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## The Ivey Ring

The Alumni Association Board of Directors championed a new tradition at Ivey – the Ivey Ring. Starting in 2004, each Ivey graduate, whether in Canada or in Hong Kong, will take a pledge to act with the highest standards, to “act honourably and ethically in all my dealings in the belief and knowledge that doing so will lead to a greater good.” The ring, presented by a fellow Ivey alumnus, welcomes the new graduate to the Ivey network, and serves as a reminder that each graduate represents a body of more than 17,000 Ivey alumni in over 75 countries around the world.



This new tradition is the Alumni Association’s response to the wave of questionable business practices and growing concern over the integrity of corporate management.

## Ivey Retains Leadership in Executive Survey

Ivey continues to excel for a 5th straight year in worldwide rankings of executive education programs. Ivey is the only Canadian business school included in the *Financial Times* ranking of the world’s top 40 providers of executive education and was ranked 20th in the world. The comprehensive rankings are based on the combined strength of a school’s custom programs, which are tailor-made for individual companies, and open enrolment

programs, which are available to executives from a broad range of companies.

With campuses in Canada and Hong Kong, our diverse (top 12) and highly rated (top 17) faculty play a key role in Ivey’s capacity to offer an exceptional perspective in executive education and help ensure a greater understanding and appreciation of the global environment.

For upcoming executive programs in Asia, please visit <http://www.ivey.com.hk/executive/>  
For Canada based executive programs, please visit <http://www.ivey.uwo.ca/executive/>

## Chinese Business Conference 2004 – Trade Road to China

Following the success of the Chinese Business Expo in 2002 which attracted 4000 participants, the Confederation of Greater Toronto Chinese Business Association and the Ad2000 Expo & Beyond Inc. are organizing a 5-day conference from June 21–25, 2004 with venues in downtown Toronto, Markham, Mississauga and Richmond Hill. The Canada China Business Council is responsible for the conference program.

Janet De Silva (MBA’94), CEO of Sun Life Financial (Hong Kong), President of the Canadian Chamber of Commerce in Hong Kong, and member of Ivey’s Asian Advisory Board, will be the Luncheon speaker on the opening day.

Ivey is proud to be a symposium sponsor and to provide case studies

for discussions to help participants address:

- Should you consider production in China?
- Can Intellectual Property be protected?
- Why would you sell ICT and Advanced Technology Products in China?
- Supply Chain Management and Logistics issues.

In addition, Jing’an Tang (PhD candidate) is also an invited speaker to provide an overview of the significance of the China market for North American and global firms.

For conference details, visit <http://www.traderoadtochina.com>

## Recent Visits

In recent months, Ivey hosted several delegations from China including visitors from the Shanghai Jiaotong University, the Shanghai National Accounting Institute (SNAI), the Xiamen National Accounting Institute (XNAI), as well as representatives from the Ministry of Finance in China.

Together with the Beijing National Accounting Institute (BNAI), SNAI and XNAI were established as part of the efforts of China’s State Council to heighten the knowledge and abilities of Certified Public Accountants and senior financial managers in China. The institutes offer continuing professional development programs for mainly CPAs and CFOs for Chinese enterprises.

We discussed closer collaboration between the institutions and Ivey particularly in the areas of using Ivey case materials.

## Profile: Allan Zeman

Among eight distinguished individuals to receive Western's highest honor at the 282nd Convocation is entrepreneur Mr. Allan Zeman.

A native Canadian, Zeman started his business career in Montreal with the Algo Group. In the early 1970s, Zeman moved to Hong Kong where he began to build an apparel export business. He founded Colby International Group in 1975, which grew into one of the largest supply chain management companies in the world with activities in China, Korea, Taiwan, the Philippines, and the United States.

About twenty years ago, Zeman felt the lack of entertainment and restaurant venues for expatriates in Hong Kong. His vision of a trendy entertainment area started with his opening a single restaurant – Lan Kwai Fong, on a side street one block from the main business center of Hong Kong. Modelled after the cobblestone ambience of old Montreal, Lan Kwai Fong has become an area famed internationally for its exciting collection of bars, restaurants, and nightclubs.

