

Sino- Indian Global Reciprocal Advance Management Program

“Understanding China: Business & Culture”

to be held at

Qingdao China

9 – 15, January, 2012



IIM
SHILLONG

In Association with
Government of Meghalaya



Rajiv Gandhi Indian Institute of Management Shillong is proud to announce a SEVEN days unique program, Sino-Indian Global Reciprocal Advanced Management Program in collaboration with Ocean University, Qingdao, China on “**Understanding China: Business and Culture**” to be held at Qingdao, China, during 9-15 January, 2012.

Prelude

With every passing day, a successful manager is realizing that s/he needs to acquire newer skills to tackle the changing environment one is operating in. Complex decision making situations, swift technological innovations, high expectation of customer, cost competitive products and services, shrinking profit margins and cut-throat competition are just some of the concerns decision makers and policy makers are facing every day. To add to this, there is the ever-widening market place – growing beyond the boundaries that were traditionally determined.

An analysis of the competitive scenario in India in the last ten years divulges that it is now essential for organizations to have sound strategy on competitiveness. For being competitive, one needs to identify ones weaknesses and try to improve upon those. Benchmarking is a well-defined tool for improving weaknesses through improvement processes in which a company measures its performance against that of market leaders, finds how market leaders have achieved their performance levels, and prudently uses this knowledge to improve its own performance.

Both in terms of expanding market and benchmarking practices, China does surely ring a bell. It is undisputedly one of the market leaders today and boasts of world’s fastest growing economy. It has also captured a sizeable segment of various markets across the Globe. From another point of view, it has the potential of becoming a profitable market for one’s products and services. These are surely facts that stir one out of one’s complacency.

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. The “Financial eco-system” of China comprises not only environment at the macro level such as the legal, supervisory, regulatory, and government intervention policies, but also micro conditions related to efficiencies of the financial institutions’ business operation. In this view, the experiences and lessons gained by the two countries are worth understanding and assimilating. Even for the much talked ‘Look East’ policy, China is going to be an important factor to take into account.

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The policy makers face certain challenges in the North East towards optimal implementation of the policy. 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.

The Program is therefore, ‘the perfect’ opportunity to come and experience this evolution and get a better understanding of how China is managing its operations in best possible ways. In short, this program would help one to focus on the current challenges and grab the opportunities - not only as China opens up its markets for additional products and services, but also to use these learning in improving one’s own efficiency, competitiveness and strategy.

About the program

This program is designed for experienced administrators, managers, decision and policy makers as an advanced session focused on understanding the China’s business practices and Chinese culture. It is a 5 days + 2 days (optional) series of intensive interactions among participants, Business leaders, Academicians and Policy makers of China.

In these five intensive days, one would learn to manage performance, build teams, solve business problems, manage conflict, overcome resistance to change and exceed customer expectations. Having determined one’s own areas for development, this program will help one prepare a personal action plan to benefit from China’s experience and growth story. One would surely leave this program with new insights, techniques and strategies which are not only enriching but practicable.

Duration: January 9th to January 15th

- Jan. 8th : Meeting at Qingdao International Airport and a welcoming banquet
- Jan. 9th to Jan.13th : Lectures, programs and business excursions
- Jan. 14th to Jan.15th : Chinese cultural discovery journeys
- Jan.16th : Departure from Qingdao

Schedule of Lectures, Programs and Business Excursions

	Jan.9 th	Jan. 10 th	Jan.11 th	Jan.12 th	Jan.13 th
Morning	Lecture 1	Lecture 2	Lecture 3	Lecture 4	Lecture 5
Afternoon	Business Excursion	Program	Business Excursion	Program	Business Excursion



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I. Lectures

Lecture 1

Topic: China and India: Comparison of Economic Strategies and Future Cooperation

Introduction of Lecturer:

Liu Shuguang is the professor, Ph. D. tutor and deputy director of Institute of Marine Development and School of Economics at Ocean University of China, and a visiting senior fellow at the S. Rajaratnam School of International Studies (RSIS), Nanyang Technological University, Singapore. He got his Ph. D. in Northeast Asia Research Center, Northeast Normal University, in 2000. He has a series of professional memberships such as the member of IGU Commission on the Dynamics of Economic Spaces, member of Chinese Industrial Economic Association, Executive Secretary-General of Qingdao Logistics Association and Referee of Scientia Geographica Sinica. His major research interests are regional economics, world regional economic integration, marine economics, etc. He has finished a dozen of research programs in regional development and international cooperation in recent years, published more than 50 research papers in professional journals and international conferences. As one of the major lecturers of ICBP, he has about 10 year's experiences in teaching overseas students in courses of Marketing in China, China and the World Economy.

