SWISS EDUCATION GROUP



瑞士冰雪探索·未来领袖成长赋能营

Swiss-led Ice & Snow Exploration • Future Leaders Empowerment Camp

| Winter Camp 2027

| 2027冬令营方案

1.23-2.1 / 2.11-2.19

在瑞士阿尔卑斯山的静谧雪境中，开启一段独特的成长体验。孩子们将沉浸于冰雪世界，通过精心设计的户外活动，于自然间磨砺勇气，在协作中领悟团队的真谛。深入瑞士顶尖学府的殿堂，接触跨文化沟通、领导力、奢侈管理等前沿领域，与名师展开深度对话，为未来视野奠定基石。

同时，在瑞士本土与国际文化交融的氛围里，亲身感受多元魅力，悄然拓展全球格局。这不仅是一次冬令营，更是在纯净之地沉淀思考、孕育梦想、留下深刻成长印记的珍贵旅程。

接下来，让我们一起探索这段珍贵旅程的精彩细节……

Amid the tranquil snowscapes of the Alps, a unique journey of growth begins. Participants will immerse themselves in a world of ice and snow, building courage through carefully designed outdoor adventures and discovering the true meaning of teamwork through collaboration. Within the halls of Switzerland's leading institutions, they will explore cutting-edge fields such as Cross Culture communication, leadership and luxury management engaging in meaningful dialogue with distinguished experts and laying the foundation for a broader vision of the future.

At the same time, in an environment where Swiss heritage meets international culture, they will experience diversity firsthand and quietly expand their global outlook. This is more than just a winter camp—it is a rare opportunity to reflect, to dream, and to leave with lasting impressions of growth in a place of purity.

Let us now explore the inspiring details of this remarkable journey...

核心信息
Program Essentials

Dates 营期:

2027年1月23日-2月1日（10天）

Jan 23 – Feb 1, 2027 (10 days)

2027年2月11 - 19日 （9天）

Feb 11 – 19, 2026 (9 days)

Age Group对象:

15–21years old / 15-21岁

Location 地点:

Switzerland瑞士

- **入住瑞士大学公寓，体验大学生活，安全有保障**
  Stay in student dormitories at SEG member schools, experiencing authentic campus life in a safe and supportive environment
- **丰富的冰雪活动，瑞士人文经典活动**
  Enjoy a wide range of alpine activities alongside classic Swiss cultural experiences
- **依托瑞士名校资源，与资深教授交流前沿知识**
  Learn directly from experienced professors and industry experts, gaining insights into cutting-edge fields
- **获得瑞士教育集团颁发的证书**
  Receive an official certificate issued by Swiss Education Group

冰雪探索 × 户外挑战

Alpine Adventure × Outdoor Challenges

阿尔卑斯山专属体验：

极速雪橇、雪鞋穿越阿尔卑斯山 、雪圈冒险等特色活动，解锁冰雪技能，锻炼勇气与体能。

Exclusive Alpine experiences await: from sledging and snowshoe treks in the Alps, to tobogganing adventures. Each activity unlocks new skills on ice and snow, while building courage, stamina, and resilience.

乘坐缆车登上风景优美的山坡之后，饱览真正的冰川景观。想要克服畏高，就要去打卡世界上首座连接两座山峰的步行悬索桥"天梭巅峰漫步"，走在悬索桥间，白云和群山就在脚下！

After a scenic cable car ride up the mountain, participants will be rewarded with breathtaking views of a true glacier landscape. For those ready to conquer their fear of heights, the ultimate challenge awaits — crossing the Peak Walk by Tissot, the world's first suspension bridge linking two mountain peaks. Step on to the bridge, and beneath your feet lie clouds and majestic mountains.









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未来领袖 × 前沿课程

Future Leaders × Masterclasses

▶ **瑞士全景认知：系统了解瑞士历史、文化、语言与地理特色**

All You Need to Know About Switzerland: A comprehensive understanding of Swiss history, culture, languages, and geography.

▶ **跨文化礼仪：学习国际交往中的行为准则与文化尊重**

Cross-Cultural Etiquette: Learning the principles of international interaction and cultural respect.

▶ **创新与可持续发展：探索前沿创新与可持续实践的融合之处**

Innovation & Sustainability: Explore the intersection of cutting-edge innovation and sustainable practices together.

▶ **解码奢侈品世界：剖析奢侈品牌背后的文化价值与行业趋势**

Decoding the World of Luxury: Gaining insight into the cultural values and industry trends behind luxury brands.

