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Ivey Business School Welcomes First HK EMBA Students

The first-ever module of the Ivey HK EMBA was held at the School's beautiful new campus, the Cheng Yu Tung Management Institute, in August. A group of 23 Hong Kong-based managers completed a two-week intensive module as an introduction to their two-year degree program. Says Professor and Program Director Joe DiStefano: "We are delighted by the quality of our participants – they are men and women of ability, extensive international experience and enormous potential." The Institute, named in honour of Dr. Cheng Yu Tung, Chairman of New World Development Co. Ltd., will officially open September 21, 1998.

Asia Partners Rally to Support Ivey Asia Initiative

Corporations, foundations, and Ivey alumni in Asia have financially supported the School's projects in Hong Kong and mainland China, demonstrating their belief in the importance of the projects. Thanks to their commitment, the School has raised approximately CDN \$2 million in donations and sponsorships in the past year.

The volunteer Steering Committee, led by Shody Chow, Managing Director, Swire Pacific Trading, has been actively involved, providing valuable advice on how to present funding proposals in the Hong Kong and Asian context and introductions to the Hong Kong community.

When the School was developing sponsorships for Ivey's recent case teaching workshops and casebook publications in China, alumni contacts in leading companies throughout Asia helped with valuable introductions. "Many sponsors came forward, thanks to those introductions and the belief that people had in the sound vision of these programs," says Joanne Shoveller, Director, Asia Development.

Shoveller also credits the faculty and senior administrators of The University of Western Ontario and The Richard Ivey School of Business, and especially Professors Paul Beamish and Joe DiStefano, with the success of the fundraising program.

Ivey Director of Development David Palmer says it has been challenging to convey Ivey's visions without something tangible in place. Now that the facility is complete and the Hong Kong EMBA program is under way, he believes the School will be able to attract a wider circle of supporters.

"Over the next two years, we will begin working with more people, companies and foundations," says Palmer, "and as the region starts to emerge from its difficulties, Ivey will grow with it."

Thank You

We take pride in honouring and acknowledging the alumni, friends, corporations, and foundations that have invested in our initiatives to date.

Principle Gifts

- The Richard and Beryl Ivey Family and the Richard Ivey Foundation
- The Richard and Jean Ivey Fund
- Henry Cheng Kar Shun
- Alexander Chan

Major Gifts

Corporate

- Northern Telecom (Asia) Ltd
- The Better Hong Kong Foundation
- Xerox (Hong Kong) Limited

Individual

- John Adamson
- Sergo Turko
- Shody Chow
- William Shurniak

Special Gifts

Corporate

- DuPont China Holding Co. Limited
- Exxon Energy Limited
- Hong Kong Pei Hua Education Foundation Limited
- State Street Bank and Trust Company
- Toppan Forms (HK) Limited

Individual

- Joseph DiStefano
- Paul Beamish
- Michael Yu
- Dennis Kwok
- Joseph Tse
- Robin Hibberd
- Tim Dattels and Kristine Johnson

Profile:**Joanne Shoveller – Bringing the Ivey vision to Hong Kong**

Hong Kong-based Director of Asia Development, Joanne Shoveller, had the honour of completing the very first application to the Hong Kong Executive MBA program, which came personally autographed by Director Joe DiStefano. Her participation in the Executive MBA program is a fitting culmination to four years of work on Ivey's Asia initiatives. Shoveller moved to Hong Kong in the summer of 1997 to help build the financing for the Cheng Yu Tung Management Institute, the Hong Kong Executive MBA program, and most importantly, the long-term vision of the research arm, the Asian Management Institute. Initially working on the University's Asia projects in 1994, Shoveller was soon fascinated by Asia, and especially by the close ties that unite Hong Kong and Canada.

Shoveller works with individuals, alumni, corporations and foundations to support the School's projects in Asia. "We have been told that this approach is unique for a Western institution – money raised in Asia stays in Asia" she explains. "No-one else is doing the type of research, publications, teaching programs and development projects in Hong Kong and mainland China that Ivey has launched. It's unique, and extremely responsive to the concerns of business people here."

Shoveller says the AMI's work is essential in helping people around the world understand the Asian context better. "The work the AMI is doing in developing cases with settings in countries like Korea, Japan, Singapore, and China will enhance future understanding of the cultural, political and fiscal differences in the region." explains Shoveller.

The fundraising campaign comes to life, says Shoveller, when the aims of the institution meet the aims of the organization or individual. "When you put professors like Paul Beamish and Joe DiStefano who have unique and innovative answers together with people who have issues and resources, exciting things will happen."

Making Our Case

998D009

Com Dev Xi'an –ISO 9000 Registration*Haywood-Farmer J., Gleave, T.*

Ken Zelazny, general manager of COM DEV's Chinese facility which assembled satellite components, was trying to decide whether the plant should seek ISO 9000 certification. The case is intended to expose students to the ISO 9000 series of quality standards.

Industry: Electric & Electronic Equipment Supplies*Issues:* Quality Management*Joint Ventures**Branch Operations**Setting:* China*Length:* 15 pages

998B015

Seagram in Taiwan: Scotch and Cognac Pricing

Lanfranconi C.P., Gleave T.

In January 1998, the vice-president of finance at Seagram Greater China was contemplating what actions to take in light of the proposed changes to the duty rates which applied to imported scotch and cognac in Taiwan. The task facing the decision maker was to determine what pricing levels to recommend for Seagram's scotch and cognac products based upon the proposed duty regime.

Industry: Food and Kindred Products

Issues: Management Accounting

Contribution Analysis

Pricing

International Accounting

Setting: Taiwan/China

Length: 9 pages

998MOO7

Hong Kong and Shanghai Banking Corporation Limited - HongKongBank Headquarters (A)

Huddart M., Schaan J.L.

This case is part of a series of 4 cases highlighting the impact of the owner's management of a project through the phases of feasibility, design, contracting and construction.

Case A introduces alternative organizational structures for managing the design and construction for a high rise banking tower in 1979 and the owner's mandate for the project, the development of "the best bank in the world."

Industry: Building Construction

Issues: Project Management

Management of Professionals

Project Design/Development

Innovation

Setting: Hong Kong

Length: 19 pages

Did you know . . .

- Ivey is offering an innovative new executive development program in partnership with the University of Hawaii. The Asia-Pacific Advanced Management Program consists of two two-week modules, one in Hawaii and one in Hong Kong. For more information, contact Executive Development at execdev@ivey.uwo.ca or Kate Michelson at kmichelson@ivey.com.hk
- We welcome your comments and suggestions about AsiaLink. Please contact the Assistant Director, Asian Management Institute, Gigi Wong at ami@ivey.uwo.ca

AsiaLink, the quarterly newsletter of the Asian Management Institute, London, CANADA

The University of Western Ontario, since 1878.

In Canada: Contact Gigi Wong at (519) 661-2112, email: ami@ivey.uwo.ca.

Hong Kong Campus: Contact Santa Chan at (852) 2808-4488 Fax:(852) 2808-4433, email: schan@ivey.com.hk