

GIM CHINA – KOREA

Shanghai – Beijing – Beijing



Understanding a Rising Region



QUESTIONS? LET US KNOW!

Faculty:



Damien Ma
damien.ma@

Advisor:



Sheila Duran
s-duran@

Field Study Co-Leads:



Amy Zhang
azhang2016@



Ty Findley
tfindley2015@

Logistics Lead:



Stephanie Shaer
sshaer2016@

Comms. Lead:



Andrew Ruffin
aruffin2016@

JOIN GIM CHINA – KOREA!

Proposed Itinerary:

March 16 – Depart Chicago
March 17-21 – Shanghai
March 21-24 – Beijing
March 24-28 – Seoul



Proposed Budget: \$4,600

Included: Airfare, hotels, group ground transportation, cultural activities and guides, all breakfasts, two alumni receptions (Shanghai & Seoul), three group dinners, group tips, course packet, health insurance

Not Included: Passport/visa fees if needed, lunches and some dinners, taxis, extra spending money



GIM CHINA – KOREA

Understanding a Rising Region



PROPOSED CORPORATE VISITS



Tencent 腾讯



McKinsey&Company

HYUNDAI



PROPOSED COURSE STRUCTURE

Topics and Concepts:

Political/Economic context of Northeast Asia (“China-plus”); Where the Chinese economy has been and where it is now; How the Chinese market might transform in the next 5-10 years; What diverse opportunities exist?



Course Logistics:

Winter Quarter B: Class meets Tuesdays, 6:30-9:30, 2/10-3/10

Travel Dates: 3/16 – 3/28

Spring Quarter A: Class meets 6:30-9:30 3/31-4/28

Final Presentations on 4/28

0.5 credits per quarter

PROPOSED CULTURAL EVENTS

Shanghai: Bund, Yu Garden, Oriental Pearl Tower, Jade Buddha Temple, Era Acrobats



Beijing: Forbidden City, Tiananmen Square, Great Wall of China, Temple of Heaven



Seoul: The Demilitarized Zone (DMZ), Gyeongbok Palace, the Blue House



To the far East ... to the far side of the World



JAPAN & CHINA GIM 2015
Luxury Brand Marketing

*Two of the world's top three economies, yet with rich and exotic culture, and beautiful landscape.
Fly to the far East, and discover how luxury brands capture the world's biggest markets!*



Rolls-Royce®

LOUIS VUITTON
TIFFANY & Co.



ROLEX **SWAROVSKI**
SHISEIDO **tmall.com**
L'ORÉAL



Possible Plenaries



Fashion brands:

Rolex, Burberry, Tiffany, Swarovski, Ralph Lauren, Gucci, and more



Other brands:

Rolls Royce, Shiseido, L'Oreal, Audi, and more



E-commerce:

Tmall, Rakuten, etc



Other companies:

Ministry of Economy, Trade and Industry in Japan, McKinsey etc.

Possible Cultural Events



City Tours :

Visiting historical points in Tokyo, Kyoto, Shanghai, etc



Traditional Experiences :

Experiencing traditional costumes and sports such as Sumo and Kung-fu



House boat dinner :

Experiencing riverside scenery with Japanese traditional food



Other :

Sushi making, Hot spring, etc

Possible Visiting Cities



TOKYO :

Largest metropolitan area in the world, host city of 2020 Olympics



OSAKA :

Third largest city of Japan, Center of the western region



SHANGHAI :

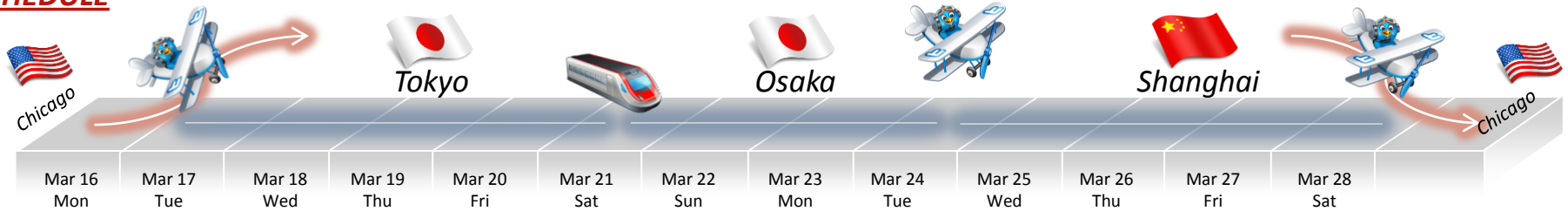
China's largest city
Center of economy and politics



OTHER :







Kyoto, etc

SCHEDULE



Estimated costs : approx. \$ 5,000 per person; includes airfare, hotels, long distance ground transportation, major events, breakfasts, etc.
(Additional costs not included in this budget include lunch, dinner, taxis, and spending money)

GIM 2015 Luxury Brand Management Japan & China Team

| Faculty | Advisor | Communication | Logistics | Field Study | Field Study |
|---|---|--|---|---|---|
|  Greg MERKLEY |  Carla EDELSON |  Yuichi MORII |  Jumppei AMANO |  Alok Ranjan SINGH |  Carissa SUTTIPTO |

GIM 2015
JAPAN & CHINA
Luxury Brand Management

Why India?

Since major reforms in 1991, the Indian economy has seen consistent progress, growing at 7.4% CAGR 2000 to 2010. Among large economies, only China grew faster during this period, an accomplishment illustrated by its status in the “Big Four” emerging economies, or the “BRIC” countries.

11 Indians

on Forbes' Top 100 Billionaires

The burgeoning Indian middle class of approximately 470 million is expected to reach 570 million by 2021, constituting a projected trillion-dollar market. And with over half the population under the age of 25, India enjoys promising headroom for future growth.

