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## Donald L. Triggs Lecture in International Business

On November 25, 2009, a standing room only audience gathered at Ivey's Toronto campus, the ING Leadership Centre, for the inaugural Donald L. Triggs Lecture in International Business. Dean Carol Stephenson and senior alumnus Don Triggs (MBA'68) introduced Yuen Pau Woo, Chief Executive of the Asia Pacific Foundation of Canada, who delivered an engaging speech on **After the Crisis: Canada and the Rise of Asia in the World Economy**.

Pau discussed the rebalancing of the Chinese economy, the shifts he sees on the horizon and what Canadian businesses and government can be doing to build bridges across the Pacific. He cautioned that the world has changed as the economy emerges from recession, yet the mindsets of the pre-crisis world remain the same.

"Asia will be front and centre in the reshaping of the world economy, not only through trade and investment, but also through the soft and sometimes not-so-soft power of international assistance, ideas, culture, and political weight. As a Pacific nation, Canada is well positioned to benefit from Asia's rise, but it is not clear that Canadians are ready to embrace a Pacific destiny," said Pau.

Watch the video or download the full transcript, go to <http://www.ivey.uwo.ca/ami/News>

## Associate Dean Welcomes Canadian Prime Minister Harper

Kathleen Slaughter, Associate Dean-Asia, introduced PM Harper who spoke at a reception hosted by the Canadian Chamber of Commerce in Hong Kong as part of his recent official visit to Asia.

"Canada needs greater engagement with China, and Hong Kong is the perfect platform to expand Canada's participation in China," Slaughter said. "Mr. Harper's trip to China has already yielded fruit." Slaughter was recently appointed as President of the CanCham in Hong Kong.

## Partnership in India

In October, the Ivey Executive Committee concluded a weeklong pan-India trip with the purpose of exploring academic partnerships, to engage the business community, and to advance Ivey's presence in India.

On Oct 31, 2009, Ivey helped celebrate the launch of the Centre for Case Development at the Indian School of Business (ISB) with the signing of a Memorandum of Understanding on case development and training partnership between the two schools.

"Ivey will undertake training of Indian faculty in terms of case study development. Facilitating faculty exchange is also on the anvil," Dean Stephenson said. "Our long-term vision is to foster many more such partnerships with educational institutions and corporate firms. We have inaugurated our India alumni chapter that will act as an advisory body and play a turnkey role in terms of identifying partnership opportunities," she summed up.

Read Dean Stephenson's commentary: Why Ivey is expanding in Asia featured in Western News on November 19. <http://www.ivey.uwo.ca/ami/News>



Ivey Dean Carol Stephenson and ISB Dean Ajit Rangnekar at the MOU signing ceremony.

## MBA China Trip

In December, 80 Ivey MBA students will be taking a tour of China as part of an elective credit course. This is the largest contingent yet to take this trip. They will be visiting Beijing, Shanghai, Suzhou, Shenzhen and Hong Kong.

The students will be briefed by a variety of business leaders, academics, and government officials. This opportunity completes the Ivey experience by helping students to appreciate the culture and new business opportunities that exist in this rising giant, and to help them, as business leaders of the next generation, develop insights into some of the key issues and strategies for doing business in China.

## Making Our Case

The next edition of **Asian Business Cases** hosted by the Asia Pacific Foundation of Canada at <http://www.asiapacific.ca/asia-business-cases> will look at some of the salient issues of doing business in India.

Read the commentary ***Dancing with the Elephant*** written by Professor Charles Dhanaraj. Featured cases include:

- Eli Lilly in India: Rethinking the Joint Venture Strategy
- Michelin in the Land of the Maharajahs (A)&(B)
- Samsung Electronics in India (A)&(B)

- Louis Vuitton in India
- Havells India: The Sylvania Acquisition Decision (A)

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### **Havells India: The Sylvania Acquisition Decision (A)**

*Charles Dhanaraj,  
K. Ramachandran,  
Swetha Dasari*  
Teaching Note: 8B09M89

This case presents the management challenge of a high-growth manufacturing company based in India that is contemplating a major international acquisition. It is a decision that will invoke both geographic and product diversification. Students have to grapple with the trade-offs of an exciting growth opportunity that can stretch the company to new heights against significant risks and challenges that such an acquisition would entail. The case also provides an excellent context for studying the evolution of international strategy in a firm, as it presents Havells from an entrepreneurial startup trading company to a successful manufacturing firm and going on to become a global company.

*Disciplines:* General Management, Entrepreneurship, International  
*Issue(s):* Diversification, Growth Strategy, Mergers & Acquisitions, International Acquisition  
*Industry:* Electric & Electronic Equipment Supplies  
*Setting:* India, 2007  
*Length:* 13 pages

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### **Swine Flu Tour**

Stephen Grainger  
Teaching Note: 8B09C21

A business professor has just arrived in China with a group of students on a study tour, when one of the members of the group comes down with the H1N1 virus. The entire group is either hospitalized or quarantined. The professor, who is also the tour director, must determine how to deal with the crisis, and quickly. This case is designed for use in a crises management course, or in an early class in an international management course to illustrate the sort of differences one may confront in the international environment.

*Disciplines:* Human Resource Management, Entrepreneurship, International  
*Issue(s):* Crisis Management, Health Care, Contingency Management, Swine Flu  
*Industry:* Health Services  
*Setting:* China, 2009  
*Length:* 8 pages

## Did You Know...

- ▶ On November 16, Professor Joe DiStefano, founding executive director of the Ivey HK campus, spoke to more than 45 alumni and members of the Canadian Chamber of Commerce in Hong Kong on the topic **"Leveraging your Global Mindset for High Performance"**.

▶ Want to connect with an **Ivey professor in Asia**? Visit us often at <http://www.ivey.com.hk/alumni/professor.html>

▶ Analysing cases sponsored by Ivey Publishing, hundreds of students at the Shanghai International Studies University watched four finalist teams deliver live presentations at the final round of the **Ivey-SISU Case Competition** held on November 2. Michael Shen, Ivey MBA 2008, spoke at the event on the behalf of Ivey alumni in China. Numerous Ivey alumni supported the event serving as judges: Ming Shen (MBA'95) Nancy Dai (MBA'02) Albert Yuan (MBA'02) Vincent Zheng (MBA'06) Clara Hu (MBA'04) Colin Bogar (MBA'08) Michael Shen (MBA'08)

▶ Ivey has played a major role in introducing the case method to Asian professors and business schools. To date, nearly a thousand people have participated in Ivey case workshops that took place throughout Asia. Learn more about **Case Teaching and Writing Workshops in Asia** at [http://www.ivey.uwo.ca/ami/Case\\_Workshops](http://www.ivey.uwo.ca/ami/Case_Workshops)

*The staff and faculty at Ivey would like to wish all of our readers a safe and happy holiday season.*



*Best wishes for a successful and prosperous new year.*

