



CHINA BUSINESS STUDY TOUR

2011



CONCORDIA
UNIVERSITY



The People's Republic of China (PRC) is the world's fastest growing economy whose incredible recovery from the global recession has given us reason to examine the successful strategies and practices of this developing nation. Interest in China has blossomed, from Mandarin lessons for pre-school children in New York to international students from California studying at universities in China. Multinational corporations have flocked to China, first as a production base but now to tap into its consumer based of over 1.3 billion customers. China's political influence around the world is evident in Africa, Asia, Europe and Latin America in addition to the US, where they hold a substantial (if not largest) share of our nation's treasury notes. Do not miss this chance to discover China and the amazing opportunities there.

Ascend Shanghai's World Financial Center

Enjoy a Chinese
Acrobatic Show

Meet International
Business Leaders

Experience Chinese Cuisine

Hike the
Great Wall

Visit Multinational Corporations

Travel with a Concordia
University Professor

Explore the
Forbidden City

Knowledge of China is no longer in the hands of a few intellectuals and political advisors. It is not merely important; an understanding of China is essential. We invite you to join our faculty and students on a **China Business Study Tour on May 14-23, 2011** that will introduce you to world-class international businesses, take you to China's famous cultural destinations, and provide experiential learning opportunities that will broaden your knowledge of and interest in China.

In addition, if you complete the assignments and academic requirements, you can earn **3 units** (2 units for MBA students) of **CUI course credit**. You do not have to be a business major or MBA student to apply, but the units will be assigned as an undergraduate business or MBA course. There will be a **mandatory pre-departure meeting** for all participants. Students taking credit for the study tour will have additional meetings before/after the trip that the professor will schedule.

The total cost of the China Business Study Tour is **\$2,800.00** which includes all airfare, visas, transportation, meals, hotels, tickets, tours, and activities that are included in the full itinerary. It does not include expenses of a personal nature such as laundry, telephone, internet, postage, overweight baggage, shopping, snacks, tips and activities that fall outside of the itinerary.

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CONCORDIA UNIVERSITY IRVINE

ITINERARY – MAY 14 – 23, 2011

May 15, 2011	Sunday	IRVINE/BEIJING
9:45am	<i>[Delegation] Beijing Arrival from LAX</i>	
3pm	Orientation	
7pm	Beijing Olympic Village (Water Cube & Bird's Nest) <i>Holiday Inn Central Plaza****</i>	
May 16, 2011	Monday	BEIJING
9am	Lenovo HQ (Company Tour & Presentation)	
1pm	Forbidden City & Tian'anmen	
5pm	Dinner @Quanjude (Beijing Roast Duck Restaurant) <i>Holiday Inn Central Plaza****</i>	
May 17, 2011	Tuesday	BEIJING
9am	Badaling Great Wall	
7pm	Academic Lecture <i>Holiday Inn Central Plaza****</i>	
May 18, 2011	Wednesday	BEIJING/SHANGHAI
9am	Multinational Corporation (Company Tour & Presentation)	
3pm	<i>Flight to Shanghai</i>	
7pm	Walk on the Historic Bund <i>City Hotel****</i>	
May 19, 2011	Thursday	BEIJING/NINGBO/SHANGHAI
9am	Bao Steel HQ (Company Tour & Presentation)	
2pm	Liujiazui – Shanghai World Financial Center	
7pm	Portman Chinese Acrobatic Show <i>City Hotel****</i>	
May 20, 2011	Friday	SHANGHAI
9am	Academic Lecture	
5pm	Dinner @Pinnacle Peaks	
7pm	JC American Enterprises (Company Presentation) <i>City Hotel****</i>	
May 21, 2011	Saturday	SHANGHAI
9am	Shanghai Water Village <i>City Hotel****</i>	
May 22, 2011	Sunday	SHANGHAI
9am	Urban Planning Center & Shanghai Museum	
4pm	Hengshan International Church <i>City Hotel****</i>	
May 23, 2011	Monday	
4:25pm	Flight from Shanghai to LAX	