Lecture 2

Topic: Lessons Learnt by CEOs about Doing Business in China

Introduction of Lecturer:

He Yiming, PHD in environmental planning and management, is a professor of Ocean University of China. He is in charge of the International MBA Program of OUC and director of Sino-US Dual Degree Programs. Back in 2003, He went to College of Hastings, UK and got trained in Business Management. In 2006, He was invited by Yonsei University of South Korea to teach in the International Graduate School for one year. Then in 2008, he worked with National Center of Atmospheric Research (NCAR) as a visiting scientist in the USA for one year. His research interest focuses on Multinational corporations doing business in China, M&A, marketing strategies and economics of climate change. He has published two books and dozens of research papers in domestic and foreign professional journals.

Lecture 3

Topic: The Role of Government in Chinese Business Affairs – Tips on How to Successfully Navigate the Chinese Government/Bureaucratic System

Introduction of Lecturer:

Dr. Xibao “Tony” Zhang is a professor in the College of Business Administration, Qingdao University. Prof. Zhang holds a PhD from RMIT University, Melbourne, Australia, an MBA from the University of Texas at Austin, Austin, USA, and a Bachelor's degree from Ocean University of China, Qingdao, China. Prof. Zhang specializes in international business, especially in the area of cross cultural management, and has published academic papers and books both in Chinese and in English. Prof. Zhang, teaches International Marketing, an English-Chinese bilingual course to Chinese students, Doing Business in China to American students, Cross Cultural Management in the Chinese Context to European students, and



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Strategic Management to international MBA students. The last three courses are taught totally in English.

Prof. Zhang also engages in cross cultural management related consulting work for Western invested businesses in China.

Lecture 4

Topic: FDI in China

Introduction of Lecturer:

Juan Ding is lecturer of International Trade and Economics at Ocean University of China. Prior to joining OUC, she served as Visiting Fellow in the department of economics at Rice University at Houston, USA and as a postdoctoral research fellow in the school of management at Fudan University in Shanghai, China. Ding earned her PhD in economics from Fudan University. She also holds a MA in industrial economics from Shandong University and a BA in internationaleconomics from Shandong University. With experience teaching at both the undergraduate and graduate levels, Ding has taught courses such as International Business, International Trade Theory, International Business Negotiation and Chinese Economy.

Her research recently focused on technology diffuse along with the inflow of FDI, innovation theory and dynamics of China's research policy.

Lecture 5:

Topic: Chinese Innovative Culture

Introduction of Lecturer:

Dai Hua, now Director of International Office, Ocean University of China (OUC), served as Second Secretary of Education Section of the Embassy of the People's Republic of China to the Netherlands from 1996 to 1999. After he finished his diplomatic service, he returned to OUC to take up the position of director of International Office, and he transferred to School of International Education in the University and served as dean from 2002 to 2007. And in 2007 he served for the second term in the International Office as the Director, till today.

He studied international relations in the University of Keele, UK from 1988 to 1989) and obtained his master' degree for Diplomatic Studies. During his administrative working period, he continued to teach. During his first term of International Office, he was promoted as Professor in the year of 2000. He has taught graduate students (international MBA) the course of organizational behavior; and taught the international students the course of Chinese Culture and cross-cultural communication. And during his career, he published articles *and a book* “*A Passage to China*”, by Press of Ocean University of China, in Oct. 2004.

II. Business Excursions

Business Excursion 1:

Destination: Haier Group

Haier is the world's fourth largest white goods manufacturer and is the official home appliances sponsor of the Beijing 2008 Olympic Games. As of 2007, the Haier Group has established a total of 64 trading companies (19 located overseas), 29 manufacturing plants (24 overseas), 8 design centers (5 overseas) and 16 industrial parks (4 overseas). Consistent with Haier's position as a global brand, the company employs over 50,000 people around the world. In addition, Haier boasts a 58,800-strong sales network which last year accounted for a global turnover of 118 billion RMB (16.2 billion USD).



