



Program Summary

The University of Hawaii at Manoa, Shidler College of Business, completed its 31st Annual Asian Field Study themed “Experiencing the Diverse Asian Business Environment” and “Entrepreneurship in Asia”. Thirteen EMBA, one PT-MBA, two FT-MBA and three BBA students were hosted by various businesses and agencies in **Tokyo** (Fujitsu, IBM Japan, Frontage, Merck, Dentsu and Pokemon), **Hong Kong** (Esquel HQ, Cyberport and Hong Kong Science and Technology Park), **Guangzhou** (Esquel Gaoming, American Chamber of Commerce Shunde, Shunde Polytechnic, Ronggui Government and Chamber, Hisense Electrical, Hangji Metal, Be-Tech Electronic, Yizumi Precision Machinery, Weber Electric Appliances and Vanward New Electric), **Manila** (Jollibee HQ and Commissary, Ayala Land, St. Luke’s Hospital, Aegis, National Economic and Development Authority and Asian Development Bank) and **Ho Chi Minh City** (Trung Nguyen, Better Work, PTE Manufacturing, Hop Tri Agrochemicals, LC Vietnam, Sandhill Scientific and Huhtamaki).



Esquel HQ – Hong Kong



Jollibee – Calamba, Philippines

Program Objective

The objective of the six-credit BUS477/677 program is to enhance student preparation for management in a global business environment. The goal is for students to develop an awareness of the interconnected components of the global economy and be sensitive and be able to adapt to each of the unique cultures and business practices.



Dim Sum with Eddie Lam & Richard Leung – Hong Kong

Each country and city had a specific focus and theme, **Tokyo** on Japan and Abenomics, **Hong Kong** as a regional hub and gateway to China, **Guangzhou** on China’s strategic shift up the value chain, **Manila** on the outsourcing industry, and **Ho Chi Minh City** on Vietnam’s rapid rise as a developing economy.



UH JEMBA Alumni Networking – Tokyo, Japan

Alumni played an invaluable role in the program, not only in arranging site visits, but also hosting networking events in each of the cities, culminating in a rooftop finale dinner with VEMBA in Ho Chi Minh City.



Mekong River Cruise - Vietnam

Cultural activities were centered on the historic waterways and cruising the rivers of the Sumida in Tokyo, Zhujiang in Guangzhou and Mekong Delta in Ho Chi Minh City.



Cooking Show at Shunde Polytechnic, China

A rigorous preparatory course was led by Dr. Jack Suyderhoud, culminating in **country reports** (Japan, China, Hong Kong, Philippines and Vietnam); and **individual reports** on a subject of interest (company, industry, or topic). This was supported by eight three-hour pre-trip classes with guest lectures by **country experts** including Steve Sombrero on Japan; Dr. Chris McNally, Chaminade and East West Center on China; Dr. Rochelle McArthur on the Philippines and John Kuba Esq. on Vietnam; numerous country specific readings, Harvard case studies, Economist Intelligence Unit country reports, and three three-hour post-trip reflective sessions.

Participants (Country, Company and Individual Report)

Japan Country Group

- Steven Chan: Pokemon - Microbrews in Japan.
- Richard Kuwahara: Dentsu - Japan advertising agencies.
- Ren Tachino: Frontage - Timestoppers expansion.
- Hayley Wood: Jollibee Group - Abenomics

Hong Kong Country Group

- Tabitha Chiu: LC Vietnam – CSR standards.
- Ericka Schmidt: Cyberport – Medical care in Hong Kong.
- Nolan Teruya: Aegis – China housing.

China Country Group

- Andrea Fleig: Hong Kong Science and Technology Parks Corp - Science Parks.
- Christopher Lee: IBM Japan - Maritime Infrastructure in Southeast Asia.
- Branden Lee: Hoptri Agrochemicals and IBPAP - China Financial Companies.
- Alfred Tiong: Midea - Business Process Outsourcing.

Philippines Country Group

- Blaine Gemenon: Country Garden.
- Lorrie Ann Luke: St. Luke's Hospital - Medical Tourism.
- Joey Reyes: Cebu Pacific – Philippine Tourism.
- Stephanie Suda: Asian Development Bank - Poverty Reduction.

Vietnam Country Group

- Nette Des Rochers: Amcham Shunde - CSR Across Diverse Countries in Asia.
- Keko McClellan: Better Work Vietnam - Foreign Military Sales: HADR and Clean Energy.
- Eunice Park: Merck MSD - CSR at Merck and Sandhill Scientific.
- Taryn Phan: Trung Nguyen Coffee.

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