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Taiwan Partnership in Joint Case Writing

On September 27, at a news conference in Taipei, AMI director Paul Beamish and Dean Edward Chow of the College of Commerce at **National Chengchi University** (CNCCU) announced a 3-year Joint Case Development Collaboration between the two institutions.

The partnership will result in the publication of 25 case studies focusing on Taiwan businesses or doing business in Taiwan. Each case, complete with teaching notes for instructors, will be co-authored by Ivey and CNCCU professors.

"Ivey is excited about this collaboration. It enables management faculty worldwide to increase the wealth of knowledge available for, and about, business practices in Taiwan," said Paul Beamish, "Entering, operating in, and engaging competitors in global markets, particularly from emerging markets, are crucial learning aspects for today's business students."

Also announced on the same day was the addition of National Chengchi University as an exchange program partner for Ivey's HBA students.

CNCCU, a leading business school in Taiwan with an enrollment of 6000, has more than 140 professors. It offers undergraduate, MBA, and Executive MBA degree programs. Its English-taught undergraduate and International MBA programs are aimed at cultivating managers to work in an international environment.

New EMBA Class 2009

On August 17, we welcomed our newest Hong Kong Executive MBA Class, the class of 2009. Forty-three executives and entrepreneurs started their 18-month EMBA journey by immersing themselves in an intensive two-week, in-residence program.

The new class have diverse backgrounds. They represent 15 nationalities with an average of 15 years of work experience. Associate Dean Kathleen Slaughter says "the combined experience of these outstanding individuals provides an unmatched learning platform to hone the leadership skills needed to face the dynamic environment in Asia."

For information on Ivey's programs in Asia, visit:
www.ivey.com.hk/emba
www.ivey.com.hk/executive

(l to r) Ron MacIntosh, Executive Director, Canada Trade Office in Taipei, Ivey Prof. Paul Beamish, NCCU Dean Edward Chow, Prof. Ray Tsaiah and Prof. John Lee.



Canada-Asia Commentary

On September 13, the Asia Pacific Foundation of Canada published **Toy Recalls – is China really the Problem?** a study authored by Paul Beamish and Ivey PhD graduate Hari Bapuji at the University of Manitoba. It generated enormous international attention with the conclusion that design flaws lead to more recalls than manufacturing flaws.

The co-authors were interviewed and their study was quoted in over 200 media stories, including the Wall Street Journal, New York Times, Washington Post, CNN, CBC, Forbes, South China Morning Post, Singapore Straits Times as well as newspapers across Canada and websites around the world. The report was cited in testimony in front of the United States Congressional Committee looking into recent toy recalls.

For a copy of the article, go to <http://www.asiapacific.ca/>



(top) Asian Advisory Board members welcoming HK EMBA Class of 2009.
(bottom) Ivey's newest EMBA class in HK enjoyed a day of great fun and bonding with outdoor team-building activities.

Making Our Case

The newest members of our growing list of Asian educational institutions using Ivey case material on an institutional Case Site License basis are: **Shanghai National Accounting Institute** and **China Agricultural University**.

For additional information, contact gwong@ivey.ca

9B07E017 AI LI INDUSTRIAL COMPANY LTD.

Peter C. Bell, Joanna Wong, Frederick Chan, Ileana Funez
Teaching Note: 8B07E17

The head of the key account team at Ai Li Industrial Company Ltd. (Ai Li) was discussing the possibility of bidding for a new account with a major North American department store. The account would involve the manufacture of compact cosmetics kits for the upcoming holiday season. Although the potential benefits from the considerably large order would be significant, it would require one third of Ai Li's nearly full manufacturing capacity.

Issue(s): Bidding, Capacity Analysis, Production Management/Control, Outsourcing
Setting: China, Medium organization, 2006
Length: 4 pages

9B06A033 SPLASH: READY TO MAKE WAVES?

Hari Bapuji, Niraj Dawar, Nigel Goodwin
Teaching Note: 8B06A33

Splash Corporation has been dubbed "the next Unilever" — not bad for a consumer packaged goods company that was started in a garage in the Philippines no more than 20 years ago. As one of the largest consumer packaged goods companies in the Philippines, it is now considering international expansion options. Should the company tackle the nearby markets of Indonesia and Malaysia, or should it look farther afield at the lucrative markets of Europe and North America? The company is not short of ambition but resources are scarce.

Issue(s): Internationalization, Competitive Strategy, Consumer Goods
Setting: Philippines/Indonesia, Medium organization, 2006
Length: 19 pages

Recent Publications

Shih-Fen Chen's piece ***Don't bash China - U.S. toy makers are at fault*** which appeared in *Globe and Mail* on September 3 was widely debated in a variety of media.

The Peking University Business Review, August issue, published the article ***Alliance Network Diversity: Does It Help or Hurt?*** (in Chinese translations) authored by Paul Beamish, Anthony Goerzen (PhD 2001), and PhD candidate George Peng.

Ivey case ***Louise Chen*** (in Chinese translations) authored by Jeffrey Gandz and Elizabeth Spracklin was featured in the July issue of *Modern Weekly*, a prominent Chinese magazine for business practitioners.

Ivey Business Journal

www.iveybusinessjournal.com/

BUSINESS PRACTICES IN CHINA AND INDIA by Niraj Dawar

Ivey Professor Niraj Dawar recently returned from Singapore, where he spent one year as Visiting Professor of Marketing at INSEAD's Asia campus. He was there to gain a first-hand understanding of business developments in Asia.

He comments on the changes taking place in how Asian companies are doing business, what impact these changes have on companies around the world, and his prediction on the next big story about domestic consumption and intra-regional trade in Asia.

Did You Know...

► Western's 289th Autumn Convocation in Hong Kong will be held on Sunday, October 7, 2007.

► Western/Ivey Annual Dinner organized by the Hong Kong alumni associations will take place on October 6, 2007.

► In August, Professor Masaki Kanazaki from Kyushu Sangyo University in Fukuoka, Japan arrived at Ivey for a 12-month visit. Dr. Kanazaki's research interest is internationalization of Japanese MNCs, specifically in the area of the impact of institutional changes on strategies of subsidiaries in Southeast Asia and China.

► Visiting professors XI Hongmei and SHI Longxiang from the Shanghai Institute of Foreign Trade (SIFT) will be at the London campus for a 3-month period spending time observing Ivey classes and exchanging ideas with Ivey professors.

► Ivey China Soccer team placed 3rd at Canada Day soccer match organized by the Canada China Business Council in Shanghai.

► Follow the progress of the 2007 Ivey / Coca-Cola China Case Competition at www.ivey.com.cn/cc2007