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Business Excursion 2:

Destination: Maersk Logistics (China) Co., Ltd. Qingdao Branch

The A.P. Moller - Maersk Group is an international group of companies with 110,000 employees and offices in over 125 countries around the world. In addition to owning one of the world's largest shipping companies, the group is also involved in a wide range of activities within the energy, shipbuilding, logistics, retail and manufacturing industries.

In the Greater China Area, the group employ more than 8,500 employees at 45 different locations in Mainland China, Hong Kong, Taiwan, Macau, and Mongolia. Headquartered in Beijing, the A.P. Moller – Maersk Group's presence in the Greater China Area has an extensive network of branch and representative offices, wholly-owned and joint venture transportation companies, logistics companies, industrial enterprises, as well as managing, operating, and investing in a number of marine terminals in key coastal cities in the region. The A.P. Moller - Maersk Group is a major buyer of ocean-going vessels made in the Chinese mainland, as well as marine equipment and products for the Group's European supermarkets.

Business Excursion 3:

Destination: Qingdao Degussa Chemical Co., Ltd.

Qingdao Degussa Chemical Co., Ltd. Is a tripartite joint venture: Degussa AG, Germany, DEG Zhenya Carbon Black Company, and a Chinese local government. The joint venture group was established on April 21, 1994 with a total investment of U.S. \$ 55 million. Up to now it has existing staff of 300 people and its annual production capacity of carbon black reaches 500,000 tons. The company imported all its equipment and technology from DEGUSSA, Germany, adopting DCS control using wet granulation, producing two series of sub-hard and soft carbon black products of 18 varieties. The company has full set of carbon black and introducing from the U.S. testing laboratory and analytical equipment. Its product quality and stability is up to the ASTM International standard.

III. Programs

Program 1:

Cosponsor: Bureau of Commerce, Qingdao

Topic: Chinese Local Government's Role in Attracting Foreign Investment

As a functional department of the Qingdao Municipal Government, the Bureau of Commerce, Qingdao is mainly responsible for the following: implementing national laws, regulations and policies concerning commerce and international economic cooperation; drafting commercial statutes and regulations; making development plans and policies; regulating commercial and service activities; making overall plans for the construction of urban and rural sales networks and commodity market systems; organizing and coordinating the storage and supply of daily necessities and consumer goods; guiding, coordinating, regulating and standardizing market and economic order; organizing the implementation of import and export plans and controlling quotas for key industrial products, raw materials and farm produce; controlling import and export of technologies and equipment; establishing the city's unfair trade pre-warning system; guiding and regulating foreign investment; formulating global development plans and polices and carrying them out; being responsible for economic and technological cooperation and foreign aid; guiding and coordinating the standardization of management activities in foreign



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trade and economic cooperation; developing business relations with international economic organizations, foreign governments and cities; establishing communication mechanisms and organizing related activities; drafting regulations on the implementation of important investment promotion activities; organizing and coordinating important overseas business activities

Program 2:

Cosponsor: Shandong Peninsular Blue Economy Development Committee

Topic: Blue Economy Development in China: Business Opportunities

China possesses abundant marine resources along its 3 million sq km of offshore waters and 32,000 kilometers of coastline. The nation has proven marine oil reserves of around 24.6 billion tons and natural gas reserves of over 1.6 billion cubic meters. China's future development potential lies in the oceans which will help solve employment problems and also address the issue of raw material shortages thereby spurring economic activity. Realizing the strategic importance of oceans in its sustainable economic development, China has decided to boost its marine economy in the 12th Five-Year Plan (2011-15). The marine economy has till recently included sectors like shipping, fishing, aquaculture and oil and gas. However, in recent times the definition has been widened to include other sectors like marine chemistry, biomedicine, ocean power, seawater use, ocean engineering and construction, and marine tourism. The Shandong Peninsula Blue Economic Zone was the first area to be brought under the government's marine economy agenda, followed by Zhejiang and most recently Guangdong.

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.

Payment method: Demand Draft, **Payable to: RGIIM Shillong, Payable at: Shillong** submit to Director's Secretariat, IIM Shillong, Mayurbhanj Complex, Nongthymmai, Shillong-793014

Program Director: Prof. Ashoke K Dutta.



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