

Asia Research Centre



University of St.Gallen



ARC-HSG Shanghai Study Trip 2006

Retrieve a holistic picture about China, its business and culture

3rd – 9th December 2006

Shanghai, Hangzhou, and Suzhou

Kindly supported by:



www.arc.unisg.ch

■ ■ ■ ■ Purpose and Objectives

Conducting business in China as well as in whole South East Asia requires a deep understanding of Chinese business practices, codes, and ethics. Going beyond theory, the Asia Research Centre offers you a one-week study trip to the city and environment of Shanghai, the catalyst for developments in the Chinese business community. Attending this trip, allows you to:

- ▶ understand the politics of special economic zones in the macro-perspective as well as the activities of particular companies in the micro-perspective
- ▶ explore the Asian roots via excursions to traditional centres of Chinese culture
- ▶ link your practical experiences with theoretical background in seminars

■ ■ ■ ■ Target Group

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

■ ■ ■ ■ Date and Costs

Dates: 3rd – 9th December 2006 (excluding days for travelling to/from China)

Destination: Shanghai, Hangzhou, and Suzhou

Prices: Students: 920 CHF including all overnight stays in 4-star hotels (double room), full pension, and transportation in China
1920 CHF including also the transport between Zurich and Shanghai (economy class ticket)

Executives: 1980 CHF including all overnight stays in 4-star hotels (single room), full pension, transportation in China, and cultural programme on every evening
2980 CHF including also the transfer between Zurich and Shanghai (economy class ticket)

■ ■ ■ ■ Highlights

- ▶ **Company visits** covering the whole bandwidth of ownership constellation, from a European WFOE, a Sino-European JV, to a Chinese enterprise
- ▶ **Industry park visits** for a deeper understanding of the government of special economic zones as interesting targets for FDI
- ▶ **Cultural visits** for exploring the Chinese value system behind economic decisions, Chinese management, and Chinese scholars as the next generation of managers
- ▶ **Seminars** for linking practical knowledge and experiences of the trip with theoretical background, with focus on hands-on information



Programme

Sunday 03.12.	Transfer	Transfer Pudong airport to Shanghai via Magnev train
	Cultural Visit	Guided tour through Shanghai
		Welcome dinner
Monday 04.12.	Industry Park Visit	Pudong High Tech Park: Introduction to the Chinese economy & competitiveness
	Company Visit	Sino-German Joint-Venture: Efficiency through utilization of particular strengths
Tuesday 05.12.	Company Visit	German Wholly Foreign Owned Enterprise: Challenges of multicultural management
	Seminar	Negotiations in China: Pitfalls and attitudes in cross-cultural negotiations
Wednesday 06.12.	Transfer	Transfer from Shanghai to Hangzhou
	Seminar	Introduction to Chinese entrepreneurship
	Company Visit	Chinese company of new economy The Chinese way of management versus the European way
Thursday 07.12.	Transfer	Transfer from Hangzhou to Suzhou
	Cultural Visit	The gardens of Suzhou and a traditional Chinese zen monastery
	Seminar	Drawing implications for business from Chinese culture
Friday 08.12.	Industry Park Visit	Suzhou Industrial Park: The role of Overseas Chinese in the Chinese economy
	Transfer	Transfer from Suzhou to Shanghai
	Cultural Visit	Shanghai Jiao Tong University: Interaction with Chinese students & discussion
	Dinner	Closing Dinner
Saturday 09.12.		Free forenoon for own trips in Shanghai
	Transfer	Departure from Pudong airport in late afternoon

Programme details might change

■ ■ ■ ■ Application

University of St.Gallen
Asia Research Centre
Robert Jekel
Dufourstrasse 40A

CH-9000 St.Gallen
Switzerland

- ▶ To register, use this form and mail or fax it back to the Asia Research Centre
- ▶ Cancellation before 27th of October will result in cancellation fees of 50% of the price, thereafter the full fee will be charged
- ▶ The group is limited to maximum 25 people, therefore an early registration is recommended

Name : _____

Forename : _____

Company/
University : _____

Position : _____

Address : _____

E-Mail : _____

Telephone : _____

Fax : _____

I bindingly register for the Shanghai Study Trip from 03.12.2006 (arrival in China) to 09.12.2006 (departure from China) organized by the Asia Research Centre, University of St.Gallen

- as a student **920 CHF** including all overnight stays in 4-star hotels – double room, full pension, and transportation in China
- as a non-student **1980 CHF** including all overnight stays in 4-star hotels – single room, full pension, transportation in China, and cultural programme on every evening
- furthermore I would like to book the transportation between Zurich and Shanghai, economy class air-ticket, for **additional 1000 CHF**

Date, Place:

Signature:

fax-number: +41-(0)71-224 24 72



Contact

University of St.Gallen
Asia Research Centre

Robert Jekel

Dufourstrasse 40A
CH-9000 St.Gallen
Switzerland

Tel.: +41-(0)71-224 26 06
Fax: +41-(0)71-224 24 72
E-Mail: Robert.Jekel@unisg.ch