GLOBAL VILLAGE
ON THE MOVE
Building Business Alliances in Asia

2013 Global Village on The Move Shanghai China
Global Village on the Move is a mobile version of Lehigh University’s highly acclaimed Global Village for Future Leaders of Business and Industry program, which integrates learning elements in leadership and entrepreneurial skills, business and industrial knowledge, and the tools to build a powerful global network.

GVOTM programs aim to provide professional level educational experience to participants with a great deal of customization and a flavor of the local and regional business culture and landscape.

Now in its eighth series and for the first time in China, the program is jointly organized by Lehigh University and East China University of Science and Technology (ECUST), and targets young global-minded business leaders from China and abroad. GVOTM Shanghai 2013 will enable participants to gain valuable insights and learning from prominent Chinese and global entrepreneurs and business persons.

Participants will also visit beautiful historical sites in Shanghai and Hangzhou to experience Chinese culture, traditions and heritage.

GVOTM programs are held in unique centers of Business around the world. Networking, successful Chinese Business practices and cultural understanding are just a few of the central learning themes of GVOTM Shanghai 2013.
GLOBAL VILLAGE
ON THE MOVE 2013

VENUE
East China University of Science and Technology
130 Meilong Rd. Shanghai, P.R.China

WHO SHOULD ATTEND
Young business leaders and entrepreneurs between 22 and 40 years, who wish to make a difference, possess a strong determination to learn and adapt to economically, politically and culturally diverse environments, and who strive for success in growing their business or a desire to participate in global ventures.

THEME
Building Business Alliances in Asia

PANEL SESSION

• Executive Panel - Entrepreneurship
Charlie Zeynel, Founder and President, ZAG International Inc.
Fermin Ezquer Matallana, Managing Partner, Think Creative
Simon Pestridge, VP of Nike Greater China Marketing
Douglas Foo, Chairman & CEO, Sakae Holdings Ltd

• Executive Panel - Business Opportunities and Challenges in the Emerging Market
Shandong Tu, Vice President of East China University of Science and Technology
Xiaochang Zhang, President & CEO, Kunshan Printed Electronics Ltd.
Baoshu Chen, Vice President, Regional Development Greater China, Evonik Degussa (China) Co., Ltd.
Mingyi Wang, Chief Engineer of the Polyester Division, SINOPEC Shanghai Petrochemical Co., Ltd., Director of the Polyester Division Institute of Polyester

COMPANY VISIT
The attendees will visit one of the largest refining-chemical integrated petrochemical companies in China: Sinopec Group Shanghai
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GLOBAL VILLAGE ON THE MOVE 2013

THE ORGANIZERS

LEHIGH UNIVERSITY AND IACOCCA INSTITUTE, PENNSYLVANIA, USA

Founded in 1865, Lehigh University is a co-educational, private university located within a thriving economic and cultural corridor of the eastern United States. Offering degree programs through doctoral level in engineering, business, education, the arts and humanities, and natural and social sciences, the University has a history of viable, long-standing and rewarding partnerships with important leaders from business and industry. With the support of one such leader, Lee Iacocca, in partnership with Lehigh University, established the Iacocca Institute in 1988.

The mission of the Iacocca Institute is “to improve USA competitiveness and its impact on national and global affairs by educating students to assume leadership roles in a competitive world”. Today, the Iacocca Institute aims to empower the leaders of tomorrow through programs and activities critical to leadership. As a division of the Office of International Affairs, the Iacocca Institute’s program leverages the expertise of faculty and staff, and foreign and domestic consultants and practitioners to provide best practices through facilitated and experiential learning environments. Focused on action-oriented leadership, the Iacocca Institute works with individuals, partners and companies to develop efficient management practices and to create effective learning experiences for today’s leaders.

East China University of Science and Technology

East China University of Science and Technology (ECUST), originally named East China Institute of Chemical Technology, was founded in 1952. It has been under the joint construction and administration of Shanghai Municipal Government and the State Ministry of Education since October 1997, and was permitted to construct the Project 985 Innovation Platform in 2008. After over half a century’s efforts, the University has developed itself into a national key research university with distinct characteristics of each discipline and a coordinated development of multiple disciplines such as science, engineering, agriculture, medicine, law, management, philosophy, economics, arts, history and education.