3 million graduates per year

including over 300,000 engineers

The potential for cost savings and availability of technical competence are the main drivers for many international companies who have set up R & D centers in India, and the government's five-year plans point to an increasingly positive outlook for the infrastructure development, energy, and import/export industries in particular.

over 400 US companies

with operations in India

Many American companies have already identified India as a target market for international growth, and will be seeking experienced managers as they attempt to integrate manufacturing operations while keeping a keen eye on the future of the global market.

Meet Your Team



2015 Faculty
Sampath Ramesh

Sampath Ramesh is the President and Co-Founder of Showatech Inc., a venture with Brakes India (TVS Company - \$3 billion group), as well as the President and Co-Founder of Meso America Inc, a leading manufacturer and distributor to the food service industry. With headquarters in Wisconsin, Meso operates a 100% owned manufacturing unit in India that employs over 200 people.

Formerly Sam served as Resident Director of the Engineering Export Promotion Council (EEPC) of India's Ministry of Commerce. He has consulted various US companies, including Borg Warner, Briggs and Stratton, and Allied Signal, on “green” field operations in India, and continues to train senior leadership on the cultural aspects of “doing business with India.”

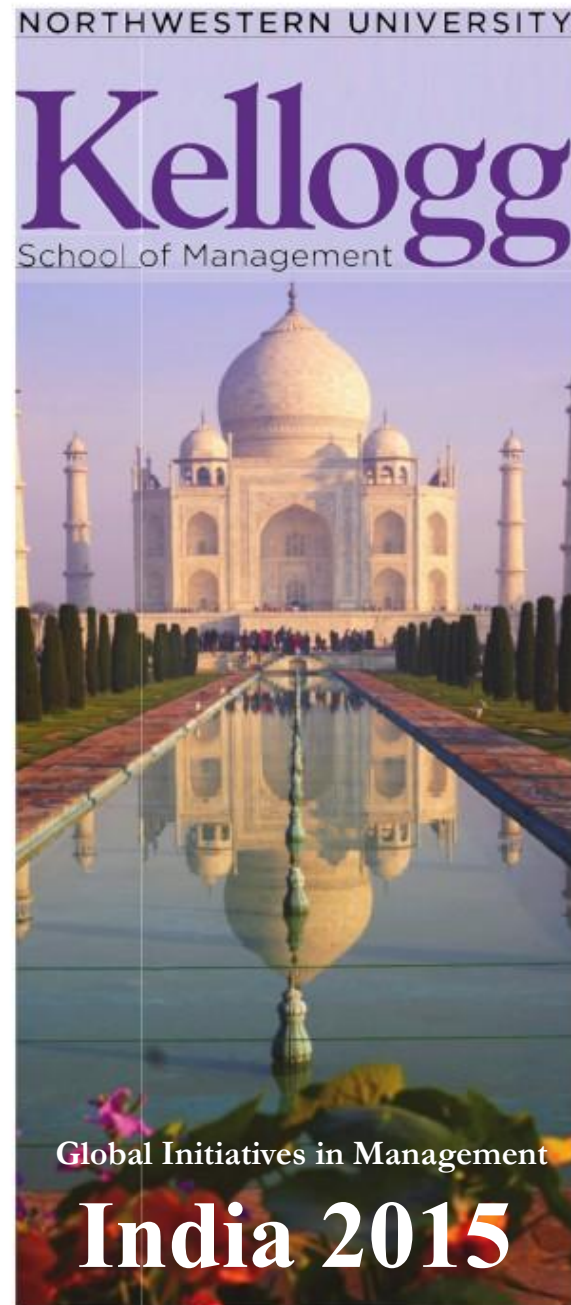
Sam currently sits on the Advisory Council of DePaul University's Kellstadt Graduate School of Business. He graduated from the University of Mysore with a degree in Mechanical Engineering Degree and a Masters in Business Management, and also holds an International Business degree from Thunderbird, CBI Netherlands and the Indian Institute of Foreign Trade.



2015 Advisor
Kalpana Waikar



2015 Field Study Leader
Mark Giangreco



GIM India 2015

March 16 to 29, 2015



Program Overview:

Suggested Tours & Cultural Activities:

- ☐ **Old Delhi Tour & Agra Day Trip:** Red Fort, Jama Masjid, & the Taj Mahal
- ☐ **Sightseeing in Goa:** Hinduism & Christianity
- ☐ **City Tour in Chennai:** St. Thomas Mount, Kapaleeswarar Temple & the Marina Beach
- ☐ **Meet Mumbai:** Elephanta Caves, Tower of Silence, Dharavi slum & Mani Bhawan

Suggested In-Country Meetings:

- ☐ President Pranab Mukherjee & Snapdeal (Delhi)
- ☐ Godrej Consumer Products & Reliance & Lupin & Reserve Bank of India (Mumbai)
- ☐ Wipro & TVS Group (Chennai)