▶ **创业精神和领导力：培养创新思维与团队引领力，塑造未来领袖特质**

Entrepreneurship and Leadership: Developing innovative thinking and team leadership skills to shape future leaders.

▶ **鸡尾酒品鉴与创作：学习独特的无酒精鸡尾酒创作方法，就像画家一样，制作出令人惊叹又美味的无酒精饮料**

Cocktail Tasting & Creation: Master the art of non-alcoholic mixology. Like a painter, you'll craft amazing and delicious mocktails.









文化沉浸 × 全球视野

Cultural Immersion × Global Vision

▶ **探访国际组织联合国日内瓦办事处（万国宫）或红十字与红新月国际博物馆，感受全球责任和公益精神**

Visit international organizations such as Palace of Nations (United Nations) or International Red Cross and Red Crescent Museum to experience global responsibility and the spirit of humanitarian service.

▶ **漫步雪中童话世界采尔马特，深入了解瑞士的生活方式，近距离观赏马特洪峰壮丽景色**

Stroll through the fairytale winter village of Zermatt, discover the Swiss way of life, and admire the breathtaking beauty of the Matterhorn up close.

▶ **跨法瑞边境探索，感受阿尔卑斯山脉的多元人文风情**

Explore across the Swiss–French border and experience the diverse cultural charm of the Alpine region.





团队协作 × 成长蜕变

Team Spirit × Lasting Growth

通过深受学生喜爱的Laser tag、冰壶挑战、寻宝游戏、“难忘时刻”分享会等活动，强化团队协作能力、创新思维与自我表达，在互动中收获友谊与成长。

Through student-favorite activities such as laser tag, curling, treasure hunts, and the “Moments that Mattered” reflection session, participants strengthen teamwork, foster creative thinking, and practice self-expression — gaining both friendship and personal growth through shared experiences.





每日详细日程
Daily Schedule

冬令营提供两个时间段，学员可选择其中一期参加：
Two camp periods are available. Please select the date that best suits you:

第一期	第二期
January 23-February 1, 2027（10 days） 2027.1.23-2.1（10天）	February 11–19, 2027（9 days） 2027.2.11-2.19（9天）

	上午Morning	下午 Afternoon
第1天 (Day1)	日内瓦机场接机 Airport pick-up 入住校区 Check-in 开营破冰 Welcome& Icebreak	
第2天 (Day2)	大师课 Masterclass* 解码瑞士必修课 All You Need to Know about Switzerland CH	雪圈大冒险 Tobogganing Adventure
第3天 (Day3)	大师课 Masterclass 跨文化礼仪 Cross-Cultural Etiquette	大师课 Masteclass 大师课 - 鸡尾酒品鉴与创作 Mocktail Mixology 校园探访 - 全球最美校园 Visit to Caux Palace
第4天 (Day4)	大师课 Masterclass 创新与可持续发展 Innovation & Sustainability	冰川雪橇极速体验或雪屋建筑挑战 Sledge run or igloo Construction （视雪量情况而定）
第5天 (Day5)	大师课 Masterclass 创业与领导力 Entrepreneurship and Leadership	• 文旅小镇采尔马特秘境之旅! Zermatt Walk 打卡马特洪峰 Check out the Matterhorn
第6天 (Day6)	大师课 Masterclass 奢侈品世界解码 Luxury World	日内瓦联合国办公室或国际红十字会参观 Visit United Nations Office or Red Cross in Geneva
第7天 (Day7)	冰川 3000：尽览欧洲三大高峰、穿越冰川 打卡雪峰悬浮桥：天梭巅峰漫步 Glacier 3000: Marvel at Europe's Three Majestic Peaks and Trek Across the Glacier Must-Do: Walk the Iconic Peak Walk by Tissot Suspension Bridge 或（or） 滑雪（需另外支付400瑞郎）Skiing（400 CHF extra）	
第8天 (Day8)	日内瓦湖畔漫步 Walk by the Geneva Lake 团队活动：激光对战 Team Game：Laser tag	阿尔卑斯山雪鞋漫步 Snowshoeing in the Alps
第9天 (Day9)	• 团队活动*：奥林匹克运动冰壶体验 Olympic Sports：Curling	• 游戏：宝藏探索大作战 Game: Treasure Hunt Closing 回忆胶囊：闪光时刻分享 Moments that Mattered: Reflect, Insight & Shine
第10天 (Day10)	• 整理行囊 Check-out 前往日内瓦机场 Airport drop-off (GVA)	