ECUST has attached great importance to international cooperation and communication, and has established long term collaborations with more than 70 universities, enterprises and research institutes in America, Germany, Japan, France, Britain, Canada, Korea, Australia and so on. Today, ECUST is moving ahead to build an internationally preeminent, brilliantly characteristic, multi-disciplinary and research-oriented first-class university in the ten years to come.
## Building Business Alliances in Asia

### GLOBAL VILLAGE ON THE MOVE 2013

### SCHEDULE

**GVOTM 2013 - ECUST, SHANGHAI, P.R. CHINA**

**THEME:** BUILDING BUSINESS ALLIANCES IN ASIA

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1</td>
<td>Wed. 9/18</td>
<td>Opening Ceremony: Orientation, Program Overview</td>
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<tr>
<td></td>
<td></td>
<td>Course 1: Negotiation Strategy with Chinese Business Partner Lujin Huang</td>
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<td>Course 2: Case Analysis in Asia Tsubomi</td>
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<td>Executive Panel - Entrepreneurship Zeynel, Fermin, Simon Pestrige, Doug Foo</td>
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<td>Day 2</td>
<td>Thurs. 9/19</td>
<td>Course 3: Chinese Language Lijie Bai</td>
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<td>Course 4: Business Modeling Fermin</td>
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<td>Course 5: Chinese Capital Market Lei Meng</td>
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<td>Course 6: Understanding Chinese Consumer Behavior: Luxury Product Consumption in China as a Case Ling Zhu</td>
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<td>Course 7: Strategic Alliances Zeynel</td>
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<td>Course 8: Chinese Business Law Xiaoguang Wang</td>
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<td>Course 9: Chinese Culture &amp; History Yiran Cao</td>
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<tr>
<td>Day 3</td>
<td>Fri. 9/20</td>
<td>Executive Panel - Business Opportunities and Challenges in the Emerging Market</td>
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<td>Negotiation Team Training Lujin Huang</td>
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<tr>
<td>Day 4</td>
<td>Sat. 9/21</td>
<td>Culture Day: Shanghai – Hangzhou South Culture</td>
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<td>Day 5</td>
<td>Sun. 9/22</td>
<td>Breakfast 7:00 AM to 8:00 AM</td>
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<td>Course 10: International Ethics Brandt</td>
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<td>Course 11: Competitiveness and Strategy Carlos Lopez Cano Vieira</td>
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<td>Day 6</td>
<td>Mon. 9/23</td>
<td>Course 12: Chinese Culture Dragon Boating</td>
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<td>Course 13: Program Debrief and Evaluation Alexy</td>
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<tr>
<td>Day 7</td>
<td>Tues. 9/24</td>
<td>Course 14: Graduation Ceremony</td>
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<td>Course 15: Farewell Dinner</td>
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<tr>
<td>Day 8</td>
<td>Wed. 9/25</td>
<td>Course 16: DEPARTURE PACKING/CHECK OUT</td>
</tr>
<tr>
<td>Day 9</td>
<td>Thurs. 9/26</td>
<td>Course 17: DEPARTURES</td>
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</tbody>
</table>

* Subject to change. For the latest information or any schedule change please visit http://gv2013sh.ecust.edu.cn/
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COURSE SESSIONS

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- Course 1 — Negotiation Strategy with Chinese Business Partner (Lujin Huang)
- Course 2 — Case Analysis in Asia (Yasunari)
- Course 3 — Chinese Language (Lijie Bai)
- Course 4 — Business Modeling (Fermin)
- Course 5 — Chinese Capital Market (Lei Meng)
- Course 6 — Understanding Chinese Consumer Behavior: Luxury Product Consumption in China as a Case (Ling Zhu)
- Course 7 — Strategic Alliances (Zeynel)
- Course 8 — Chinese Business Law (Xiaoguang Wang)
- Course 9 — Chinese Culture & History (Yiran Cao)
- Course 10 — International Ethics (Brandt)
- Course 11 — Competitiveness and Strategy (Carlos Lopez Cano Vieira)
Participants of GVOTM 2013 will be housed two persons in one room in L’otel, one of the best value business and tourist hotels in Shanghai within 5-minute walk from the university.

