

University of Hawaii at Manoa Shidler College of Business Asian Field Study 2011

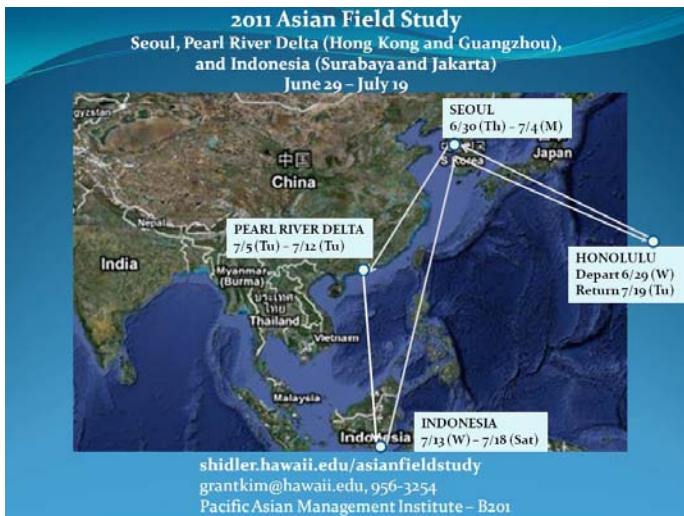
Program Summary

The University of Hawaii at Manoa, Shidler College of Business, completed its 28th Annual Asian Field Study themed “Experiencing the Diverse Asian Business Environment”. Ten MBA and three BBA students were hosted by various businesses and agencies in **Seoul** (Samsung Electronics, POSCO, Kookmin Banking Group, International Entrepreneurship Conference, and PACIBER Annual Meeting), **Guangzhou** (National Sun Yat Sen University, Moen, US Consulate Guangzhou, American Chamber of Commerce South China, Guangdong Esquel Textiles, and BYD Automotive), **Hong Kong** (Hong Kong Science and Technology Park, AMOS Enterprises, Esquel Group Headquarters, American Chamber of Commerce Hong Kong, Feng Tai Footwear, and Dentsu Media Palatte Hong Kong), **Surabaya** (Matahari Department Store, Siloam Hospital, First Media, Siam Maspion Terminal, Indo Plastic and Chemicals, Samator Gas, and Wonokoyo Poultry), and **Jakarta** (Universitas Pelita Harapan, Mochtar Riady Institute for Nanotechnology, and Siloam Hospital).

The overall program theme was International Entrepreneurship and its role within countries in varying stages of development. Each country and city had a specific focus and theme, **Seoul** on its global leadership in high value industries, **Guangzhou** on China's strategic shift up the value chain, **Hong Kong** as the entry point to China and high-tech development, and **Surabaya and Jakarta** on the role of Chinese run businesses in Indonesia's growth and coexisting in a Muslim majority country.



Cultural activities included historical and spiritual visits to the Gyeongbokgung Palace in Seoul, Buddhist Chi Lin Nunnery in Hong Kong, and Islamic Al-Akbar Mosque in Surabaya; journeys on the Pearl River Cruise, Hong Kong Star Ferry and Victoria Peak Tram; feeling the opulent luxury at the Hotel Majapahit's Presidential Suite; and up close and personal with wild animals at the Taman Safari.





A rigorous preparatory course was led by Dr. Jack Suyderhoud, culminating in pre-trip **country reports** (South Korea, China, Hong Kong, and Indonesia); and individual **company or industry reports**. This was supported by seven four-hour onsite ? pre-trip sessions with guest lectures by **country experts**

including Mr. Shigeo Okazaki, Dentsu Beijing Advertising; Dr. Thomas Cargill, University of Nevada Reno; Dr. K.K. Seo, University of Hawaii; Dr. Bee Leng Chua, formerly of Chinese University of Hong Kong; Mr. David Day, International Attorney; Ms. Miemie Wynn Byrd, Asia Pacific Center for Security Studies; and Mr. Amin Lehman, Hawaii Indonesia Chamber of Commerce; numerous country specific readings, Harvard case studies, Economist Intelligence Unit country reports, and two four-hour post-trip reflective sessions.



Participants

Korea Country Group

- Lauren Horikoshi, MBA, Financial Crisis in South Korea
- Kristina Radan, MBA, Consumers and the Cosmetics Industry in South Korea
- Jeremy Uota, MBA, Entrepreneurship in South Korea

China Country Group

- Ananda Chou, MBA, Alibaba's Group Taobao
- Lihua Keating, BBA Accounting/MIS, The Emerging Middle Class in China
- Yafit Segal, Japan Focused MBA, BYD
- Selina Yost, MBA, Moen

Hong Kong Country Group

- Milly Chang, BBA Accounting, Esquel Corporate Social Responsibility
- Michael Robinson, MBA, Chinese Luxury Market
- Ivy Yeung, MBA, Dentsu

Indonesia Country Group

- Frank Hinshaw, BBA-Entrepreneurship, Indonesian Entrepreneurship
- Jessica Mau, MBA, Chinese in Indonesia
- Matthew Williams, MS Nursing/MBA, Opportunities For Development of Medical Tourism in Indonesia

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