and fields I was exposed to, and due to the local friends I made, I could better understand cultural, technological, and labor related differences between Hong Kong and Sweden. This understanding encouraged me and inspired me to establish not only private friends but also professional contacts within the working field I am studying. I now have a mentor in Hong Kong and a better understanding of how to start my career after graduating, thanks to the opportunity of studying abroad.

On a personal level I have evolved in terms of self-esteem, communication skills and focusing on essentials. I have come to realize how different and yet similar the people on this other continent are to myself and to my home country. Many people are asking me now after my studies abroad how challenging and different the environment, people and university were and every time I overwhelm them with similarities. The opportunity to make this journey to Hong Kong has given me an open mind, which I believe is essential to possess to maintain relationships, including international relationships.

As a result, to everything I have learned during my studies in Hong Kong, and through the professionals I have met during my stay there, I have decided to target geographical variations and similarities between Sweden and Hong Kong for my degree project. The thesis is about a phenomenon, within human resources, called employer branding and no similar research has seemingly been done before.

Everything written above and everything I carry with me from this experience is thanks to the generous support I have gotten from The Swedish Chamber of Commerce. I want to send my warmest 'thank you' to the entire scholarship committee for the psychological and monetary support given.

Regards,  
Johannes Berholt  
3/3-2022  
Sweden