

Ivey Nanyang Partnership

On May 24 in Singapore, Professor Paul Beamish of Ivey and Professor Neo Boon Siong, Dean of Nanyang Business School, launched a major collaboration to promote Case Study Research and Teaching in Singapore and South East Asia.

The collaboration is made possible by The Lee Foundation, a major philanthropic organization in Singapore. Over the next five years, S\$1.9 million is committed to fund the new partnership.

Key components consist of the appointment of a joint professorship with Asian focus, a case writer resident in Singapore, case workshops series and unlimited access to the Ivey case collection for the business schools of Nanyang Technological University, National University of Singapore and Singapore Management University.

"Ivey has, over the last 10 years, built up considerable expertise and knowledge in the area of management case teaching and development and is the world's largest producer of current Asia-Pacific case studies," said Dean Neo. "NBS has set up the Asian Business Case Centre to promote the teaching, writing and learning through case studies about business issues in Asia. This strategic collaboration with Ivey will enable the Centre to benefit from the intellectual capital of Ivey in this area."

Other Gifts

Each year, many people make gifts to Ivey. These make a real difference in the School's forward thinking in what we believe is critical to management education.

Financial support is essential to our plans. It enables us to launch new initiatives as well as build on current success. Over the past years, we have received substantial support from our alumni, corporations, foundations and private philanthropists. In this issue of AsiaLink, we recognize donors who recently have made generous contributions to allow AMI to further its goals.

In addition to The Lee Foundation's gift, we are pleased to recognize:

The Hong Kong Pei Hua Education Foundation

US\$60,000

The Foundation has provided annual sponsorship of US\$20,000 for a three-year period to partially fund the annual case teaching and writing workshop in Beijing, China.

Mersey Manufacturers Limited

US\$20,000

Generous support for the Year 2000 case workshop in Beijing was also received from Mersey Manufacturers Limited in Hong Kong.



Signing of Collaboration Agreement by professors Neo and Beamish, officiated by Professor Lim Mong King, Deputy President of Nanyang Technological University and Mr. Barry Carin, Canadian High Commissioner in Singapore.

Singapore Case Conference

Nine of Ivey's recent Asia-Pacific cases have been accepted for presentation at The Asian Case Research Journal Case Writing Conference in Singapore on July 13-14, 2000.

- Acer Groups China Manufacturing Decision
- Acer Groups R&D Strategy – The China Decision
- Alpha Gearing Systems Shanghai Co., Ltd.
- Building Products International – A Crisis Management Strategy
- Englishstreet.com: English on the Internet
- Grey China
- Intel in China
- Manulife Financials: Adjusting International Strategies in Response to the Asian Crisis
- Xerox (Hong Kong): Sales Activity Management Process (A)

Presenting on behalf of Ivey are Tom Gleave, MBA'97, Jane Lu, PhD candidate, and case authors Professors Andrew Delios and Terence Tsai.

Case Workshop in Beijing and HK

Professor Jim Erskine will be conducting two interactive case teaching workshops in August.

In HK: August 18-19

For details contact Santa Chan at (852) 2808-4488 or schan@ivey.com.hk

In Beijing: August 21-25

Venue: Conference Centre in Xiangshang (10 km west of Tsinghua campus in Beijing)

For details visit:

www.ivey.uwo.ca/ami/2000_case_workshop.htm

Ivey Donates Case Book Royalty

In a live broadcast aired by CCTV on the morning of June 24, Ivey was announced as a major contributor to a project towards the betterment of public health and welfare of people in China.

In support of the Chinese government's Western Province Development Project, CCTV initiated a donation project which provided medical treatment (including costly surgery) for a debilitating bone and joint disease for a group of thirty people. One of the patients profiled was a young teacher who remained dedicated in his duties to educate youngsters in his village despite ill health and poor conditions.

The royalty to date on the 32 volumes of Ivey-Tsinghua casebooks amounts to 100,000 RMB (C\$20,000). Tsinghua's Associate Dean Chen Xiaoyue explained the casebook project that generated the royalty money. The project puts top quality teaching material, at affordable prices, in the hands of thousands of Chinese students and professors. It provides the framework and expertise to enhance the resources and capability of management educators in China. To date, more than 80,000 copies of these casebooks have been sold.

In a pre-taped interview, Ivey's Nortel Networks Director of AMI, Paul Beamish acknowledged the support provided by Mr. Lee Sun and Mr. Wang Bin of Huazhang Graphics in the publication initiative, as well as the numerous corporate book sponsorships that made the project possible.



Enjoying the sun and Homecoming camaraderie on the boat cruise aboard the magnificent "Sonia".

"Since the inception of the project idea, with the support of my colleagues at Ivey, the School has decided that not only will Ivey waive all permission fees on its copyrighted material, but any royalty due to Ivey will remain in China," said Beamish.

Ms Peng Peiyun, Vice-Chairman of the National People's Congress and Minister of Public Health also attended the live broadcast.

New Staff Joining the Hong Kong Campus

May Mok joins Ivey as the Director of Corporate Relations and Development.

May is responsible for relationship management with key corporations in Hong Kong to promote Executive MBA sponsorships and new public and custom executive programs. She will also be working on development opportunities and alumni management in Asia.

We also welcome Amelia Chan, Pamela Apps and Beverly Cormier to our Hong Kong Executive MBA Program Team.

Ivey Asian Homecoming

The Hong Kong Ivey Alumni Association was proud to present their first Homecoming in Asia event on June 3 and 4. Over one hundred alumni and Ivey's Executive MBAs from Canada gathered in Hong Kong to re-energize their ties to the School. "We have alumni from virtually every degree program – HBA, MBA, EMBA in Canada and Hong Kong, PhDs – and every decade starting from the 1960s," said Larry Wynant, Executive Director of Ivey/Asia. "This inaugural Asian Homecoming is another example of the incredible support and great work our alumni are doing on behalf of the School."

Distinguished speaker Richard Siemens, Chairman, Distacom Communications Limited presented on "Internet Development in Asia". Guests enjoyed a stellar line up of speakers on the theme of e-commerce and a special gala dinner at the Convention Centre. The next day involved a magnificent cruise of the Hong Kong harbour aboard the "Sonia" courtesy of Dr. Henry Cheng. An enjoyable time was had by all and plans are already underway for a second event.