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## Ivey Hong Kong Convocation

"There is no single formula for success but know the few things that would reduce the chances of success" was the message **Victor Tzar-Kuoi Li** shared with the Ivey EMBA graduates in Hong Kong.

Going back to his engineering roots, Li expressed his views in point form. "It is difficult to succeed if you...

- ...consider yourself very successful already,
- ...do not look long-term,
- ...forget the traditional values you were taught as a kid: honor, responsibility, integrity, honesty and sincerity."

Li emphasized the need to never stop learning from the people around you, the virtues of patience and hard work focusing on the long-term, and the reward for being a reputable villager in a global village.

Li received an honorary degree, Doctor of Laws, honoris causa (LL.D.) as The University of Western Ontario celebrated its Hong Kong Convocation on May 24.

(Sources: excerpts from Li's convocation speech <http://communications.uwo.ca/com>)



Honorary degree recipient **Victor Li** addressing Hong Kong graduates as senior University leadership looks on.

## APF of Canada launches Asian Business Cases

A new publication, **Asian Business Cases**, launched in May by the Asia Pacific Foundation of Canada ([www.asiapacific.ca](http://www.asiapacific.ca)) will use Ivey cases to offer executives and researchers valuable insights into the way major companies solve problems and overcome obstacles in their Asian operations. "It has long been recognized that unfamiliar practices and structures found in various Asian countries present barriers to more Canadian companies entering Asian markets," said Yuen Pau Woo, President and CEO of the Asia Pacific Foundation. "Asian Business Cases offers some real-world examples of how some companies have faced and overcome these challenges."

The quarterly publication **Asian Business Cases**, is available at no cost via subscription. It is supported by Export Development Canada (EDC).



**Congratulations! Hong Kong Executive MBA Class of 2009!**

## 40th Annual Ivey Case Writing Workshop

More than 45 faculty from schools around the world attended the annual Ivey Case Writing Workshop from April 20-24 in London. It marked the 40th Annual Case Writing Workshop led by Professor Emeritus Michiel Leenders and Associate Professor Jim Erskine.



Professors Shih-Fen Chen, Charles Dhanaraj and Paul Beamish helped welcome the large number of professors who attended from Taiwan and India.

## New Asian Case Directory...

now available online at: [www.ivey.uwo.ca/ami/Asian\\_Cases/](http://www.ivey.uwo.ca/ami/Asian_Cases/)



2009 **Ivey Coca-Cola China Case Competition** Champion team from Zhejiang University with judges Associate Dean Kathleen Slaughter (*third from left*), and Eric Weng (*fourth from left*), Business Operations Director, Coca-Cola (China) Ltd.

## Ivey China Case Competition

And the championship goes to...**Zhejiang University!** Enjoy your trip to Hong Kong, internships with Coca-Cola, and the RMB 20,000 team academic scholarship.

The 2009 Ivey Coca-Cola China Case Competition Championship Round held on May 17 in Shanghai was a great success with all six of the finalist teams performing strongly in front of an impressive judging panel comprised of:

- Andrew Au, MBA '84, CEO, Citigroup China
- Chris Cuff, HBA '93, Regional Director, Colliers International
- Eric Weng, Business Operations Director, Coca-Cola China Ltd.
- Kathleen Slaughter, Associate Dean Ivey Asia
- Murray Bryant, Ivey Accounting Professor

The six finalist teams that won internal case competitions at their home universities in 8 different cities in China as well as their respective regional semi-final competitions are:

- Fudan University
- East China University of Science and Technology
- Zhejiang University
- Peking University
- Tsinghua University
- Xiamen University

Tsinghua and East China won the Best Q&A Award and Best Presentation Award, respectively.

Our special thanks goes to the sponsors Coca-Cola and Colliers International, Colin Bogar (MBA '08) and all the alumni in Beijing, Shanghai, Guangzhou, and Xiamen who made this all-volunteer event possible.

## More Ivey Celebrations in Asia



HBA Exchange students meets HBA alumni in Hong Kong.

MBA China Study Trip visits Ivey Hong Kong campus

China Teaching Project Team 2009

Associate Dean Slaughter meets Ivey alumni in Vietnam.