Note温馨提示：

- The second camp period does not include activities marked with *. 第二期不包含标注*的项目
- The actual itinerary may be adjusted due to weather or external factors. The final schedule will be confirmed based on actual arrangements. 实际行程可能会因天气或外部因素适度调整。最终确认日程以实际安排为准。

食宿与设施保障
Accommodation and Facilities

Accommodation 住宿条件:

全程入住SEG旗下大学公寓，提供双人标准间，每间配备独立卫浴、暖气及储物空间和Wifi，提供24小时前台帮助，保障住宿安全与舒适。学校周围景色宜人，可欣赏到美丽的勃朗峰 。同时，周边配备超市、餐厅等，非常便利。

Participants will stay in student dormitories at one of Swiss Education Group's member schools. Rooms are twin-sharing, each equipped with a private bathroom, heating, storage space, and Wi-Fi. A 24-hour reception is available to provide assistance and ensure a safe and comfortable stay. The campus offers beautiful surroundings with views of Mont Blanc, and nearby supermarkets and restaurants make daily life convenient.





Dining Services 餐饮服务:

积极的生活方式离不开健康的食物。我们的主厨每天都会制作各种各样的菜单，以确保我们的学生拥有一天所需要的全部营养。从周一到周五，我们提供一日三餐。每餐都是自助餐的形式，有沙拉、主菜、甜点、水果和饮料。周末是养精蓄锐的日子，我们的早餐和午餐会合并为早午餐，也以自助餐的形式呈现，下午的活动之后会提供晚餐服务。

A healthy lifestyle starts with nutritious food. Our chefs prepare a variety of menus every day to ensure students receive all the energy and nutrients they need. From Monday to Friday, three buffet-style meals are served daily, featuring salads, main courses, desserts, fruit, and beverages. On weekends, breakfast and lunch are combined into a generous brunch, also buffet-style, followed by dinner after the afternoon activities.





安全与服务承诺
Safety and Service Commitment

一、安全保障Safety Assurance

- 所有工作人员均持有无犯罪记录证明，活动由专业教练、教师及导游全程监督
  All activities are supervised throughout by professional coaches, teachers, and licensed guides.

- 交通安排（接机、巴士、火车）均选择正规运营方，确保行程安全；
  Transportation (airport transfers, buses, trains) is arranged through certified operators to ensure safe travel.

- 严格遵守瑞士青少年安全保护条例，建立紧急联络机制与应急预案。
  The program strictly follows Swiss youth protection regulations, with established emergency contact systems and contingency plans.

二、灵活调整Flexibility

- 户外活动可能因天气、设施等不可抗力微调，主办方将提前通知并提供同等质量的替代方案。
  Outdoor activities may be adjusted in case of weather conditions or other unforeseen factors. In such cases,participants will be informed in advance, and alternative activities of equal quality will be provided.

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About the Organizer 主办方简介

SEG瑞士教育集团作为瑞士最大的款待业管理教育集团，旗下拥有四所蜚声海内外的四所大学，在2026 QS 世界大学款待业与休闲管理专业排名中均位列前十。SEG拥有丰富的酒店业管理、会展管理、奢侈品管理、金融分析、美食艺术管理等方面的教育经验。与近 200 家行业领先的企业进行深度合作，为全球学子提供专业、系统的学习内容和全球带薪实习机会，为各行业输出顶尖人才。

Swiss Education Group (SEG) is the largest private hospitality education group in Switzerland, comprising four internationally renowned schools, all ranked among the top ten worldwide in the 2026 QS World University Rankings for Hospitality & Leisure Management. SEG offers extensive expertise in hotel management, event management, luxury brand management, financial analysis, and culinary arts. Through close collaboration with nearly 200 leading industry partners, SEG provides students from around the world with professional, systematic learning opportunities and global paid internships, consistently preparing top talent for diverse industries.

SEG瑞士教育集团自 1983 年起深耕国际冬/夏令营项目，40+年经验沉淀铸就专业口碑。旨在帮助年轻人寻找职业志趣，体验瑞士经典教育特色，感受瑞士绝美风光和多元文化。依托集团尖教育资源与全球行业合作网络，为青少年打造 " 学习 + 探索 + 成长 " 的立体体验平台。

Since 1983, SEG has been dedicated to international winter and summer programs, building a reputation for excellence with over 40 years of experience. Its mission is to help young people explore their career interests, experience Switzerland's distinctive education model, and embrace the country's stunning landscapes and rich cultural diversity. Leveraging world-class educational resources and a global industry network, SEG creates a holistic platform for youth to learn, explore, and grow.



















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