

December 2002; Number 2, Volume 6

## Ivey Consortium Executive Program

Congratulations to the newest group of 40 global business leaders who joined Ivey's executive education alumni around the world! On November 22, they gathered at Traders' Café to celebrate the completion of the Ivey Consortium Executive Program (ICE).

The ICE Program was created in partnership with Citibank, CLP Power, Electrical and Mechanical Services Department of the HK SAR Government, HSBC, Hutchison Port Holdings, Kowloon Canton Railway Corporation, Mattel, Nortel Networks and Standard Life Asia.



CitiBank participants Barry Liu, Maria Leung, Weber Lo (L-R) showed off their certificates.



Devendran Pandaram, Monica Leung, Grace Chan, Lucia Ku, Selwyn Lai (L-R)

Participants from these companies attended a 12-day strategic leadership experience delivered in three modules over a six-month period at Ivey's Hong Kong



Faculty Director Larry Wynant (centre) celebrating with program graduates.

campus. This unique program presents an opportunity for organizations to develop their future leaders, network with other leading organizations and achieve a cost effective learning experience.

Plans are underway to launch a similar program in China in 2003. Contact May Mok at [mmok@ivey.com.hk](mailto:mmok@ivey.com.hk) for details.

## Hong Kong Your Fast Track to China

53 delegates from 40 Canadian companies and organizations went on the first ever Hong Kong Canada Trade Mission organized by the Hong Kong Economic and Trade Office (Canada) of the Hong Kong Special Administrative Region Government. Officials from both Canada and Hong Kong were on hand to jointly officiate at its opening conference on November 8 in HK.

The Trade Mission was designed for Canadian companies to gain an insider's edge in China. The program included: a full day business conference featuring discussions on key issues faced by foreign companies when they tackle the Chinese market, business networking with venture capitalists, business matching with potential partners in Hong Kong and a side trip to southern China.



Pictured at the Trade Mission, Maxwell Brotman, Immediate Past National Chair of the Hong Kong Canada Business Association and Immediate Past Chair of the Federation of Hong Kong Associations Worldwide (right), thanked Paul Beamish for his speech on JVs in China.

## Elizabeth O'Neil Ivey-Nanyang Case Writer in Singapore

Elizabeth (Liz) O'Neil, HBA 95, MBA 2002 has spent most of her life seeking out travel opportunities – personal travel, business travel, and academic exchange programs. She succeeds Tom Gleave as the joint Ivey-Nanyang case writer based in Singapore.

Liz is part of the team at the Asian Business Case Centre at the Nanyang Business School (NBS) where she is responsible for working with NBS and Ivey faculty to write a series of Asia-based business case studies. Although being new to Southeast Asia may increase the difficulty of seeking out case leads, it is a challenge that she gladly accepts.

Liz graduated with honors from Ivey's MBA program last spring, where she also participated in the Leader Project, Ivey's volunteer teaching mission in the former Soviet Union. Her area of study was Cross Cultural Communications.

Prior to returning to Ivey to complete her MBA, Liz spent 6 years in the marketing communications industry. She was responsible for building a digital communications consulting arm at The Leo Burnett Company, Toronto, and went on to become the Director of Client Services for Leo Burnett's Interactive Marketing Group. She also holds undergraduate degrees in Economics, French, and Business Administration from the University of Western Ontario.

If you have good case ideas, please contact Liz at [aeaoneil@ntu.edu.sg](mailto:aeaoneil@ntu.edu.sg)

For details on the **Ivey-Nanyang Case Series**, visit [www.ivey.uwo.ca/cases](http://www.ivey.uwo.ca/cases)

Three Fish Solutions (A) & (B) – Fishing for Funds

Strategic Intelligence Pte. Limited (A) & (B)

Global Sources Ltd. – The Evolution of B2B

ST Microelectronics – Partnering for Profit

The Shiatsu School (A) & (B)

Seagate Technology International (A) & (B) – Enhancing Supply Chain Collaboration

High-Tech Associates (A) – Accept the E-Business Challenge?

High-Tech Associates (B) – Accept the CRM Challenge?

Opti-Tech Limited: Developing an Asian Sales and Services Network

Pacific Internet Limited – Seizing the future

## Palm Island Golf Tournament

The Ivey Alumni Association – Hong Kong Chapter is pleased to announce its first Ivey Alumni Golf Tournament hosted by Palm Island on **January 20, 2003**. Palm Island Resort, a Jack Nicklaus Jr. designed golf course is located in Guangzhou, about two hours drive from Hong Kong.

Palm Island has generously agreed to donate all green fees from the event to the "Joseph DiStefano Scholarship Fund".

To reserve a spot, contact Chris Young at: [cyoung.mba2001@ivey.ca](mailto:cyoung.mba2001@ivey.ca)



## Making our Case

9B01BC37

### TRICON LOGISTICS CHINA

*Lanfranco CP ; Wang M*  
Teaching Note: 8B01BC37

The logistics department of Tricon Restaurants International (China) is responsible for supervising the operations and cost management of 12 distribution centres in China. The market manager of one of the regional companies is concerned about the performance of his company's affiliated distribution centre. The director must determine why the actual costs of the distribution center have exceeded the targets by analyzing performance, cost variance and internal price negotiation.

*Issues:* Control Systems, Cost Systems, Cost Control  
*Setting:* China, 2001  
*Length:* 11 pages

9B02M024

### CRISIS IN JAPAN

*Bonardi JP ; Aldridge W*  
Teaching Note: 8B02M24

This case is presented as a dialogue between four friends, who examine the economic crisis that has affected Japan since the beginning of the 1990s and focuses on the current situation of recession and deflation. Extensive macroeconomic data is provided, as well as information on the policies implemented by the government since 1992. How did Japan get into the crisis, and why has it not yet recovered?

*Issues:* Inflation, Bank Lending, Economics, Interest Rates  
*Setting:* Japan, 2002  
*Length:* 25 pages

## Recent Awards & Presentations

**Dawar, N., Yuan, P.,** "Midea: Globalization Challenge for a Leading Chinese Home Appliance Manufacturer", Emerging Chinese Global Competitors, EFMD European Case Writing Competition 2002.

**Dietz, J., Zhang, X.,** "NES China: Business Ethics (A) & (B)," Administrative Sciences Association of Canada Proceedings Case Track 2002.

**Chen, Y.** (PhD Candidate), "Performance Measurement Systems in Joint Ventures: A Conceptual Model", Best Student Paper, International Business, Administrative Sciences Association of Canada 2002.

**Beamish, P.W., Goerzen, A.,** "Geographic Scope and Multinational Enterprise Performance", Best Paper Award, Academy of International Business Conference 2002.

**Wynant, L.,** "Incorporating Action Learning in a Consortium Executive Program", 7th Annual Global Forum on Executive Development, South Africa 2002.

*Season's greetings from  
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production house for  
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videos in Asia.  
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