As Chairman of the Lan Kwai Fong Holdings Limited, Zeman built Lan Kwai Fong into an international entertainment and tourist destination.

Zeman is generous with his time in supporting government and community organizations in Hong Kong. He is a long-standing member of the Board of Governors of the Canadian Chamber of Commerce and the Hong Kong General Chamber of Commerce.

In 2001, Zeman joined the Richard Ivey School of Business Asian Advisory Board where he has been active in guiding the strategy and activities of Ivey in Asia, and generous in giving his time to participate in student and alumni events.

As a leader in business and its community, well beyond the borders of Canada, Zeman is a symbol of the entrepreneurship leadership that Canadians can achieve internationally. He is an outstanding role model for future generations of Western graduates. On June 8, 2004, Zeman will receive Western's Doctor of Laws, honoris causa (LL.D.).

## Case Workshops

### ***April in China: Peking University and Ivey co-host Case Courses***

The Management Case Center of Peking University (MCCP) and Ivey offered a series of case courses in three major cities in China: Beijing, Shenzhen, and Shanghai. Dozens of government officials and people from corporate firms attended each of the 3-day workshops led by Ivey PhD program graduates: Anthony Goerzen and Changhui Zhou. Attendees were taught the history of the case method, the process of case analysis, how to teach using cases, and the process of writing a business case.

[Dr. Anthony Goerzen](#) (PhD 2001) is an assistant professor at the University of Victoria, Canada. Goerzen has written a number of award winning cases, and previously provided a case writing workshop in Barbados.

[Dr. Zhou Changhui](#) (PhD 2002) is an assistant professor at the Guanghua School of Management, Peking University.

### ***May in Singapore: Lee Foundation supports Case Program at Nanyang***

In May, [Professor Jim Erskine](#) led a weeklong program on case method hosted by the Nanyang Business School. Faculty members from the National University of Singapore and the Singapore Management University were invited to take part in the workshops dedicated to Writing Cases and Teaching with Cases.

The Ivey Case Writing and Case Teaching Workshops, held annually at Ivey's campus in London, Canada have attracted more than 8,000 participants from over 35 countries.

### ***July in China: Annual Ivey-Tsinghua Case Workshops***

Hosted by the School of Economics and Management at Tsinghua University, the 2004 case workshop will take place in Beijing from July 12 to 16. Participants will be drawn from the teaching faculty of China's more than 85 MBA schools.

[Dr. Michael Sider](#), Assistant Professor of Management Communication at Ivey will conduct the workshop. Sider was creator and director of Western's successful writing program prior to joining Ivey. He has delivered writing and teaching workshops in the public sector for the Human Resources Development Canada and the London Board of Education. Many of his workshops have been delivered for multi-cultural audiences from China and Mexico.

## Did You Know...

June 13, 2004

### ***The Ivey Shanghai Summer Networking Event***

Organized by IAA– Shanghai Chapter and Ivey China Club, the event is sponsored by Ivey MBA Association and Ivey Shanghai Office.

Time: 11:15am – 15:00pm  
Venue: Shanghai Stock Exchange, Pudong

June 5, 2004

### ***The Junk Trip...*** to welcome Toronto EMBA Class coming to Hong Kong

June 21, 2004

### ***Golf Tournament...*** join us at the Palm Island Golf Resort in Guangzhou

October 30, 2004

### ***Annual Dinner...*** more information coming soon!

October 31, 2004

### ***Convocation...*** at the Hong Kong Convention & Exhibition Centre

For these and upcoming events in Asia, contact Santa Chan [schan@ivey.com.hk](mailto:schan@ivey.com.hk) at the Ivey Hong Kong Office - or - contact your local Alumni Chapter and Ambassador at <http://www.ivey.uwo.ca/alumni/>