

University of Hawaii at Manoa Shidler College of Business Asian Field Study 2016

The University of Hawaii at Manoa, Shidler College of Business, completed its 33rd Annual Asian Field Study themed “Experiencing the Diverse Asian Business Environment”. Fourteen EMBA’s, four PT-MBA’s, two FT-MBA’s, one MACC and four BBA students were hosted by various businesses and agencies in **Tokyo** (Nissan Oppama Factory, Frontage Advertising, Merck, Tokyo Stock Exchange, and Fortress Investments), **Hong Kong** (Hong Kong Science and Technology Park, The Wave, Invotech, Empirica, Weyland Tech, Oriental Patron Investment Management, and US Consulate General Economics Section), **Shenzhen** (Zhongtuo Investments, Shenzhen Innovation Valley, Green Pine Capital Partners, Weyoung Innovation Incubation Center, and UEEE Power), **Guangzhou** (Esquel Gaoming, American Chamber of Commerce Shunde, Shunde Polytechnic, Ronggui Government and Chamber, Haotaitai – appliances, Hangji Metal, Yizumi Precision Machinery), and **Hanoi** (Hong Lam - preserved fruits, Canifa – clothing, Opec Plastics, Dichung - ride sharing, Red Sun - restaurant franchise, and U.S. Embassy).



Hong Kong Science and Technology Park – Robotics Garage

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, 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, and Hanoi on Vietnam’s rapid rise as a developing economy.

A rigorous preparatory course was led by Prof. Jack Suyderhoud and Prof. Ben Bystrom, culminating in **country reports** (Japan, China, Hong Kong, and Vietnam); 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 Mr. Curtis Freeze on Japan, Dr. Bee Leng Chua on Hong Kong, Brig. Gen. David R. Stilwell on China, and Ms. Tram T.H. Nguyen on Vietnam; numerous country specific readings, Harvard case studies, Economist Intelligence Unit country reports, and three three-hour post-trip reflective sessions.



Frontage (Dentsu/Sony J.V.), 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.

Generous **scholarships** totaling over \$70,000 was graciously provided by the Freeman Foundation, Dennis Y.M. Ching, Ralph S. Inouye Co., Ltd., and David T. Pietsch.

Cultural activities included watching a professional soccer game and cruising the rivers of the Sumida in Tokyo, visiting the historic temples and halls in Guangzhou, and an overnight cruise in Halong Bay.



Ronggui General Chamber of Commerce, P.R.C.

Participants (Country, Company and Individual Report)

Japan Country Group

- Justin Francisco - Tokyo Railway's Public-Private Partnership Model and Honolulu Authority for Rapid Transportation
- Todd French - Hydrogen Fuel Cell Technology
- Derrick Lajola - 7-Eleven, Japan's Food Service Industry Going Convenient
- Skyler Ross - KIT KAT as a Japanese Brand
- Alice Sharp - China's Automobile Industry. Japan: Corporate Tax Policy
- Jill Sur - Craft Beer Industry in Japan



Hamarikyu Gardens Tea House

Hong Kong Country Group

- Justin Barnes – Esquel: The Competitive Advantage Of Vertical Integration
- Denalee Choy - Coworking Space, Does it Work?
- Nathan Lee Ka'eo Choy - Growing Hawaii's Tourism Economy, "China, the Future of Hawaii"
- Shiraz Dole - Doing Business in China, MyEyes Travel Application
- Brittany Johnston - Hong Kong Entrepreneurship Ecosystem: Supports & Culture Sector Analysis
- Trevor Oishi - Feasibility of Adopting MTR's Rail Plus Property Model in Honolulu



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China Country Group

- Isaac Floyd - China Natural Disaster Preparedness
- Meredith Mawhar - Premium Beer in China
- Caitlin Moon - Solar Panel Manufacturing Industry
- Akira Nishibayashi - Potential of the Coffee Market in China
- Thijs Peekstok - ChinaChem/Syngenta Deal and the Broader Context
- Jamie Satterfield - Private Hospitals in Vietnam
- Kirk Wei - McDonald's Food Acceptability in China



Shunde Polytechnic, P.R.C.

Vietnam Country Group

- Jonathan Abuan Sport Sponsorship - Case Study of Prospect Asset Management and Fukushima United Football Club
- John Doyle - Opportunities for Cyber Security Critical Infrastructure Protection in Asia
- William Huynh - Property Investment in Vietnam
- Wenyi Lau - Women's Roles in Japan, Hong Kong, China, and Vietnam
- Toan Nguyen - Asian Hipster Restaurants in Vietnam
- Christopher O'Brien - IFRS and Vietnam



Halong Bay, Vietnam

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Pacific Asian Management Institute