

University of Hawaii at Manoa Shidler College of Business Asian Field Study 2010

2010 Asian Field Study Program Summary

The University of Hawaii at Manoa, Shidler College of Business, completed its 27th Annual Asian Field Study themed “Experiencing the Diverse Asian Business Environment.” Eighteen EMBA, one

MACC, and one evening MBA were hosted by various businesses and agencies in **Seoul** (Hyundai Motors

Head Office and Research and Development Facilities, and Samsung Electronics), **Beijing** (Dentsu Advertising, Mars Foods, and US Commercial Service), **Kuala Lumpur** (Zouk Club, American Chamber of Commerce, Malaysian Palm



A rigorous preparatory course was led by Dr. Jack Suyderhoud, culminating in group **country reports** (Korea, China, Malaysia, and Vietnam); and individual **industry or company reports**. This was supported by eight three-hour onsite pre-trip sessions with guest lectures by **country experts** including Dr. Brooks Robinson, Economic Advisor, U.S. Pacific Command; Dr. Jae-Seung Baek, Hankuk University of Foreign Studies (Korea); Dr. Christopher McNally, East West Center Fellow; Professor Miemie Byrd, Asia Pacific Center for Security Studies; Dr. Dawn Webster, President and CEO, Loomis-ISC, and Mr. David Day, Attorney at Law and Asian Business Practitioner, **Podcasts** by David Day on Doing Business in China and Vietnam, numerous country specific readings, case studies, and three three-hour post-trip reflective sessions. By the end of the program, each student demonstrated her/his ability to recognize, analyze and develop creative solutions to each of the four diverse Asian business environments.

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Oil Board, Sime Darby Palm Oil Processing Mill, International Centre for Education in Islamic Finance, and Halal Journal), and **Ho Chi Minh City** (Vietnam Brewery, CEP Microfinance, Intel, Coca Cola, and the UH Vietnam MBA Program). Cultural activities included a tour through the Korean Folk

Village, a hike along the Great Wall, a tour through the Forbidden City, a catwalk on the Petronas Twin Tower Skybridge, and a scenic ride on a rowboat along the Mekong River.