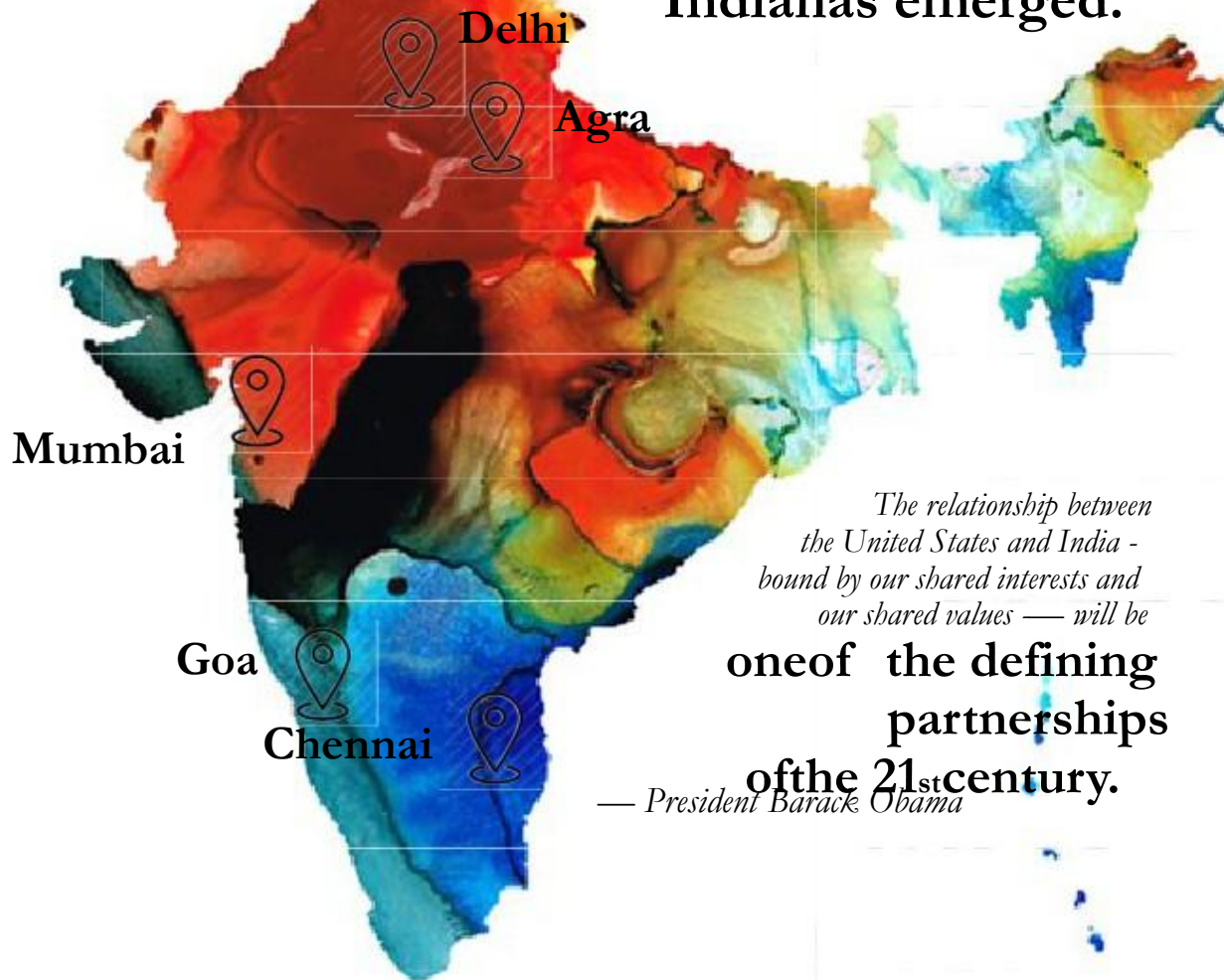
Pricing:

| | |
|---|---------------|
| Program cost* (includes airfare, ground transportation, tours & cultural activities, group meals, cell phone, travel agent fees & buffer) | \$4,311 |
| Visa (required for U.S. citizens) | \$185 |
| Additional expenses* (meals, spending money, additional cab fare, etc.) | \$800 |
| Total | \$5296 |

*October 2014 estimates

In Asia and around the world, India is not simply emerging;

India has emerged.



The relationship between the United States and India - bound by our shared interests and our shared values — will be

one of the defining partnerships of the 21st century.

— President Barack Obama

Learn more: bit.ly/ksmglobal

Program Coordinator: Christine Dunn, c-dunn@kellogg.northwestern.edu

Experience the rich culture and meet some of the most vibrant economies in the Middle East

Join GIM 2015 – Global Energy Markets



Dubai

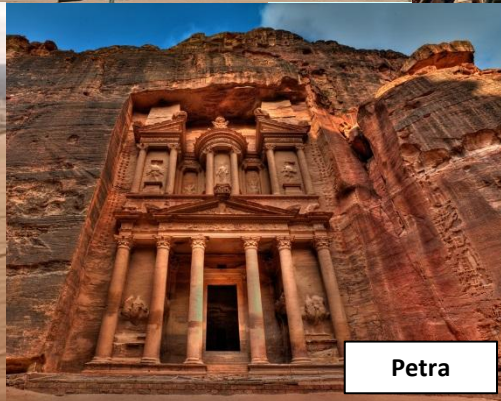


Abu Dhabi

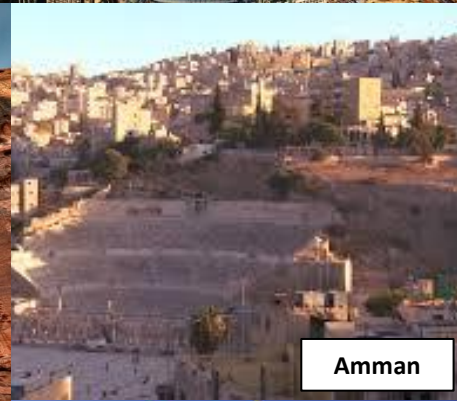


UAE

Considering a career in Energy? There is no better place to be than in this mosaic of seven emirates. International policy, business, and energy mix all in one vibrant scene



Petra



Amman

Jordan

Tour a city built into a mountain, experience the sensation of floating in the dead sea, drive a quad across the desert. Three days of experiences in Jordan will make you forget about recruiting!



