

Asia Research Centre



University of St.Gallen



ARC-HSG Shanghai Study Trip 2007

Gain profound knowledge about China, its business and culture

2 December – 9 December 2007
Shanghai, Hangzhou and Suzhou

■ ■ ■ ■ Purpose and Objectives

Following our previous successful study trips in China, the HSG-ARC Shanghai Study Trip 2007 offers you again the first step to get into contact with this exciting and fascinating culture, focusing on the following two major aspects:

- Chinese culture and its impact on Chinese business practices
- Experience of the real-life business in today's dynamic China

The Chinese business community is the most important business community in Asia. Although China, Taiwan, Hong Kong, and Singapore are very different politically, their business practices, codes and ethics, all find their roots in the ancient culture of mainland China. Therefore an understanding of the Chinese culture is a necessity for doing business in Asia. And it is a most valuable experience for all managers in a globalized economy.

■ ■ ■ ■ Target Group

The ARC-HSG Shanghai study trip 2007 addresses students as well as business executives who are interested in exploring the Chinese culture in the context of business and economy.

■ ■ ■ ■ Date and Costs

Dates: 2nd December- 8th December 2007

Destination: Shanghai, Hangzhou and Suzhou.

Prices: Students: 990 CHF including all overnight stays in 4 star hotels (double room), full board, transportation in China.
1990 CHF including also the transport between Zurich and Shanghai (economy class ticket)

Executives: 1590 CHF including all overnight stays in 4 star hotels (single room), full board, transportation in China. 2590 CHF including also the transfer between Zurich and Shanghai (economy class ticket)

■ ■ ■ ■ Highlights

- ▶ **Company visits** covering the all types of ownership constellation – a German Wholly Foreign Owned Enterprise (WFOE), a Sino-German Joint Venture, a European bank, and a Chinese enterprise
- ▶ **Cultural visits** to explore the Chinese value system behind economic decisions, Chinese management
- ▶ **Meetings** with Chinese scholars and students as the next generation of managers
- ▶ **Seminars** to link practical knowledge and experiences of the trip with a theoretical background, with the focus on hands-on information

Programme

Sunday 02.12.	Arrival	Transfer from Zurich - Pudong airport – Shanghai City
	Cultural Visit	Guided tour through Shanghai
	Dinner	Welcome dinner
Monday 03.12.	Company Visit	Challenges of multicultural management in daily business life
	Company Visit	Sino-Foreign Joint-Venture: Efficiency through application of particular strengths
Tuesday 04.12.	Company Visit	Service industry in China: Banking.
	Stock Exchange	Finance in Today's China
	Transfer	Transfer from Shanghai to Hangzhou
Wednesday 05.12.	Seminar	Zhejiang University - Introduction to Chinese entrepreneurship
	Chinese Company	The Chinese management business
	Transfer	Transfer from Hangzhou to Suzhou
Thursday 06.12.	Industrial Park	The role of overseas Chinese
	Cultural Visit	Gardens and Western Lake
	Transfer	Transfer from Suzhou city to Shanghai
Friday 07.12.	Cultural Visit	Optional : Pearl Tower or FREE TIME
	Dinner	Closing Dinner
Saturday 08.12.	Departure	Departure from Shanghai Pudong airport

programme details might change

Application for the Study Trip to Shanghai 2007

University of St.Gallen
Asia Research Centre
Dufourstrasse 40A

CH-9000 St.Gallen
Schweiz

- **To register, you need first contact Simon for a pre-registration**, and then send this form(mail, email or fax) to the Asia Research Centre
- Cancellation before 31st of October 2007 will result in cancellation fees of 50% of the price, thereafter the full fee will be charged
- The group is limited to a maximum of 25 people, therefore an early registration is recommended

Name : _____

First name : _____

Company/
University : _____

Position : _____

Address : _____

E-Mail : _____

Telephone : _____

Fax : _____

I bindingly register for the Shanghai Study Trip from 02.12.2007 (departure to China) to 09.12.2007, organized by the Asia Research Centre, University of St. Gallen

- as a student **990 CHF** (all overnight stays in 4 star hotels – double room, transportation in China, full board)
- as a non-student **1590 CHF** including full pension, all overnight stays in 4 star hotels – single room, transportation in China, cultural programme on every evening, full board
- furthermore I would like to book the transportation between Zurich and Shanghai, economy class air-ticket, for **additional 1000 CHF**

Date, Place:

Signature:



Contact

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Asia Research Centre**

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