

China: An Emerged Economic Powerhouse in the Global Economy

January 1-13, 2008

Shanghai, Hangzhou, Guangzhou and Hong Kong

The University of Colorado at Denver and Health Sciences Center CIBER is hosting the fifth annual faculty development in international business program (FDIB) “China: An Emerged Economic Powerhouse in the Global Economy” on January 1-13, 2008. This faculty development program is sponsored by the US Department of Education and is co-sponsored by its Centers for International Business Education and Research. Our CIBER co-sponsors are:

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The goals of this FDIB are to provide faculty with firsthand knowledge of the dynamic growth of two of China’s leading economic regions: the Yangtze River Delta and the Pearl River Delta, and to see how China is being transformed from a planned economy to a globally competitive market oriented economy.

We begin in Shanghai in the Yangtze River Delta which is China’s burgeoning economic and financial center with 25% of China’s exports and 12.5% of its financial revenues. Next we travel to Hangzhou, located in the Yangzi Delta area. The GDP of Hangzhou has recently increased an average of 22.3% annually. Then we fly to Guangzhou, located in the Pearl River Delta. The Pearl River Delta area is a world class manufacturing center with 34% of China’s exports, 30% of its foreign direct investment, 19% of its GDP, and 0.5% of its land area. Finally we will visit Hong Kong, a world class service center adjacent to the Pearl River Delta that annually ranks among the world’s most competitive areas in government and business efficiency.

Participants will meet the managers, executives, bankers, entrepreneurs, and government officials who make this growth happen. We will visit Chinese multinational companies (MNCs) such as Baosteel Company, Ltd., China’s largest steel manufacturer, and Midea Group, one of China’s largest consumer electric appliance producers. We will visit major US MNCs such as Shanghai GM which is one of the largest US foreign direct investments in China. Participants will also exchange views with university professors on the “hows and whys” of this phenomenal growth and where they fit into teaching and research.

Comments from previous participants include:

- *“This program has been an incredible experience. The briefings and visits were first-rate. I expected to learn a considerable amount, but my expectations were far exceeded.”*
- *“I am deeply appreciative of the professional management of this outstanding ‘living and learning’ opportunity. It was educational, entertaining and engaging.”*
- *“I now have a better understanding of the current situation in China, and I think I will be able to relate this to my students.”*

- *“I would never have had a true appreciation of the achievements of China without the visit. It is truly superlative, and far in excess of what the propaganda talk of many of the speakers indicated. This was the primary reason for my visit, and has been met many times over.*

Who Should Attend

- Business faculty who want to internationalize their courses, explore research opportunities in China and Hong Kong, and network with faculty and businesses in China and Hong Kong.
- International business faculty who want to add China content to their courses.
- Business school deans and department heads interested in global competitiveness and the role of China and Hong Kong in the global economy.
- Chinese language and international studies faculty who would like to enhance their knowledge of China and Hong Kong and the political, economic and business developments there.
- Non-business faculty who want to incorporate international business content into their future teaching and research.

Costs

The participant fee is \$3500 based on double occupancy. The fee does not include airfare to and from Asia, incidental expenses, and a few evenings “on your own”. The single supplement is an additional \$700. Cancellations after November 30, 2007 will be assessed a \$500 cancellation fee.

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