Jerusalem



Tel Aviv

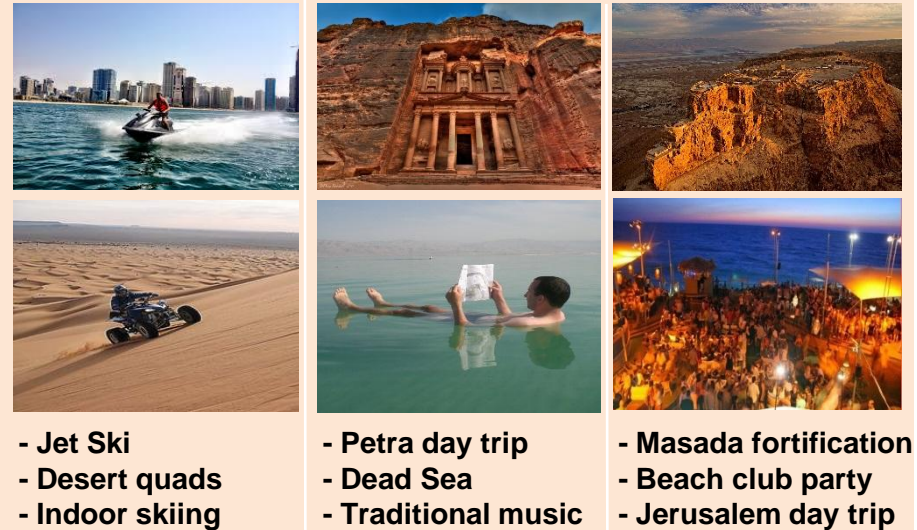
Israel

Israel is a unique country where you can start your day in Tel Aviv, the most trendy city in the Mediterranean sea, and finish it in Jerusalem, the Holy city for the three monotheist religions (Jews, Christians, and Muslims)

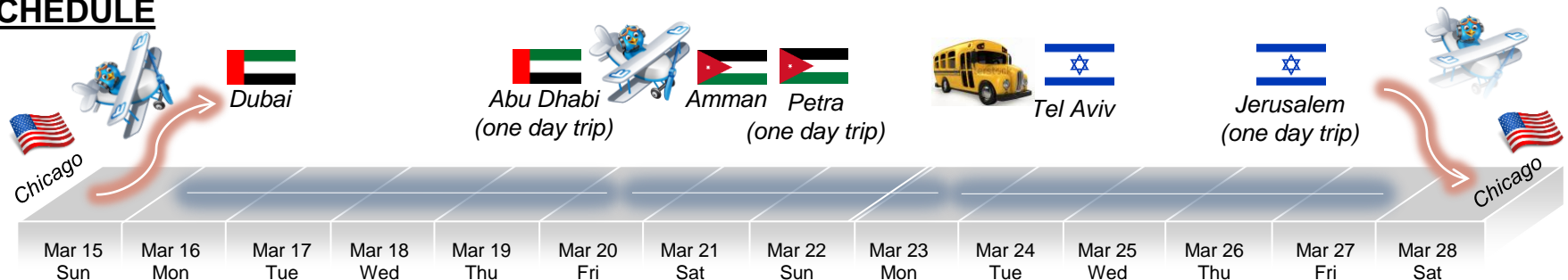
Suggested Plenaries



Proposed Cultural events and activities

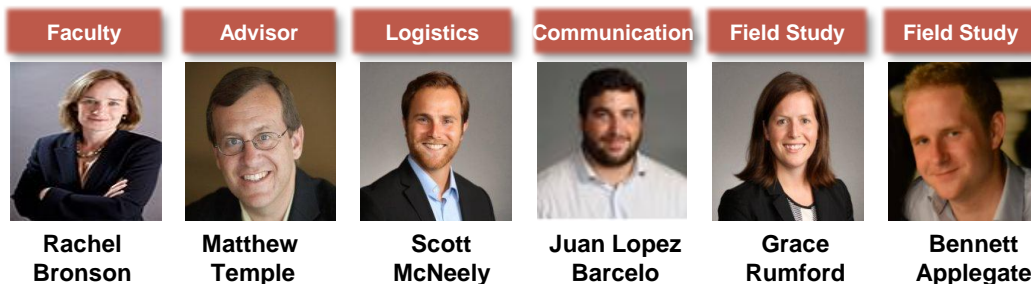


SCHEDULE



Estimated costs : approx. \$4,800 per person; includes all flights, hotels, and breakfast, long distance ground transportation, group meals, and group cultural activities. (Additional costs not included in this budget are taxis, some meals, spending money, and visa application fees)

GIM 2015 Global Energy Markets Team



Topics

- Private and State owned companies
- International policy and Business
- A region of contrasts: culture and religion
- Industry: Energy

**Estimated
amount due to
travel provider**
(airfare, hotels,
transportation,
cultural/tours, 3 group
dinners, travel agent
fees, cell phones,
buffer)

\$5,074

**Additional
required items**
(visas for U.S. citizens)

\$445

**Items not
included in
pricing**
(lunches/dinners,
spending money, cab
fare)

***\$800
*est. amt.**

Total trip cost

\$6,319

Professor, Advisor and Student Leaders:



Professor:
**Daniel Lansberg-
Rodriguez**



Advisor:
Christine Dunn



Field Study:
**Sambuddha
Bhattacharya**



Logistics:
Bijeta Joshi



Communications:
Ally Sypersek

GIM Latin America

2015



São Paulo is South America's largest city and boasts unmatched artistic and business energy along with great food and a fun nightlife!



Municipal Market



Praça da Sé



Banespa Tower

In spite of Buenos Aires' recent economic roller coaster, many entrepreneurs in this so-called "Paris of South America" have seen their businesses flourish!



Pilar Church



Tango Show

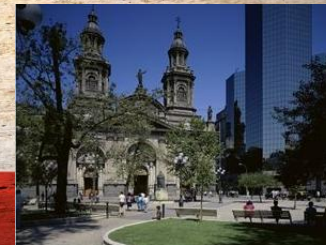


Buenos Aires Architecture

Santiago's ambitious business culture is set to a beautifully dramatic scene situated between the Andes Mountains and the Pacific Ocean!



Viña Veramonte Wineries



Santiago Architecture



Valparaiso Beach

Potential Company Visits:



Program Overview

March 16 to 27, 2015

Meet local and global social impact leaders and experience Nicaragua's rich history, culture, and natural beauty.

