

## 2009 China Study Tour

*a tailored itinerary for undergraduate students from Kogod School of Business,  
American University  
presented by Triway International Group*

### Day 1 5/9 Sat.

Students leave for China (no meals today)

### Day 2 5/10 Sun.

Students Arrive: Shanghai Pudong International Airport

(one bus transportation from Pudong Airport to Hotel)

To students:

- Please provide your flight information before May 3 and we will let you know the bus schedule on May 5
- Please look for sign: “**Welcome AU KSB Students**”

To those who will find your own ways to the hotel, we recommend the following:

- 1) Take a cab: this is the easiest solution given your unfamiliarity of the city and the luggage you have. The cost is probably RMB150-200, depending on the traffic;
- 2) Take Bus Line 4 from the Pudong Airport (at Gate 8) and get off at the Hong Kong Football Field (about 1 hour and half driving, depending on traffic. The bus ticket costs approximately CNY18/person). You may walk to the hotel (about 10 minutes walking) or take a taxi from the get-off location (approximately CNY11-15).
- 3) Note in Chinese is provided in case needed.

To those who check in by yourselves:

Upon arrival of the hotel, please check-in with your name. Please be aware that all rooms are for double occupancy. All students will have a roommate (except for one male student). Therefore, if you pick up a key first, please expect to welcome one of your classmates later. If you arrive late, the front desk may tell you that someone has already taken the key. Please find your roommate in that case. We strongly suggest you set up rooming arrangement in advance to avoid any possible confusion.

### ***Dinner on your own***

Hotel: Dorure International Hotel

<http://www.dorurehotel.com/>

Tel: 21-56969999

Address: NO.1885 Si Chuan Road North

- online access available with charge (CNY48/day, or USD7/day)

**Day 3 5/11 Mon.**

AM:

Morning Call

Breakfast at Hotel

Depart from Hotel

**Visit Shanghai Pudong Development Bank To be confirmed**

- <http://www.spdb.com.cn/chpage/c510/>

Subjects:

- Overview of the operation model of PDB
- PDB's strategic positioning facing the local/international competition

Contact: Ms. Yan Xia

Address: No.12, Zhongshan Dong Yi Road, Shanghai

Lunch

PM:

1) Sightseeing tours: Old City God's Temple

2) Experience the Shanghai Maglev Train

(Ticket is **NOT** included and has to be purchased by students, approximately CNY50/person)

3) Shopping time

***Group dinner***

**Day 4 5/12 Tue.**

AM:

Morning Call

**6:30AM**

Breakfast at Hotel

**7:00AM**

Check out

**7:30AM**

Depart from Hotel

**8:00AM**

**Visit Zhangjiang Group Co., Ltd.**

**9:30-11:30AM**

- *leading hi-tech research industry park*

- <http://www.zjpark.com>

Subjects:

- Strategic positioning and planning of Zhangjiang
- Corporate culture and reflection of culture in management
- Tour of the Zhangjiang Hi-tech Park

Lunch

PM:

**Visit China Telecom Corp. Shanghai 2:00-4:00PM**

- <http://www.chinatelecom-h.com/eng/global/home.htm>

Subjects:

- Tour of the Telecom Park

- Operation management and service management

The group will visit the famous Oriental Pearl Tower and be taken to the famous Nanjing Road night market and Shanghai Bund. The bus will drop off the group at the bund and leave.

***Dinner on your own***

**Day 5 5/13 Wed.**

AM:

Morning Call	<b>7:00AM</b>
Breakfast at Hotel	<b>7:30AM</b>
Check out	<b>8:00AM</b>
Depart from Hotel	<b>8:30AM</b>
<b>Visit Amway Corporation</b>	<b>10:00AM</b>

- <http://www.amway.com/>

Subjects:

- Challenges in setting up operation in a foreign country
- Unique operation model of Amway and Amway's corporate culture

Lunch

PM:

Depart for Suzhou  
Arrive in Suzhou  
Suzhou Garden Tour

Hotel: The Garden Hotel

<http://www.ywl-hotel.com/index.asp>

Tel: 512-85888588

Address: 477 Liuyuan Rd., Suzhou, Jiangsu

- complementary online access

**Day 6 5/14 Thurs.**

AM:

Morning Call	<b>7:30AM</b>
Breakfast at Hotel	<b>8:00AM</b>
Check out	<b>8:30AM</b>
Depart from Hotel	<b>9:00AM</b>
<b>Two Visits:</b>	<b>Confirmed</b>

**Visit Suzhou National New & Hi-tech Industrial Development Zone**

- <http://www.snd.gov.cn/EN/index.jsp>

Subjects:

- Investment environment and incentive programs
- Innovation system in the Development Zone

**Visit Suzhou Dongling Vibration**

- a Chinese manufacturer company with 14 years of history

- <http://www.testunit.com/en/qygk.asp-name=1.htm>

Subjects:

