

University of Hawaii at Manoa Shidler College of Business Asian Field Study 2012

Program Summary

The University of Hawaii at Manoa, Shidler College of Business, completed its 29th Annual Asian Field Study themed “Experiencing the Diverse Asian Business Environment”. Seventeen EMBA, one MBA, and one BBA student were hosted by various businesses and agencies in **Tokyo** (Fujitsu, US Commercial Service, 7-Eleven, Merrill Lynch & IBM), **Shanghai** (American Chamber of Commerce, American Consulate, Dow Chemical, & Hyva Mechanics), **Kuala Lumpur** (International Center for Education in Islamic Finance, Malaysian Palm Oil Board, Sime Darby Mill, American Malaysia Chamber of Commerce, Zouk Club, & Chili’s), **Ho Chi Minh City** (Interwood, Sandhill Scientific, Esquel, VinaCapital, & Better Work).



Sime Darby Palm Oil Mill in Labu, Nilai, Malaysia

Cultural activities were centered on the waterways, with boat cruises along the Sumida River in Tokyo, Slender Lake in Yangzhou, Zhujiqiao Canals outside Shanghai, Saigon River in Ho Chi Minh City, and Mekong River in the Mekong Delta. In-land, students visited the Imperial Palace and Tsukiji Fish Market in Tokyo, Silk Factory and Jade Buddha Temple in Shanghai, Batu Caves and Petronas Towers in Kuala Lumpur, and Cu Chi Tunnels and Reunification Palace in Ho Chi Minh City.



Each country and city had a specific focus and theme, **Tokyo** on Japan’s recovery and reinvention, **Shanghai** on China’s strategic shift up the value chain, **Kuala Lumpur** on Malaysia’s leadership in Islamic business in Asia, and **Ho Chi Minh City** on Vietnam’s changing role on attracting foreign direct investment.



Hamarikyu Gardens – Tokyo, Japan



Dow Chemical, Zhangheng Hi-Tech Park, Shanghai, China

A rigorous preparatory course was led by Dr. Jack Suyderhoud, culminating in **country reports** (Japan, China, Malaysia, and Vietnam); and **individual reports** on a subject of interest (company, industry, or topic). This was supported by seven three-hour pre-trip classes with guest lectures by **country experts** including Dr. Brooks Robinson, U.S. Pacific Command; Mr. John Price, Partner, PriceHorne (Japan); Dr. Chris McNally, Chaminade University (China); Ambassador Ray Burghardt (Vietnam); Dr. Dawn Moreis Webster (Malaysia); numerous country specific readings, Harvard case studies, Economist Intelligence Unit country reports, and three three-hour post-trip reflective sessions.



Mekong River Cruise, Mekong River Delta, Vietnam

Two \$1500 **scholarships** were made available through the Ralph S. Inouye Co., Ltd. Endowment in Honor of Professor K.K. Seo and the Ulrike and Toufiq Siddiqi Student Travel Endowment.

Participants

(Country Assignment and Individual Report)

Japan Country Group

- David Estermann - Foreign Management in Japan
- Jacqueline Ganeku - 7-Eleven Japan
- Yvonne Jones - Exporting to Japan
- Tasha Major - Beyond Monozukuri
- Roshan Rodriguez - Breaking Down Japan's Barriers to Success

China Country Group

- Mark Beppu - Private Equity in China
- Leslie Campaniano - Confucianism's Influence on Business in China
- Johanna Heck - IP Protection in China
- Joseph Shacat - China's Rare Earth Materials

Malaysia Country Group

- Cody Acuna - Malaysian Palm Oil Industry
- Justin D'Olier - Malaysia as an Export Market for Jungle Beer
- Kathryn Fujitani - Malaysian Business Culture
- Amy Fujiwara - Islamic Finance and Banking
- Jonathan Shim - Halal Food and Global Business

Vietnam Country Group

- Adam Bentley - Vietnam Foreign Direct Investment
- Nohealani Hirahara - Energy Market
- Jori-Anne Jasper - Vietnam's Manufacturing Cost Competiveness
- Ryan Suekawa - Investing in Vietnam
- Kevin Wu - Esquel in Vietnam

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