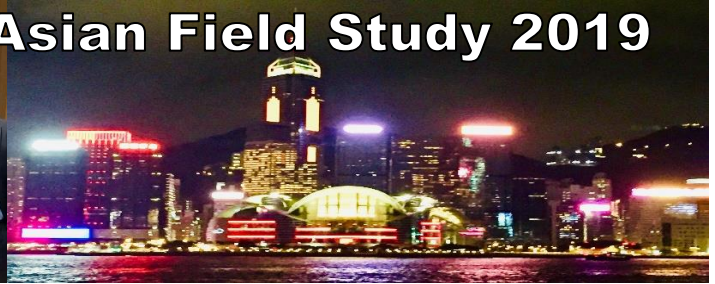


# University of Hawaii Asian Field Study 2019



The University of Hawaii at Manoa, Shidler College of Business, completed its 36<sup>th</sup> Annual Asian Field Study themed “Asia in Transition.” Ten EMBA’s, six MBA’s, and two BBA students participated in this immersion program.

## **Program Focus**

The objective of the six-credit Asian Field Study is to enhance student preparation for business careers in the Asia-Pacific region. This is accomplished by improving language skills, identifying Asian market opportunities, learning risk management techniques and adapting to unique cultures and business practices. Each city had a specific theme; Tokyo on healthcare innovations and methods to combat an aging society, Hong Kong on leveraging opportunities from the Greater Bay Initiative, Shenzhen on internet technology and tourism, Guangzhou on smart city property development and China’s strategic shift up the value chain, and Ho Chi Minh City on Vietnam’s rise as a manufacturing hub. Industry focuses included healthcare, infrastructure (alternative energy, smart city) and real estate development, tourism, financial services, internet commerce, manufacturing (autos, medical equipment and apparel), marketing (VR/AR), sports management, software and semiconductors. Of particular emphasis were industries where Hawaii has links with Asia and therefore students can seek career opportunities while promoting Hawaii as a business hub for the Asia-Pacific region.

## **Company Tours in Asia**

**Tokyo:** Prospect Asset Management, Jikei University Medical Center, Nissan Engine Plant, Cyberdyne (Robotics), ITEC (Hospital Development), Plug and Play (Venture Accelerator), Kameda Healthcare Informatics;

**Hong Kong:** CK Infrastructure, Esquel Group (Global Shirt Manufacturing), NBA Asia, Cushman & Wakefield (Real Estate), Shadow Factory (Artificial Reality), Link REIT (Retail Malls), Hong Kong Monetary Authority;

**Shenzhen:** Tencent, Mission Hills, Hard Rock Hotel

**Guangzhou:** Cisco Systems (Smart City), Times China (Urban Development), GDMV (Healthcare Venture Accelerator), Ernst & Young, AmCham China;

**Ho Chi Minh City:** Intel, Williams-Sonoma, Osprey Backpacks, KMS Technology (Software), Diversatek (Medical Equipment), VISP Industrial Park, Fluid Power and Controls, Pungkook (Backpack Manufacturer).

## **Academics**

Rigorous course work of twelve 3.5-hour classes led by Program Director Ben Bystrom complemented the 21-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, Hong Kong, 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; Don Takahashi, Former President, Prince Resorts Hawaii; and Wilson Wang, Principal/Founder of Twin Peaks Capital. The post-trip program wrapped up with reflective sessions and final trip-inspired student research presentations on focus industries and venture opportunities.

## **Alumni and Scholarships**

Alumni played an invaluable role in arranging site visits and hosting networking events in Tokyo, Hong Kong and Ho Chi Minh City in which our students actively engaged business executives and UH graduates from across Asia. Over \$75,000 in student scholarships were provided through the Freeman Foundation Asian Fellowship Program, Ralph S. Inouye Co., LTD. Endowment in honor of Professor K.K. Seo, Oscar and Rosetta Fish Fund for Excellence, Michael and Judy Pietsch Endowed Study Abroad Scholarship, Ulrike and Toufiq Siddiqi Student Travel Endowment, Florence Hutson Driskel Endowed Scholarship Fund and J. Edwin Whitlow Endowment.

## **Cultural activities**

Students traveled to the temples of Kamakura, Emperor’s Palace in Tokyo, Portuguese Macau, Hong Kong Harbor, Beijing Road in Guangzhou and Ben Thanh Market in Ho Chi Minh. All the while sampling local cuisine from sushi to Guangdong-style roast goose.

## Participants by Country Group and Research Focus

### Japan

- Kevin Cory – Opportunities in China’s “Greater Bay”
- Kevin Madaya – Future of Macau’s Gaming Industry
- David Su – Healthcare Robotics JV in Hawaii



*NBA Asia, Growth of U.S. Sports in Asia-Pacific, Hong Kong*

### Hong Kong

- Julie Chan – Healthcare IT: Combating Aging Societies
- Patrick Lam – Affordable Housing Solutions in Asia
- Angie Lee – Attracting Japanese Retail Consumers
- Joshua Miyamoto – Crisis in Japan’s Aging Society



*Using VR to Pedal around Cisco’s Smart City, Guangzhou, China*

### China

- Colette Masunaga – Evolution of Korea Tattoo Industry
- Mark Putman – Infrastructure in Aging Asian Societies
- Kirstin Seal – Interactive B2C Marketing in Asia
- Zihao Zeng – Trends in China Real Estate Market

### Vietnam

- Elena Cabatu – Reducing Hospital Stays in Japan
- Jodie Laurito – Telehealth JV for Preterm Pregnancy
- Kayla Traxler – Electric Vehicle Industry



*Diversatek, Medical Equipment Manufacturing, Vietnam*

### Korea

- Guhn Kim – Creating a Local Beer Brand in Hong Kong
- Corina Quach – Hawaiian Cake Venture in Japan
- Kapiolani Street – Recycling in Japan: Lessons for Hawaii
- Samantha Wong – EDM Concert Opportunities in Vietnam



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