- Corporate culture of a true local manufacturer
- Production management and product development

National New & Hi-Tech Industrial Development Zone, Suzhou, Jiangsu

Lunch

PM:

Depart for Nanjing

Arrive in Nanjing

Night market tour

***Dinner on your own (night market vendors)***

Hotel: Jintailong International Hotel

Tel: 025-84555111

Address: No.160 Zhong Shan Road Nanjing China

- complementary online access

**Day 7 5/15**

**Fri.**

AM:

Morning Call

**7:30AM**

Breakfast at Hotel

**8:00AM**

Check out

**8:30AM**

Depart from Hotel

**9:00AM**

**Two visits:**

**10:00AM**

**Visit Nanjing Pukou Economic Development Zone**

- <http://en.pkedz.com/newEbiz1/EbizPortalFG/portal/html/index.html>

Subjects:

- Strategic positioning and ecologic considerations of the Development Zone
- Incentives and services for technology-oriented business

**Visit Jiangsu Voho Soup Co.**

- the largest producer of organic soup in China

- <http://www.vohosoup.com/gywm.php> (in Chinese)

Subjects:

- Core competence of Voho Soup
- Social responsibility of business and corporate image

Address: 1 Tianpu Rd., Pukou District, Jiangsu

Lunch

PM:

- 1) Experience the “Chinese Wal-Mart”
- 2) Tour: Sun Yat Sen Memorial and Nanjing War Memorial

**Evening flight to Beijing**

- Please look for signs: “*Welcome AU KSB Students*”

***Group Dinner***

Hotel: Beijing Tiantan Hotel

<http://www.tiantanhotel.com/Default.aspx>

Tel: 10-67190666

Address: 1 Stadium Rd.Chongwen District, Beijing 100061

- complementary online access available

**Day 8 5/16 Sat.**

AM:

Morning Call **7:30AM**

Breakfast at Hotel **8:00AM**

Depart from Hotel **8:30AM**

Sightseeing tour: Forbidden City , Tian An Men Squar

Lunch

PM:

Sightseeing tour: the Great Wall (Ba Da Ling)

***Dinner: (Not a group dinner. Bus will leave after drop off)***

**Day 9 5/17 Sun.**

AM:

Morning Call **7:30AM**

Breakfast at Hotel **8:00AM**

Departure from the hotel **8:30AM**

**Seminar at the Tsinghua University Confirmed**

Subjects:

- Discussion on hot management-related topics
- Networking with the Chinese students

Address: Tsinghua University, Haidian District, Beijing

Lunch

PM:  
Tour: the Hutong Tour  
Shopping time

***Group dinner***

**Day 10 5/18 Mon.**

AM:  
Morning Call **7:30AM**  
Breakfast at Hotel **8:00AM**  
Depart from Hotel **8:30AM**  
**Two visits: 10:00AM**

**Visit Beijing**

**Economic-Technological Development Area**

- <http://www.bdainvest.com/export/en/>

Subjects:

- Development of the development area
- Entrepreneurship and support system

Visit a Manufacturing Company

Subjects:

- Operation management in a cross-cultural environment
- Investment in China: challenges, risks and rewards

Lunch

PM:  
Tour of Olympic Facilities: Bird's Nest, Water Cube  
Night tour of Wang Fu Jing Zone

***Dinner on your own***

**Day 11 5/19 Tue.**

AM:  
Morning Call **7:00AM**  
Breakfast at Hotel **7:30AM**  
Depart from Hotel **8:00AM**  
**Visit Huiyuan Group Confirmed**

- <http://www.huiyuan.com.cn/en/>

Subjects:

- Branding of Huiyuan and marketing campaign
- Potential challenges and solutions

Lunch

PM:

**Visit Beijing Hyundai Motor Company 2:30PM**

Subjects:

- Challenges faced by Hyundai in current market competition
  - Technology innovation and research in Hyundai
- (Please wear business casual attire. Tank tops, short sleeves, skirts, sandals, and shorts are NOT allowed for plant tour. )*

***Dinner: the famous Peking Duck***

Evening : Chinese Acrobatics Performance

**Day 12 5/20 Wed.**

AM:

Morning Call

**7:30AM**

Breakfast at Hotel

**8:00AM**

Depart from Hotel

**8:30AM**

**Visit China Development Bank**

**Confirmed**

- [www.cdb.com.cn](http://www.cdb.com.cn)

Subjects:

- Mission and operation of government-supported bank
- Risk evaluation and management

Lunch

PM:

**Visit Lenovo**

**3:00-4:30PM**

Subjects:

- Global development strategy and management system at Lenovo
- Leadership of Lenovo in the technology-oriented Olympics 2008

***Dinner on your own***

**Day 13 5/21 Thurs.**

Check out and Departure from the hotel

**(all rooms must be checked out before noon)**

**(one bus transportation to Airport)**