Company Introductions

Beijing – Lenovo Company Tour & Presentation

With an initial capital outlay of only RMB200,000, (US\$25,000) Lenovo's founding chairman Liu Chuanzhi, together with 10 like-minded colleagues, launches the New Technology Developer Inc. (the predecessor of the Legend Group) funded by the Chinese Academy of Sciences in Beijing in 1984. Lenovo now is dedicated to building exceptionally engineered personal computers. Lenovo's business model is built on innovation, operational efficiency and customer satisfaction as well as a focus on investment in emerging markets. Formed by Lenovo Group's acquisition of the former IBM Personal Computing Division, Lenovo is a new world company that develops, manufactures and markets reliable, high-quality, secure and easy-to-use technology products and services worldwide.

Shanghai – Baosteel Company Tour & Presentation

Baosteel Group Corporation is the most competitive steel complex in China. Baosteel has been enrolled in the Global 500 for 6 years consecutively and ranked 220th this year. In recent years, centering on iron & steel supply chain, technological chain and resource utilization chain, Baosteel increased the consolidation of internal and external resources to enhance competitiveness and raise industrial status. In the new situation the development ideology of Baosteel's main steel business is optimized as: centering on the main route of "scale expansion" for future development to shift its strategy from the "premium steel" to the "premium steel plus corporate scale"; to change its method of growth from "building new facilities" to "merging and restructuring plus building new facilities", and to vigorously enhance its comprehensive competitiveness to lead the advancement of China's steel industry as well. To complete the change from regional distribution to nationwide distribution, achieve breakthrough in internationalized distribution and enter top three in global steel industry in terms of comprehensive competitiveness.

Shanghai – JC American Enterprises/Global Sports & Entertainment (Company Presentation)

Phillip Chang, originally from Shanghai and educated in the US, is the founder of JC American Enterprises – an international steel company. He is involved with many levels of this business, but focuses on the production and sales of steel rolls. And though his primary business is steel, he owns the sole China franchise of Pinnacle Peaks, one of the top Steak houses in Shanghai. Mr. Chang has interests in the sports industry, with a new company called Global Sports & Entertainment (GSE) that he is launching in 2010 with four core businesses: management, agency, broadcasting and training.



GSE organized the 2009 China Sports Development Summit (on August 8, 2009 – the 1 year anniversary of the Beijing Olympics) that gathered the top government leadership in China to collaborate and explore the growth and development of the sports industry in China.

Cultural Activities

Beijing

National Stadium - affectionately known as Bird's Nest, it is situated in Olympic Green Village, Chaoyang District, Beijing. It was designed as the primary venue for the 2008 Beijing Olympic Games – the opening and closing ceremonies were held there in addition to the Olympic events of track and field, football, gavelock, weight throw and discus. Since October 2008, the National Stadium has been opened as a tourist attraction and a center for international and domestic sports competition and recreation activities. The design of this large stadium was accomplished together by Swiss architects Jacques Herzog and Pierre de Meuron and Chinese architect Li Xinggang and others. They With exposed steel structures the appearance is both modern and natura – in the shape of. The form a large bird's nest which embraces and nurses human beings, another symbol of the nation.

Tiananmen Square - The solemn and respectful Tiananmen Square is the largest central city square in the world, which serves not only Beijing's symbol but also the whole of China. This immense courtyard is the site of various historical events, which is surrounded by a variety of significant edifices such as the Great Hall of the People, the Mao Zedong Memorial Hall and the Monument to the People's Heroes. The present Tiananmen Square has an area of 440,000 square meters and has become a relaxing place for the common people to fly kites and walk. On holidays, the whole square is covered with fresh flowers, floats, decorations and activities for visitors to enjoy. It is also the site of many demonstrations and gatherings – both approved and unsanctioned by the government. As such it is a memory of the struggle, revolution and popular movements in China.

