

June 2002; Number 4, Volume 5

## World-Class Programs in Asia

Whether it is open enrollment programs or custom executive programs, the outcome from your learning partnership with Ivey is simple: New Tools ♦ New Skills ♦ New Behaviors.

The **Ivey Executive Consortium Program** – a 12-day strategic leadership experience for senior managers, and the 10-day **Accelerating Management Talent Consortium Program** are just two examples of the many custom programs Ivey/Asia has successfully created and delivered. The programs are designed in consultation with our corporate partners to ensure that learning is transferred immediately back to the day to day challenges facing senior managers.

Here is a list of the companies we have recently worked with:

- Hongkong Shanghai Banking Corporation
- Nortel Networks Asia
- Reebok
- Kimberly Clark
- Manulife
- Mattel Asia
- Mass Transit Railway Corporation
- Cathay Pacific Airways
- China Light and Power
- Kowloon Canton Railway Corporation
- Hong Kong Airport Authority
- Hong Kong Government
- Hutchison Whampoa Limited
- Invensys
- Royal Bank of Canada
- Pacific Century Cyberworks



"We believe in a learning environment where individuals are given the opportunity to apply their experiences to the concepts we teach. That's the Ivey way."  
*Lawrence G. Tapp,  
Dean*

## Upcoming Programs

**Ivey Leadership Program** builds on a manager's experience to develop the insight, skills and judgement required to be a more effective leader. The program focuses on leadership as a means of achieving results.

**Who should attend?** Managers, executives, and entrepreneurs in any area of the organization who want to become more effective leaders.

*September 2-4, 2002 in Hong Kong*

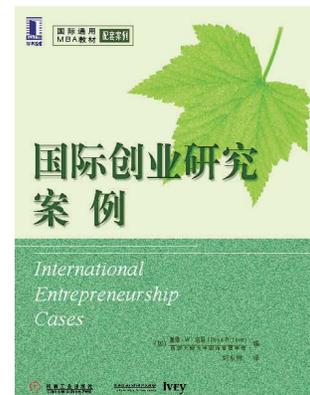
**Executive Marketing Program for Technology Intensive Businesses** is offered in partnership with the Nanyang Technological University. The Program focuses on the specific challenges and opportunities of marketing in high tech industries. Faced with the accelerating rate of change in technology and competition on a global scale, executives in technology-based industries need a competitive edge. This program will give you the tools needed to resolve critical issues and establish a competitive advantage in this demanding marketplace.

**Who should attend?** Executives and managers who play a key role in the development of strategic market plans for technology-intensive products and services.

*September 23-27, 2002 in Singapore*

*Financial Times* (2001) ranks Ivey #1 globally for international executive development program delivery. Participants rated Ivey faculty in the top 10 globally, in the same company as faculty from Harvard, Columbia and Wharton.

Challenge your assumptions and open your eyes to new possibilities. For enquiries, contact Miranda Wong at: [mwong@ivey.com.hk](mailto:mwong@ivey.com.hk) or call us at (852) 2135 2202



**International Entrepreneurship casebook – now available**

## Profile: Katrina Sham

Katrina Sham's current position as the Director, Advancement, Asia of the Richard Ivey School of Business caps a two decade long career in sales, marketing and management across Europe, North America and Asia.

In the U.K., she worked for Rivertex Co. Limited as Business Development Manager and in that position she had the opportunity to work briefly in Japan.

While in the United States, she earned her B.A. in Economics from the University of California at Davis. She followed that milestone with a senior sales and marketing management position with Infoex of San Francisco, a diversified financial services firm.

Growing up in Hong Kong, Katrina worked early in her career with the South China Morning Post as a Senior Advertising Sales Executive.

More recently, she managed the Hong Kong branch of Drake Training, where she turned around a moribund operation into that market's premier cross platform IT training center within 2 years. Katrina also served as the Area Sales Manager, Greater China Region for Maytag International.

Sham works with individuals, alumni, corporations and charitable foundations to support Ivey's projects in Asia.

"I meet people everyday who are captivated by Ivey's leadership in

advancing management education in Asia," says Sham. "Our supporters stand behind us and expect quality." This makes Sham's job as a professional in alumni relations and fundraising truly enjoyable.

Sham expects to complete her study requirements for an EMBA degree from Ivey in June 2002. She can be reached at (852) 2135-2222 or [ksham@ivey.com.hk](mailto:ksham@ivey.com.hk)

## Everyone Wins at the Races

Thanks goes to Erik Tse for his great initiative last year in kicking off the "Ivey at the Races" event. This past May 22, over 130 alumni, students, board members, corporate partners and friends enjoyed a fun evening at the Hong Kong Jockey Club and helped raised about HK\$9,000 for the Joe DiStefano Scholarship fund.



Top: Winners at the event.

Right: Executives of Ivey Alumni Association – Hong Kong Chapter (L to R) – Katrina Sham, Joe Attrux, President of IAA, Jason Faris, Erik Tse, and Steven Lau.

## Beijing Reunion

At a gathering on May 28 organized by Steven Zuo, MBA97, thirty-eight people in China including many from the EMBA group on their international trip to Asia had a terrific reunion. Zuo is the Ivey Alumni Ambassador in Beijing.

Rob Mackenzie, Minister (Commercial) of Canadian Embassy, Ivey MBA73, addressed everyone in attendance.

Some long-time friends of Ivey, for example Chen Xiaoyue, vice president of the National Accounting Institute also attended. The six Ivey students teaching on the China Teaching Project at Tsinghua University were among the crowd.

## Did You Know?

◆ **Ivey Chinese Club** is hosting receptions, sponsored by the MBA Association, for incoming students from China:

*Shanghai Reception – June 15*  
*Beijing Reception – June 22*

For details, contact ICC co-chairs Jack Hu [jhu.mba2003@ivey.ca](mailto:jhu.mba2003@ivey.ca) or William Li [wli.mba2003@ivey.ca](mailto:wli.mba2003@ivey.ca)

◆ **"Ivey in Asia"** – a video on the people and facilities of Ivey in Hong Kong won the Year 2002 bronze medal in Certificate of Creative Excellence in the category of Career Guidance/Recruiting at the 35<sup>th</sup> U.S. International Film and Video Festival.

We congratulate Amy Shuen, producer and director of Production Planner Limited (PPL), and her crew for achieving international recognition. Production Planner Limited (PPL), headquartered in Hong Kong, is the production house for several of Ivey's promotional corporate videos in Asia.

[www.prod-planner.com](http://www.prod-planner.com)

