



## University of Hawaii at Manoa Shidler College of Business Asian Field Study 2018

The University of Hawaii at Manoa, Shidler College of Business, completed its 35<sup>th</sup> Annual Asian Field Study themed “Asian Business Opportunities”. Thirteen EMBA’s, five MBA’s, and two BBA students were hosted by various businesses and institutions in **Tokyo**: Japan Airlines, Fortress Investment Group (Japanese Hotel REIT), Nissan Yokohama Engine Plant, H.I.S. Travel HQ, Cyberdyne (wearable robotics), Tokyo Stock Exchange and Hawaiian Airlines; **Kyoto**: Doshisha University, Nestle Japan, and Eriko Horiki Studio (commercial washi-paper art); **Beijing**: Kyland Technology (internet infrastructure), Studio City (film production), Film Maker Space (film industry incubator), NBA China, Strategic Public Relations Group, Yunniao Technology (internet/cloud truck sharing platform); and **Hanoi**: Esquel Group (global shirt manufacturer), PAN Group/VINASEED (food/farming conglomerate), U.S. Embassy in Hanoi, RedSun ITI (food processing and restaurant franchising), Vinahasa (stainless steel manufacturer) and MB Bank.



*Visit to Fortress Investment Group – Tokyo, Japan*

The **objective** of the six-credit Asian Field Study program is to enhance student preparation for business careers in the Asia-Pacific region. This is accomplished by improving language skills, learning risk management techniques, identifying Asian market opportunities and adapting to unique cultures and business practices. Each country and city had a specific theme; Tokyo on tourism links to Hawaii and investment opportunities in an aging economy, Kyoto on leveraging its traditional arts and

creativity in business, Beijing on China's strategic shift up the value chain, and Hanoi on Vietnam's rapid economic development and rise as a manufacturing hub. Industry focuses included tourism, financial services, healthcare, internet commerce, manufacturing (autos and apparel), entertainment (film and sports), technology, food service, agriculture and transportation (airlines and trucking). Of particular emphasis were industries where Hawaii has strong links with Asia and therefore students can seek career opportunities while promoting Hawaii as a future business hub for the Asia-Pacific region.

Rigorous course work of twelve 3.5-hour classes led by Program Director Ben Bystrom complemented the 20-day field study travels. Pre-trip classes covered foreign exchange markets, Asian corporate equity analysis, management and marketing case studies, Economist Intelligence Unit reports and culminated with student group **presentations and analysis** on Japan, China, Vietnam and Korea. Guest lectures by regional **industry experts** included Brian Brereton, China Consultant, U.S. Dept. of Defense; Jack Suyderhoud, Professor of Business Economics; Betty Brow, Merrill Lynch/Asian Financial Markets; Tram Nguyen, Ernst and Young Vietnam; Don Takahashi, President, Prince Resorts Hawaii; and Steve Sombrero, President, Cushman & Wakefield ChaneyBrooks. The post-trip program wrapped up with reflective sessions and final trip-inspired **student research presentations** on focus industries, venture opportunities and consulting reports.

**Alumni** played an invaluable role, not only in arranging site visits, but also hosting networking events in Tokyo and Hanoi in which our students actively engaged business executives and UH graduates from across Asia.

Generous **scholarships** totaling over \$100,000 were graciously provided by the Freeman Foundation, Ralph S. Inouye Co., Ltd., David T. Pietsch, and the UH Shidler College of Business.

**Cultural activities** included climbing the Great Wall of China, visiting the Forbidden City and Tiananmen Square in Beijing, touring the historic towns of Kamakura and Kyoto and visiting temples in the old quarter of Hanoi.

## Participants by Country Group and Research Focus

### Japan

- Claudia Avila-Martín – Digital Tours in Asia Market
- Jennifer Lindsey – China’s Renewable Energy Future
- Kapā Oliveira – Hawaiian Cultural Tourism
- Trisha Yamato – Economics of 2020 Tokyo Olympics
- Lee Wang – Japanese Online Dating Ventures



*Cyberdyne, wearable robotics, Kanagawa, Japan*

### China

- Kaulana Chang – Effects of Japan’s Aging Society
- Martin Deabler – Crisis in Japan’s Whisky Market
- Tiffinie Kiyoto – Academic Medicine in Vietnam
- Bert Lan – China’s Developing Film Industry
- Melanie Leong – WeChat versus Facebook



*Yunniao, internet/cloud based truck sharing platform, Beijing*

### Vietnam

- Emily Bertino – Capturing Asian Retail Consumers
- Matthew Chang – Cinema Market: China versus USA
- David Hayashida – Commercial Real Estate in Japan
- Kristian Lipumano – English Education in Japan
- Richard Tran – China’s Corporate Debt Crisis



*RedSun, restaurant food processing plant, Hanoi, Vietnam*

### Korea

- Jacob Baysa – Navigating Digital Marketing in China
- Keoni Lum – Evolution of Vietnam’s Cashless Society
- Robert Matsumura – 2020 Tokyo Olympics Tourism
- Leschon Serrano – Opportunities in “Voluntourism”
- Eric Tsai – Gaming China’s Air Pollution Crisis



*VINASEED, High-tech Melon Farming, Ha Nam, Vietnam*

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