Forbidden City - The magnificent Forbidden City is the largest and the best-preserved imperial palace complex in the world. It has 9,999 rooms (just a single room short of the number that according to ancient Chinese belief represents 'Divine Perfection') and surrounded by a moat six meters deep and a ten-meter high wall. For five centuries, this palace functioned as the administrative center of the country. Nowadays, the Forbidden City, or the Palace Museum is open to tourists from home and abroad who come to enjoy on the outside, the splendid painted decorations on these royal architectural wonders, and on the inside of these grand and deluxe halls, the artifacts, works and remnants of the past that remind us all of the longevity, complexity, nobility, power and beauty of the Middle Kingdom.

Quanjudu - Beijing Roast Duck Restaurant – As one of China's traditional delicacies, Beijing Roast Duck is an excellent choice if you want to understand more about Chinese cuisine, culture and customs. It is thought that Beijing roast duck, like the tradition of roast turkey in America, owes its origin to the roast goose that is still popular in Europe on festive occasions. Westerners like Marco Polo brought certain European customs to China and may have introduced the concept of roasting poultry to their Chinese hosts during the Yuan Dynasty (1271 - 1368). In turn, Marco Polo brought back many cuisines from China back to Italy (like noodles/pasta). China has had a long history of international exchange, and this is vividly manifest today in its relations with other nations.

Badaling Great Wall - The Great Wall is a symbol of Chinese civilization, and one of the wonders of the world. Badaling Great Wall is situated in Yanqing County, over 70 kilometres (43 miles) north of Beijing. It is the most well-preserved section of the Great Wall, built during the Ming Dynasty (1368-1644). This section with an average altitude of over 1,000 meters (3,282 feet) is the outpost of the Juyongguan Pass. The mountain slope is very steep and the roads are tortuous. These features made it a military stronghold. Badaling Great Wall is like a strong dragon winding its way along the mountain ranges. Its shape, a dragon that winds over mountains, is a metaphor for the country.

Shanghai

Portman Acrobatic Show - In Portman Acrobatic Show, you will enjoy juggling (one of the traditional elements of Chinese acrobatics, as well as of western circus arts), diabolo or Chinese yo-yo, and feats of equilibrium. This show is attended by thousands of audiences every year and is internationally known. You will be amazed by the incredible acts of agility, strength, flexibility and hand-eye coordination that are hallmark characteristics of the acrobatic show. This ancient Chinese art form is both beautiful and powerful – it will move you and give you a perspective into the discipline and precision of the Chinese people.

Shanghai Urban Planning Exhibition Hall - The Shanghai Urban planning exhibition hall is located on Renmin Square (People Square). It covers an area of over 0.4 hectare and rises 142 feet high. There are five floors above the ground and two underground. It opened to the public in 2000. This hall was built to show the achievement of Shanghai city planning and construction. It has many functions, such as exhibition, reference, research, communication, recreation and entertainment. The main body of the building covers Shanghai's development from ancient times to the present and beyond. The theme of this building is "City, People, Environment and Development." People from around the world come to see the primary attraction - a city model (the largest in the world) built to scale (1/500) which offers a physical 3-dimensional view of every building and street in Shanghai. You will understand the nature of the planned economy and urban development of China after you've visited this one-of-a-kind venue.

Shanghai Museum - Located in the center of Shanghai in People's Square, Shanghai Museum is the largest museum (by number of collections) of ancient Chinese art in the world. The museum style and presentation surround visitors with artifacts demonstrating ancient wisdom and philosophy. The exterior design of the round dome and the square base symbolizes the ancient idea of a round heaven and a square land. The museum is divided into eleven galleries and three exhibition halls. The eleven Galleries cover most of the major categories of Chinese art: Ancient Bronze, Ancient Ceramics, Paintings, Calligraphy, Ancient Sculpture, Ancient Jade, Coins, Ming and Qing Furniture, Seals, and Minority Nationalities. Visiting the Shanghai Museum will give you a sense of the long history and intricate culture of China, and how these elements are embedded in the social structure and relationships that are evidenced today in this country of 1.3 billion residents.