**ACCOMMODATION**
Each room is tastefully decorated and complemented with green plants and is furnished with comfortable coil-spring mattress beds, LCD TV, etc.

**INTERNET**
Free broadband internet access and WiFi in each room

**LOCATION**
L’otel is located in central Shanghai, a 10-minute-walk from Shanghai South Railway Station and subway Line 1 and Line 3, 35 minutes from Pudong International Airport, 20 minutes from Hongqiao Airport and high speed train station.

Address: No. 385, Old Humin Rd., Xuhui District, Shanghai
Website: http://www.lotelchina.com/
CULTURAL ACTIVITIES

DRAGON BOAT RACE
The Duanwu Festival, also known as the Dragon Boat Festival has been celebrated for thousands of years in China. The festival is best known for its dragon-boat races, especially in the southern provinces where there are many rivers and lakes. This regatta commemorates the death of Qu Yuan, a famous patriotic poet and honest minister of the Warring States Period who lived more than two thousand years ago and is said to have committed suicide by drowning himself in a river. The dragon-boat race symbolizes the many attempts to rescue and recover Qu's body. The race is now wildly held in south China for it is one of the best activities to help strengthen the team spirit and sense of competition.

HANGZHOU CITY
Hangzhou is the capital of Zhejiang Province and is a political, economic and cultural center. As the saying goes, "Above there is heaven and below are Soochow and Hangchow." With its famous natural beauty and cultural heritages, Hangzhou is one of the most important and well known tourist venues at home and abroad. Hundreds of years have passed, the west lake, Lingyin Temple, Leifeng Pagoda, etc. are still as charming as ever. It is an important window through which part of China's history, culture, and people are viewed.

MARTIAL ARTS
Martial arts, also known as Chinese Kongfu, is one of the most typical and traditional Chinese culture which enjoys a quite long history in China. The genesis of Chinese martial arts has been attributed to the need for self-defense, hunting techniques and military training in ancient China and it is an integral element of 20th-century Chinese popular culture. Historically, the influence of Chinese martial arts can be found in books and in the performance arts specific to Asia. Recently, those influences have extended to the movies and television. As a result, Chinese martial arts have spread beyond its ethnic roots and have a global appeal.

OTHER ACTIVITIES
Participants will visit Yuyuan Guanden, a famous classical garden built in 1559 in Ming Dynasty, and also to Shanghai Museum to learn more about China's culture and history. Besides, the ship tour in Huangpu River will give participants a different view of the Bund.
BUILDING BUSINESS ALLIANCES
IN ASIA
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YOUR INVESTMENT

PER PARTICIPANT
USD 2100
Investment for GVOTM 2013 is inclusive of all food, housing, cultural activities, business trips, courses and course materials. 5% early bird discount for registrations received before June 17, 2013.

TO APPLY
Website: http://gv2013sh.ecust.edu.cn/
Registration Deadline: July 17, 2013

METHODS OF PAYMENT
The account details are as follows:
Account for money transferred from abroad in USD:
U. S. Intermediary Bank: JPMORGAN CHASE BANK, N.A.
SWIFT BIC: CHASUS33
Beneficiary Bank: AGRICULTURAL BANK OF CHINA
SWIFT BIC: ABOCCNB
Beneficiary A/C NO.: 03329608017003862
Beneficiary Name: East China University of Science and Technology
Beneficiary Address: Shanghai, China Meilong Road 130, 200237

Account for money transferred in China in RMB:
Beneficiary Customer: East China University of Science and Technology
Beneficiary Bank: Agricultural Bank of China, Xuhui District, Caodi Sub-branch
Account Number: 033296-08017003862
Beneficiary’s Address: No. 30 Tian Yao Qiao Road
SWIFT Code: ABOCCNB

CANCELLATION
The organizers will send the Confirmation of Participation upon receiving your payment. No refund shall be given for cancellation received after confirmation. If you are unable to attend, a replacement is welcome at no extra charge. Replacement must complete the registration form at http://gv2013sh.ecust.edu.cn/

Scan a copy of your payment and send it by e-mail to: gv2013sh@ecust.edu.cn
CONTACTS

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