

Building on Our Strength

The past five years have been a period of building for the Asian Management Institute. As we draw towards our 5th anniversary, it is timely to take stock of what has been achieved and to plan for our longer-term strategy.

Case Development

With 290 cases at last count, Ivey is the top producer of current Asia-Pacific cases. This inventory of Asia-related cases represents about 14% of our total collection, versus 4% in 1997. More than 300 Ivey cases have been translated into Asian languages.

Publications

Since our major book publication project in 1998 – "A Total Solution for Management Education Material in China", the Ivey name has appeared on 63 Ivey edited books and case collections for the Asia-Pacific region. The brochure **IVEY PUBLICATIONS – ABOUT ASIA, FOR ASIA, IN ASIA** is now available from the AMI in hard copy, or online at its web site www.ivey.uwo.ca/ami

Train-the-Trainer Workshops

2002 marks the fifth year Tsinghua and Ivey offer the annual Case Teaching and Writing Workshop in Beijing. More than 200 teachers in China have received case

method training provided by Ivey faculty. There are an estimated 2800 professors in China involved in MBA teaching. The number of MBA schools in China has risen from 56 in 1997 to 62 in 2001. Similar workshops also took place in Singapore, Hong Kong, and Shanghai.

Institutional Partners

The School of Economics and Management at Tsinghua University in Beijing, and the Nanyang Business School in Singapore are among a long list of our partners in the region. Increasingly Ivey is being sought after as a provider of teaching and learning material, executive training, case method training, and partners in case development and joint publications.

培育
育展
專翅
才亞
洲

A COMMITMENT TO EXCELLENCE IN ASIA

Investing in Our Future

None of these projects could have happened without the support of our alumni, friends in the business community, philanthropic foundations and corporate investors.

Your investment, whether in advice or financial support, is a strong vote of confidence in Ivey's vision for a world-class business school. Thank you for making a lasting impact on the future of management education in Asia. Your counsel is important to our strategy in Asia.

For a complete member list of Ivey's Asian Advisory Board, contact:

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Financial Support

Our commitment in research and development of intellectual capital is dependent on external funding to sustain its efforts.

Join us in our mission to develop business leaders who think globally, act strategically, and contribute to the societies in which they operate.

Top Awards at Regional Case Competition

For the third consecutive year the school has captured top honors at the Regional Asia-Pacific Case Competition organized by the Management Development Centre of Hong Kong and sponsored by the American Chamber of Commerce, Northwest Airlines, Sun Hung Kai Properties Ltd. and Kampery Development Ltd.

Ivey received three of the five awards, which were presented at the award ceremony on March 8. On hand to celebrate were Larry Wynant, Associate Dean – Ivey Asia, Basil Kalymon, Professor of Finance and Entrepreneurship, and Steven Lau, HBA '99.

Top Award goes to Charlene Nicholls-Nixon and Donna Everatt for the best case in 2001 – **SALESPHERE.COM: BUILDING AN INTERNET START-UP COMPANY IN HONG KONG**. First Runner Up is **BEIJING TORONTO INTERNATIONAL HOSPITAL** authored by Ken Hardy and Ken Mark. Third Runner Up is **GREAT WALL GOLF AND COUNTRY CLUB**, authors Paul Beamish and Donna Everatt.

9B01M042
**SALESPHERE.COM:
BUILDING AN INTERNET
START-UP COMPANY IN
HONG KONG**

*Nicholls-Nixon CL ;
Everatt D*

Teaching Note: 8B01M42

A young entrepreneur wants to launch an auction-based Web site where companies with excess inventories would be able to off-load their merchandise to consumers, while consumers would have selection and affordability with one-stop shopping for a variety of goods. Before presenting his business plan to investors he must undertake a thorough analysis by evaluating the attractiveness of the market, examining the viability of the business model, determining the magnitude and nature of resources required, evaluating the quality of the management team, and determining the type of financing deal required.

Industry: Miscellaneous Services

Issues: Internet, Entrepreneurship, E-Business, Startups

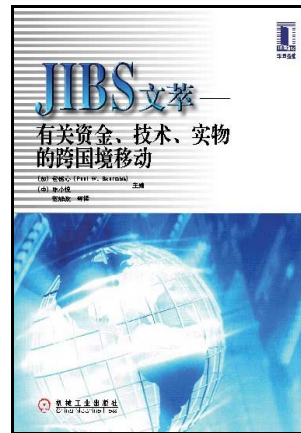
Setting: Hong Kong, small organization, 1999

Length: 20 page(s)

Download our newest Asia-Pacific Case Directory featuring 290 cases on doing business in Asia at www.ivey.uwo.ca/ami

For more details on Ivey's entire collection of 2000 cases, visit www.ivey.uwo.ca/case

An Anthology from Journal of International Business Studies



This is a collection, in Chinese translation, of the most influential articles from JIBS for China. The Journal of International Business Studies publishes current and relevant findings from cutting-edge research in international business. JIBS is not only read in the 65 countries where its individual members reside, but in nearly 100 additional countries where it is available in university libraries. Together these countries hold about 99% of the world's population.

The 10 articles chosen from JIBS thirty years of publication were selected on the basis of both citation analyses and relevance to the existing global business environment, and included all of the JIBS Decade Award papers.

JIBS 文萃, editors Paul Beamish (Ivey Business School) and Xiaoyue Chen (Tsinghua University), is available only in China from China Machine Press / Huazhang Graphics Company, Beijing, China. ISBN 7-111-09483-2 www.hzbook.com

Did You Know

Ivey's Asian Alumni Association and HK EMBA 2002 welcome the Across Canada EMBA class touring Asia by taking them to the Races!

Ivey at the Races 2002

Date: May 22, 2002

Venue: The Hong Kong Jockey Club

Details: contact Santa Chan schan@ivey.com.hk

Cases for China's National Accounting Institute

To assist in NAI's curriculum delivery using case-based teaching method, sixteen cases in both English and Chinese were completed by Ivey's MBA students who worked under the supervision of Ivey faculty in the Finance and Accounting area groups. The project was partially funded by the World Bank through China's Accounting Reform and Development Project.



Ivey Professor Basil Kalymon at the award ceremony with Paula DeLisle, former Chair of AmCham Charitable Foundation.