- Tour Leon & Granada, sister cities & historic rivals since the 16th century
- Hike and zipline in Nicaragua's Cloud Forests
- Spend the weekend on the beaches of Lake Nicaragua
- Conquer Cerro Negro, an active volcano and the youngest in Central America



Pricing (estimates as of October 2014)

| | |
|--|----------------|
| Program cost (airfare, ground transportation, tours & activities, group meals, cell phone, travel agent fees & buffer) | \$3,940 |
| Additional expenses (meals, spending money, cab fare, etc.) | \$800 |
| Total | \$4,740 |

Meet Your Team

2015 Faculty | Tasha Seitz
currently serves as the Chief Investment Officer for Impact Engine, an accelerator program for entrepreneurs launching for-profit business that address today's most pressing societal and environmental challenges. She has 17 years of venture capital investment experience as a partner with JK&B Capital, a technology venture capital firm based in Chicago with over a billion dollars under management. During her tenure at JK&B, Tasha has sourced and led investments in industry-leading technologies such as ranging from mobile internet to security to big data.



Tasha is the Founder and Executive Committee Chair for the Chicago chapter of Social Venture Partners, a global network of individuals striving to make the greatest impact with their philanthropic giving by funding young, innovative nonprofits and giving their time, network and expertise in addition to their dollars. Tasha currently serves as Board Chair for Spark Ventures, a potential site visit for the 2015 GIM Nicaragua trip.



2015 Advisor | Arlene Johnson
*Director of Executive Education,
Operations, Kellogg School of
Management*



2015 Logistics Leader
Maria "Sophie" Domingo
MBA | Class of 2016



Global Initiatives in Management

Social Impact

Nicaragua 2015

GIM Social Impact provides students with a broad introduction to the unique opportunities and challenges of designing business models – both for-profit and not-for-profit – that create positive societal or environmental impact. Students will gain exposure to a variety of organizations around the world that are deliberately designed for social impact and will analyze how and where financial return is compatible with social return.

The largest country in Central America, **Nicaragua** is becoming an increasingly popular tourist destination, with wildlife-rich rainforests, volcanoes, beaches and colonial-era architecture. Still, Nicaragua is one of the poorest countries in the Western Hemisphere, second only to Haiti. To meet the ongoing challenges of development, many organizations, including a handful with ties to the Chicago era, have launched innovative, business drive social impact initiatives to improve standards of living and sustainable progress in Nicaragua.



Potential Company Visits

Agora Partnerships provides entrepreneurs who are intentionally building businesses that solve social and environmental challenges in Latin America with the knowledge, networks, and capital they need to grow.

Burke-Agro, a sustainable exporter of solar dehydrated fruit and frozen fruit pulp, works in conjunction with local government and international development agencies to stimulate the socioeconomic advancement of rural women entrepreneurs and through them, the social-economic development of the respective producing areas.

For over 30 years **Eos International** has been developing, marketing and supporting award-winning library automation and knowledge management solutions for thousands of special libraries worldwide.

Fabretto empowers underserved children and their families in Nicaragua to reach their full potential, improve their livelihoods, and take advantage of economic opportunity through education and nutrition.

Opportunity International provides financial solutions that empower people living in poverty to transform their lives, their children's futures and their communities.



Spark Ventures, a nonprofit that partners with grassroots organizations serving children in developing countries, provides human resources, strategic guidance and financial capital to organizations like **Las Tias** in Leon, where the partnership focuses on increasing capacity and number of children served, strengthening vocational training programs, and investing in income-generating businesses.

Supply Hope is a non-profit organization focused on creating opportunities for families living in poverty to earn a reliable income through micro-franchises. Supply Hope trains and equips families with the resources to meet their own children's needs, ending dependency and providing hope and dignity.





