

December 2003; Number 2, Volume 7

Convocation Celebrations

On October 5, forty-two Ivey Executive MBA graduates celebrated their accomplishments with fellow UWO students at the convocation ceremony in Hong Kong. Dr. Cheng Yu Tung, Dr. Henry Cheng, Drs. Dick and Beryl Ivey, President Paul Davenport, and advisory board members shared the memorable day with the new graduates.

In London, Canada, Canadian Governor General Adrienne Clarkson received a Western honorary degree during the Fall Convocation. In her address to graduating students, Clarkson discussed how Canadians must deal with the challenges of technology and traditional ways of life colliding.

Clarkson was born in Hong Kong and came to Canada as a refugee with her family in 1942. She became a well known Canadian through her television career in writing, hosting and producing programs. As Governor General, she represents the Crown in Canada.

Alumni Reunion

Over 150 Western alumni gathered on September 27 at Hong Kong's China Club. The alumni dinner was hosted by Ross Chan, EMBA 2003, and Rachel Leung,

HBA 2002, and included an auction, led by John Benitz, EMBA 2003, to raise funds to support student awards for Ivey's Hong Kong programs. This was the first chance for Hong Kong alumni to meet Ivey's new Dean Carol Stephenson.

Kathleen E. Slaughter New Associate Dean, Ivey Asia

Starting January 2004, Professor Kathleen Slaughter will take over leadership of

Ivey/Asia. She succeeds Larry Wynant as the third executive director of Ivey's campus in Hong Kong. Kathleen sees the need to solidify Ivey's presence in Hong Kong and to expand our interests in East and Southeast Asia. She will be at the helm of the new MBA program scheduled to start in January 2004. Further initiatives include expanding Ivey's physical classroom and office facilities as well as promoting this year's Alumni fund raising drive.

Slaughter's long tenure at Ivey and broad based experience provide a solid foundation for her new position. No stranger to Asia, she first went to China to teach at Tsinghua University in Beijing in 1991, and has been a member of the HK teaching team since the first intake to the HK EMBA program in 1998. Kathleen was previously Director of the HBA Program and was responsible for introducing the Accelerated Management Talent program as part of Ivey's Executive

Education. In addition to her involvement in executive training in Canada, she has also taught in Mexico and Slovenia; she has traveled extensively in Beijing, Shanghai and Singapore

where she taught Ivey Case Workshops to hundreds of local university professors.



**A Happy
New
Year!**

**FACULTY
& STAFF
AT IVEY
WOULD LIKE
TO
WISH YOU
AND
YOUR
FAMILIES
A
HAPPY,
HEALTHY
AND
SAFE
HOLIDAY
SEASON.**

謹賀新年

Making our Case

9B03A006 **COLA WARS IN CHINA: THE FUTURE IS HERE**

Dawar N; Dai N
Date Revised: 05/21/2003
Teaching Note: 8B03A06

The Wahaha Hangzhou Group Co. Ltd. is one of China's largest soft-drink producers. One of the company's products, Future Cola, was launched to compete with Coca Cola and PepsiCo and had made significant progress in the soft-drink market. The issue now is to maintain the momentum of growth in the face of major competition from the giant multinationals, and to achieve its goal of dominant market share.

Industry: Food and Kindred Products
Issues: Market Strategy, Competition, Emerging Markets, Brand Management
Setting: China, large organization, 2002
Length: 23 page(s)

9B03M016 **AMERICAN FAST FOOD IN KOREA**

*Beamish PW; Jung J;
Kim H*
Teaching Note: 8B03M16

A major U.S.-based fast food company with extensive operations around the world was contemplating whether to enter Korea. The Korean fast food market was hit badly by the Asian economic crisis in the late 1990s, but the economy was turning around. Thus, fast food demand was expected to increase. For the industry analysis, this case provides information on various competitors, substitute foods, new entrants, consumers and suppliers. In addition, social issues are included as potential forces.

Industry: Eating and Drinking Places
Issues: Industry Analysis, Market Entry, International Business, Fast Food
Setting: Korea, large organization, 2002
Length: 14 page(s)

Four of Ivey's Top Ten Best Selling Cases 2002-2003 set in Asia-Pacific

Ben&Jerry's – Japan

James M. Hagen

Selkirk Group in Asia

Paul W. Beamish, Lambrois Karavis

Intel in China

Kathleen E. Slaughter, X. Qian, Donna Everatt

Chinese Fireworks Industry

Paul W. Beamish, Ruihua Jiang

Did You Know...

On November 13, Ivey announced the launch of a **New MBA Curriculum** which will better enable its students to lead the business world well into the 21st century.

Ivey's new MBA curriculum combines two inter-related learning techniques. First, the new curriculum will be sequenced so that students start with basic core courses and will move towards a more sophisticated level of business decision making. Each course will lay the foundation for the next – giving students the knowledge they need to progress from People and Qualitative skills to a solid understanding of business decision-making skills.

The new curriculum will also utilize a team-teaching approach which will enable students to analyze business cases from different perspectives while

emphasizing the need for integrated knowledge to make sound business decisions.

Also launched in November was the "**Continental**" **EMBA Program** to begin in March 2004. This new residential section will welcome participants from across the continent, offer them real classroom experience plus the benefits of face to face interactive case-based learning methodology on a schedule that can accommodate their needs. Students will be in residence at Spencer Hall, Ivey's Executive Conference Centre based in London, Ontario. Classes will meet once a month for four consecutive days over sixteen months.

Dr. Sarah Liao, Hong Kong's Secretary for the Environment, Transport and Works was the guest speaker at the first **Ivey Harvard Business School Joint Event** on October 2, as part of the Harvard Business School Speakers' Forum.

Dr. Liao was the first woman appointee from the private sector to join Hong Kong's new ministerial system and will face immense challenges as Hong Kong and the People's Republic of China begin to work together to deal with critical environmental issues.

Both Ivey and HBS are committed to future joint events in the region.

IAA/Hong Kong to host "**Ivey at the Races**" on June 2, 2004. For details, contact Santa Chan at schan@ivey.com.hk

Homecoming 2004

October 1-3, 2004
Come celebrate in **London, Canada!** Contact: Terri Garton, at tgarton@ivey.uwo.ca