

# University of Hawaii at Manoa Shidler College of Business Asian Field Study 2015

The University of Hawaii at Manoa, Shidler College of Business, completed its 32<sup>nd</sup> Annual Asian Field Study themed “Experiencing the Diverse Asian Business Environment”. Six DL-EMBA, one EMBA, eight PT-MBAs, one JD/MBA, two FT-MBAs, one MACC and one BBA student were hosted by various businesses and agencies in **Seoul** (POSCO Steel Pohang, Yonsei University, CJ Entertainment and Media, and Samsung Electronics), **Shanghai** (Flextronics Suzhou, Shanghai Volkswagen, Eutrovision, and Rockbund Development), **Ho Chi Minh City** (Briskheat, Intel Vietnam, Bodynits, Better Work, PTE Manufacturing, Hop Tri Agrochemicals), **Jakarta** (Lippo Kemang Village, @America, Indonesia Stock Exchange), and **Bali** (PACIBER Annual Meeting).



Shanghai Volkswagen Manufacturing Plant, Anting, P.R.C.

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.

Each country and city had a specific focus and theme, **Seoul** on Korea's and its rise as a global player, **Shanghai** on China and its strategic shift up the value chain, **Ho Chi Minh City** on Vietnam's rapid rise as a developing economy, **Jakarta** and **Bali** on the role of Chinese run businesses in Indonesia's growth and coexisting in a Muslim majority country.

**Alumni** played an invaluable role in the program, not only in arranging site visits, but also hosting networking events in each of the cities.

Generous **scholarships** totaling over \$90,000 was graciously provided by the Freeman Foundation, Ralph S. Inouye Co., Ltd., David T. Pietsch, Saltchuk Hawaii, and Ulrike and Toufiq Siddiqi.



Vietnamese Hotpot, Dong Nai, Vietnam, hosted by Briskheat

**Cultural activities** included touring the ancient Gyeongbokgung Palace in Seoul, strolling along the historic Bund in Shanghai, cruising the Mekong Delta on sampans, shopping the glitzy malls of Jakarta, and immersing one selves within the Hindu temples of Bali.

A rigorous preparatory course was led by Dr. Jack Suyderhoud, culminating in **country reports** (Korea, China, Vietnam and Indonesia); and **individual reports** on a subject of interest (company, industry, or topic). This was supported by eight three-hour pre-trip classes including guest lectures by **country experts** including Dr. K.K. Seo on Korea, Dr. Larry Foster on China; Dr. Tung Bui on Vietnam, and Mr. Amin Leiman on Indonesia; numerous country specific readings, Harvard case studies, Economist Intelligence Unit country reports, and three three-hour post-trip reflective sessions.



Lippo Kamang Village Development, Jakarta, Indonesia

**Participants (Country, Company and Individual Report)**

**Korea Group**

- Kanoa Haake - Hyundai Ship Building.
- Paula MacCutcheon - Dongbu Insurance.
- Ryan Matsumoto - Samsung Electronics.
- Colby Takeda - Hyundai.
- Ryan Trujillo - Volkswagen Shanghai.



POSCO Steel – Pohang, South Korea

**Vietnam Group**

- Angela Cook - Vietnam Tourism.
- Claire Fukuoka - Corruption in Vietnam.
- Tuan Nha La - Entrepreneurship in Vietnam.
- Amber Okata - International Financial Reporting Standards Adoption in Vietnam.
- Robert Phan - Port competition in HCMC.



Hop Tri Agrochemicals, Nha Be, Vietnam



Flextronics, Suzhou, P.R.C.



Mekong River Cruise, Mekong Delta, Vietnam

**China Group**

- Lingie Chiu - Teaching Pediatrics Life Support in China.
- Emi Lee - Xiaomi.
- Terence Mott - Competitive Environment of the Korean Entertainment Industry.



Yu Yuan Gardens, Shanghai, P.R.C.

- Sean Smith - Asian Infrastructure Investment Bank.
- Peter Thompson - Contract Manufacturing and Design in Asia.

**Indonesia Group**

- Delilah Irvine - HR comparison between Indonesia and the US.
- Ken Kanemitsu - Better Work, Compliance with International Regulation in Vietnam, Indonesia, and Nicaragua.
- Kirk Morris – POSCO Steel.
- Todd Watkins – Business Corruption in Indonesia.
- Lauren Yokogawa - Higher Education in Indonesia.



Indonesia Stock Exchange, Jakarta, Indonesia



PACIBER Annual Meeting, Bali, Indonesia

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