GIM Information Session 2015

<http://www.kellogg.northwestern.edu/departments/international/gim/2015.aspx>



Roles and Responsibilities

Faculty

- Academics
- Academic resource in-country

Advisor

- Head of leadership team
- Head of delegation in-country

Student Leaders

- In-country planning
- Lead classmates during trip

Global Programs Office

- Overall program structure and support

Students

- Committee members who help plan trip or help during trip

GIM Classes 2015

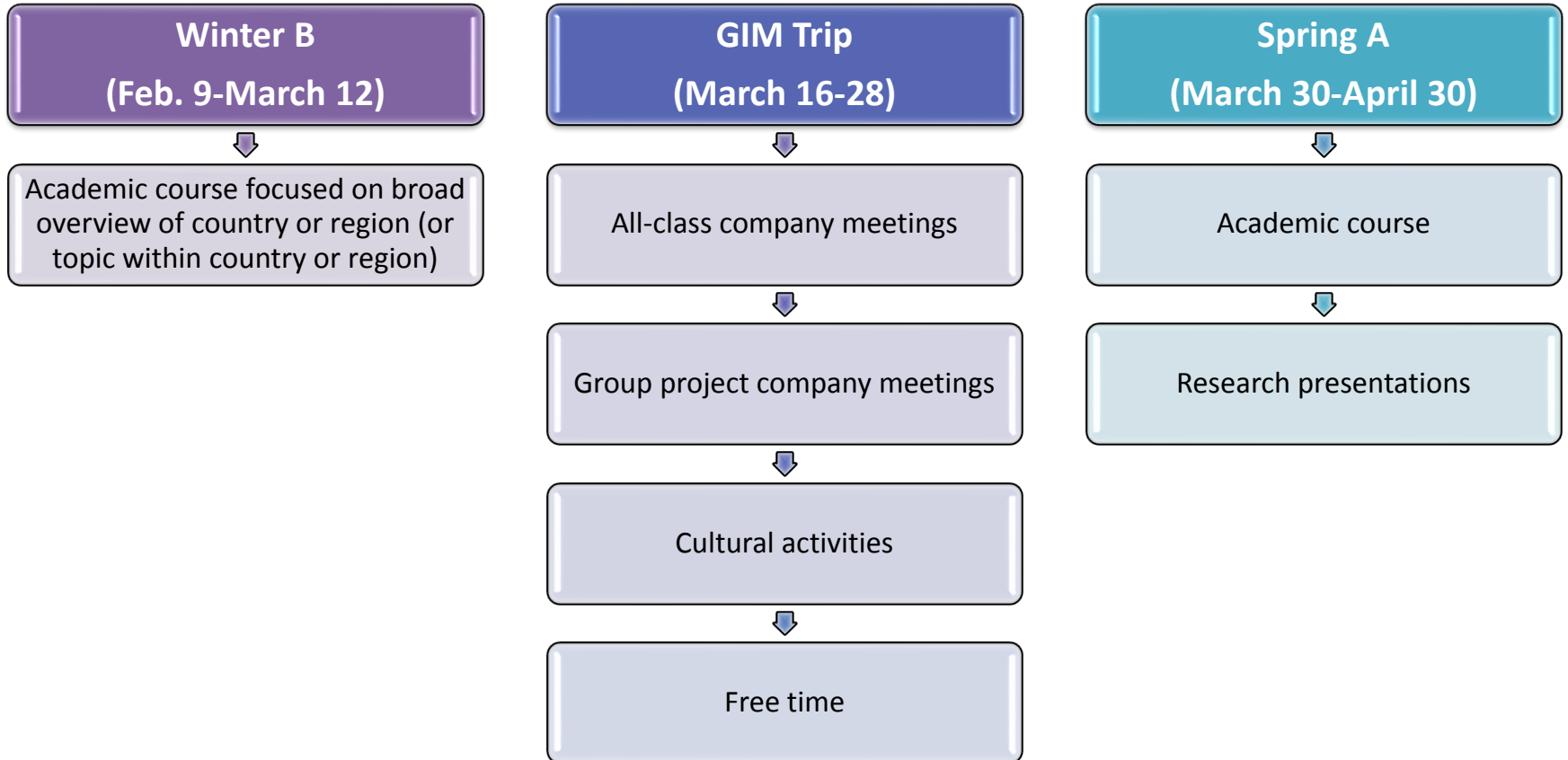
Survey Classes

- China/Korea
Faculty: Damien Ma
Advisor: Sheila Duran
- India
Faculty: Sampath Ramesh
Advisor: Kalpana Waikar
- Brazil/Argentina/Chile
Faculty: Daniel Lansberg-Rodriguez
Advisor: Christine Dunn

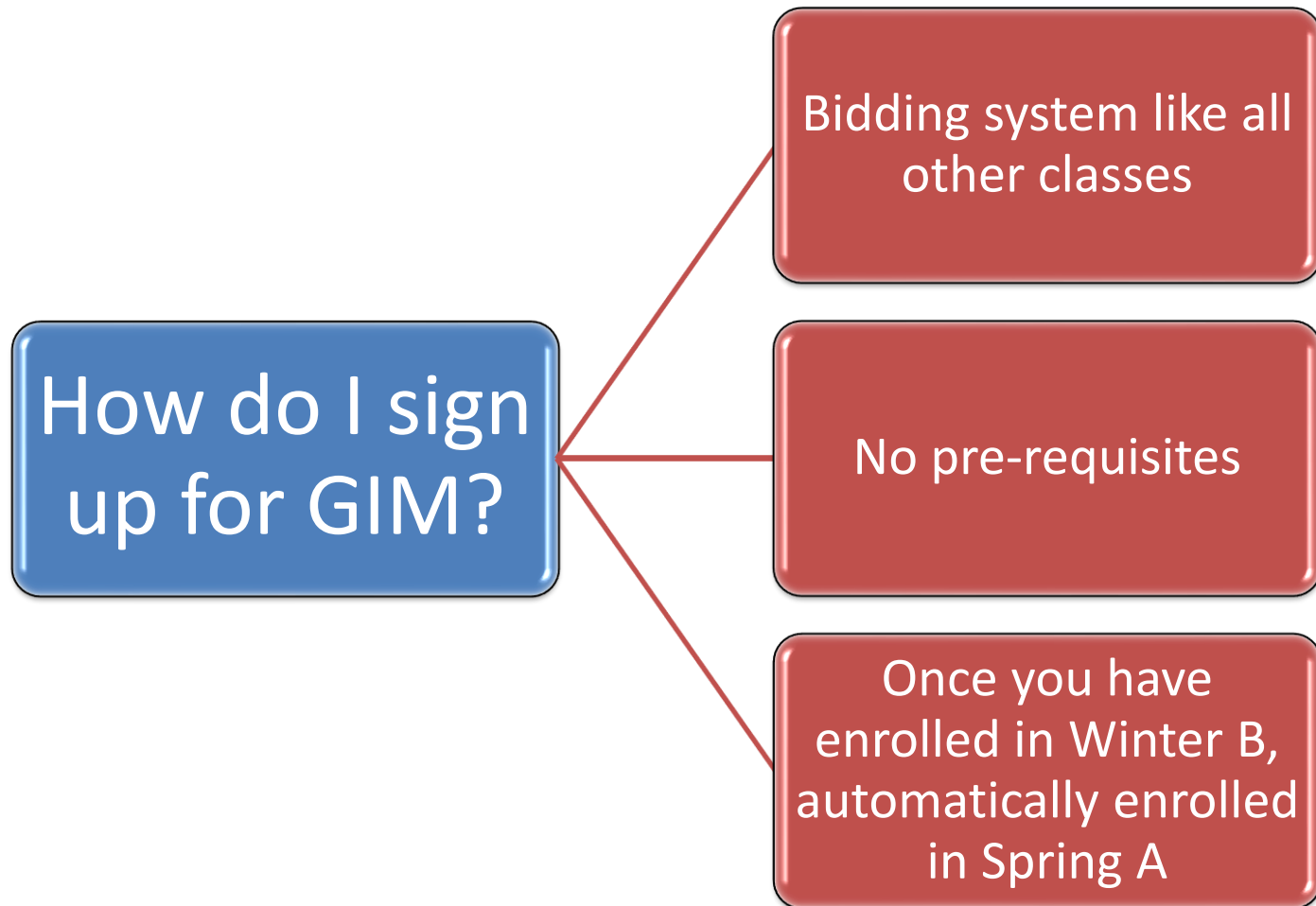
Topics Classes

- Luxury Brand Management: Japan/China
Faculty: Greg Merkley
Advisor: Carla Edelston
- Global Energy Markets: UAE/Jordan/Israel
Faculty: Rachel Bronson
Advisor: Matthew Temple
- Social Impact: Nicaragua
Faculty: Tasha Seitz
Advisor: Arlene Johnson

