



Sino- Indian Global Reciprocal Advance Management Program II



“Understanding China: Business and Culture”
to be held at Qingdao, China,
16-21 February, 2012

Rajiv Gandhi Indian Institute of Management Shillong is proud to announce the Second Program of Sino-Indian Global Reciprocal Advanced Management Program Series in association with Government of Meghalaya and in collaboration with Ocean University, Qingdao, China on “Understanding China: Business and Culture” to be held at Qingdao, China, during 16-21 February, 2012.

Why China?

China and India are both large developing countries, have over a billion people each, are growing rapidly with competent technologies, have a potentially large emerging middle class and yet relatively poor. Both face similar challenges as growing and developing economies. It is therefore natural that for India, economic ties with China are growing faster than that with any other country. This program could be viewed as potentially capable of dealing with problems that decision makers are facing in this region.

A Unique initiative by IIM Shillong. This program envisages improving one's knowledge and managerial skills by focusing on a better understanding of China's way of managing its businesses as it walks the road towards becoming an economic superpower while, at the same time, addressing the challenges of poverty alleviation and equitable wealth distribution.. This would help one to understand the social and economic development, enterprise culture of contemporary China as well as cultural differences between China and India.

About the program

The second program in the series is designed for intensive interactions among participants, Business leaders, Academicians and Policy makers of China.

Program Fee:

The program fee is subsidized at Rs. 2 Lacs (inclusive of Airfare (Economy class Kolkata to China and back), accommodation, meals, and conference kit) per participant.

Program Director: Prof. Ashoke K Dutta

Program Coordinator: Prof. Rohit Joshi