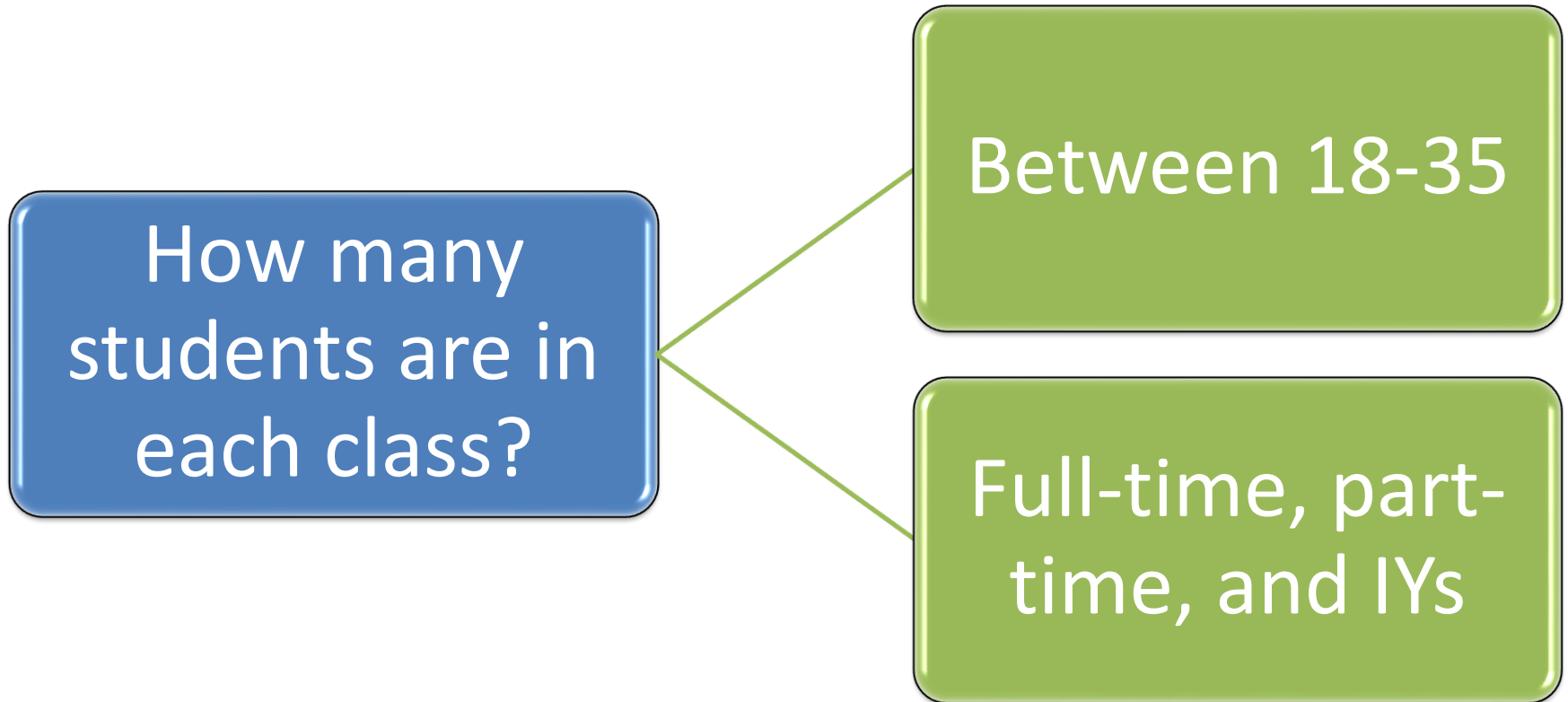
GIM Class Structure



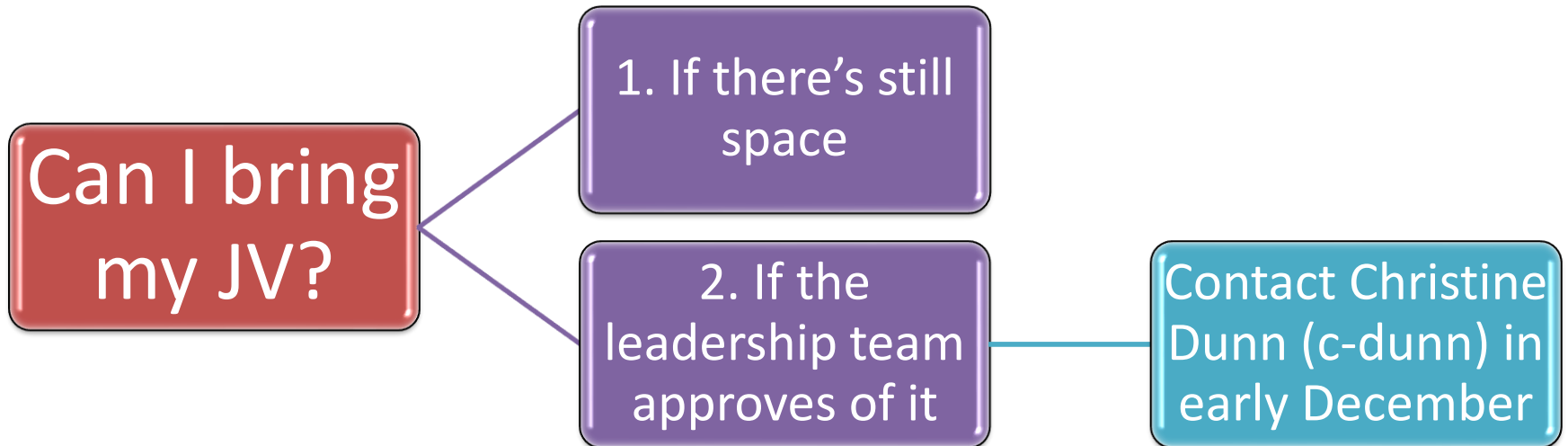
Frequently Asked Questions



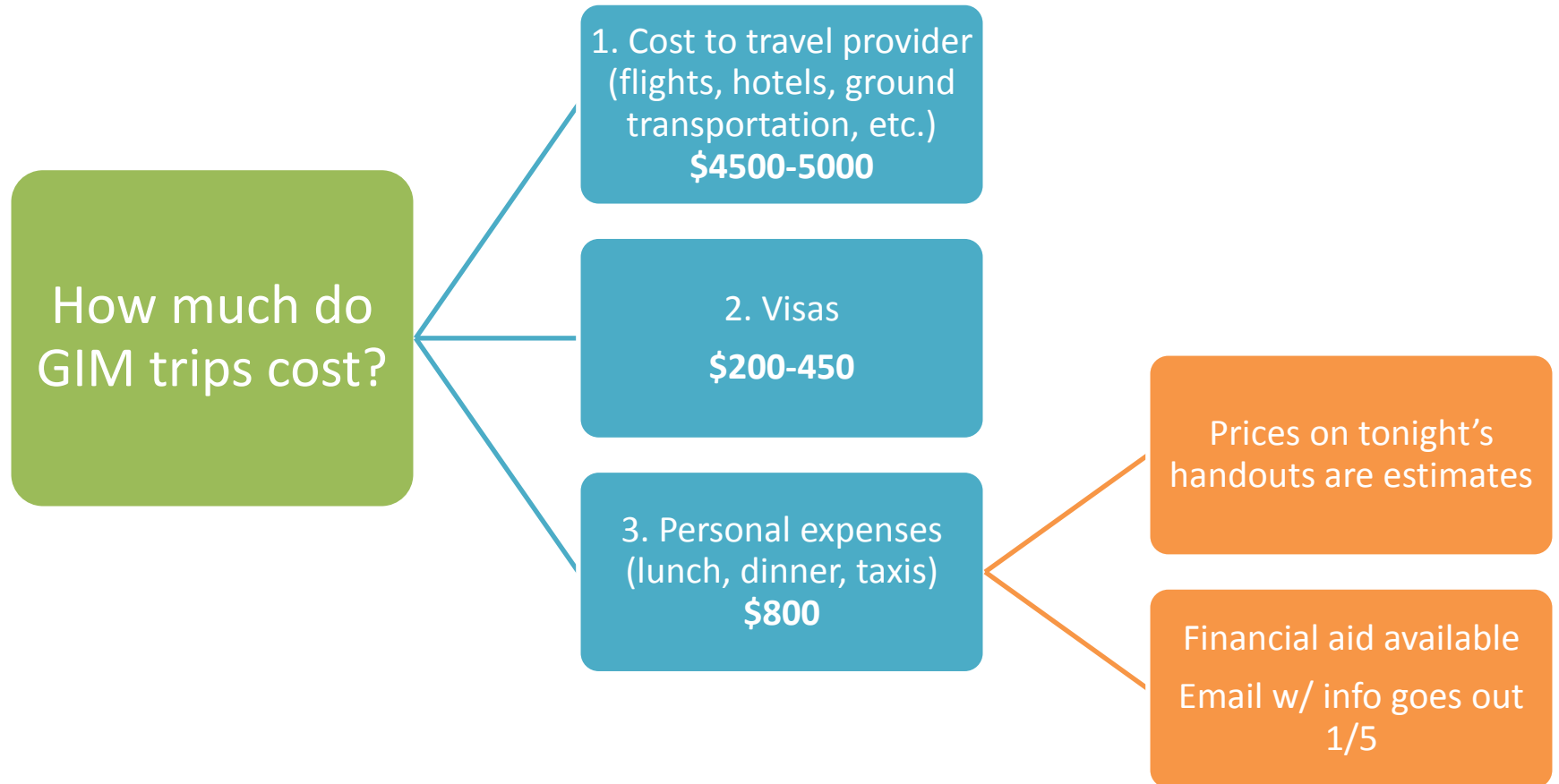
Frequently Asked Questions



Frequently Asked Questions



Frequently Asked Questions



Frequently Asked Questions

When do I pay for
my GIM trip?

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graph LR; A[When do I pay for my GIM trip?] --- B[12/12/14  
registration & $500 non-refundable deposit]; A --- C[1/19/15  
remainder of payment due]; A --- D[12:00pm day after 1st class  
deadline for dropping trip  
full refund except for $500 deposit];
```

12/12/14

registration & \$500 non-refundable deposit

1/19/15

remainder of payment due

12:00pm day after 1st class
deadline for dropping trip
full refund except for \$500
deposit

Frequently Asked Questions

Why does GIM cost what it does?

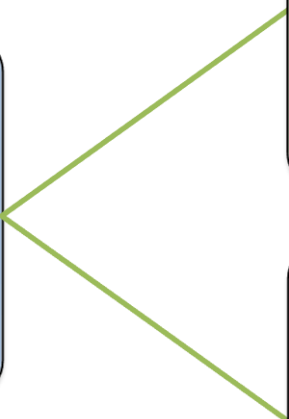
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graph LR; A[Why does GIM cost what it does?] --- B[GIM trips last 12-14 days]; A --- C[Group travel not less expensive];
```

GIM trips last 12-14 days

Group travel **not** less expensive

Frequently Asked Questions

What does “group travel” mean?



```
graph LR; A[What does “group travel” mean?] --- B[Everybody begins and ends the trip at O’Hare]; A --- C[No side trips during the trip—everyone stays together]
```

A diagram with a central blue box on the left containing the question "What does 'group travel' mean?". Two green boxes are connected to the right side of the blue box by two separate lines. The top green box contains the text "Everybody begins and ends the trip at O'Hare". The bottom green box contains the text "No side trips during the trip—everyone stays together".

Everybody begins and ends the trip at O'Hare

No side trips during the trip—everyone stays together