GIM CHINA – KOREA
Shanghai – Beijing – Beijing

Questions? Let us Know!

Faculty:
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Advisor:
Sheila Duran
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Field Study Co-Leads:

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azhang2016@

Logistics Lead:
Stephanie Shaer
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Ty Findley
tfindley2015@

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

Understanding a Rising Region
GIM CHINA – KOREA
Understanding a Rising Region

PROPOSED CORPORATE VISITS

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

Shanghai:
Oriental Pearl Tower, Jade Buddha Temple, Era Acrobats

Seoul:
The Demilitarized Zone (DMZ), Gyeongbok Palace, the Blue House
To the far East ... to the far side of the World

Two of the world’s top thee 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!

JAPAN & CHINA
Luxury Brand Marketing

GIM 2015

Rolls-Royce
LOUIS VUITTON
Tiffany & Co.

ROLEX
SWAROVSKI
SHISEIDO
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

- **Mar 16** Mon: Chicago
- **Mar 17** Tue: Tokyo
- **Mar 18** Wed: Osaka
- **Mar 19** Thu: Shanghai
- **Mar 20** Fri: (additional costs not included in this budget include lunch, dinner, taxis, and spending money)
- **Mar 21** Sat: Tokyo
- **Mar 22** Sun: Osaka
- **Mar 23** Mon: Shanghai
- **Mar 24** Tue: Tokyo
- **Mar 25** Wed: Osaka
- **Mar 26** Thu: Shanghai
- **Mar 27** Fri: Tokyo
- **Mar 28** Sat: Osaka

Estimated costs: approx. $5,000 per person; includes airfare, hotels, long distance ground transportation, major events, breakfasts, etc.

GIM 2015 Luxury Brand Management Japan & China Team

- **Faculty:** Greg Merkle, Carla Edelson
- **Advisor:** Yuichi Morii, Junpei Amano
- **Communication:** Alok Ranjan Singh, Carissa Sutjipto
- **Logistics:**
- **Field Study:**

**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 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

Global Initiatives in Management

India 2015
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

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

Learn more: bit.ly/ksmglobal
Experience the rich culture and meet some of the most vibrant economies in the Middle East

Join GIM 2015 – Global Energy Markets

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.

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!

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

- UAE
- Jordan
- Israel

Proposed Cultural events and activities

- Jet Ski
- Desert quads
- Indoor skiing
- Petra day trip
- Dead Sea
- Traditional music
- Masada fortification
- Beach club party
- Jerusalem day trip

Faculty
Rachel Bronson
Matthew Temple
Scott McNeely
Juan Lopez Barcelo
Grace Rumford
Bennett Applegate

Advisor
Matthew Temple

Logistics
Scott McNeely

Communication
Juan Lopez Barcelo
Grace Rumford

Field Study
Grace Rumford
Bennett Applegate

SCHEDULE

Mar 15
Mar 16
Mar 17
Mar 18
Mar 19
Mar 20
Mar 21
Mar 22
Mar 23
Mar 24
Mar 25
Mar 26
Mar 27
Mar 28

Dubai
Abu Dhabi (one day trip)
Amman (one day trip)
Petra (one day trip)
Tel Aviv
Jerusalem (one day trip)

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
<table>
<thead>
<tr>
<th>Estimated amount due to travel provider (airfare, hotels, transportation, cultural/tours, 3 group dinners, travel agent fees, cell phones, buffer)</th>
<th>$5,074</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional required items (visas for U.S. citizens)</td>
<td>$445</td>
</tr>
<tr>
<td>Items not included in pricing (lunches/dinners, spending money, cab fare)</td>
<td><em>$800</em> <em>est. amt.</em></td>
</tr>
<tr>
<td><strong>Total trip cost</strong></td>
<td><strong>$6,319</strong></td>
</tr>
</tbody>
</table>
São Paulo is South America's largest city and boasts unmatched artistic and business energy along with great food and a fun nightlife!

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

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

Potential Company Visits:

- **EMBRAER**
- **OUTBACK STEAKHOUSE®**
- **natura bienestar bien**
- **TECHNOSERVE BUSINESS SOLUTIONS TO POVERTY**
- **CONCHA Y TORO WORLD'S MOST ADMIRED WINE BRANDS**
- **The World Bank**
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

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 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

Pricing (estimates as of October 2014)

| Program Cost (before 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** |

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 socioeconomic 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 Tías 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

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Advisor</th>
<th>Student Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Academics</td>
<td>• Head of leadership team</td>
<td>• In-country planning</td>
</tr>
<tr>
<td>• Academic resource in-country</td>
<td>• Head of delegation in-country</td>
<td>• Lead classmates during trip</td>
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<tr>
<th>Global Programs Office</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Overall program structure and support</td>
<td>• Committee members who help plan trip or help during trip</td>
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</tbody>
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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

**Winter B**
(Feb. 9-March 12)
- Academic course focused on broad overview of country or region (or topic within country or region)

**GIM Trip**
(March 16-28)
- All-class company meetings
- Group project company meetings
- Cultural activities
- Free time

**Spring A**
(March 30-April 30)
- Academic course
- Research presentations
Frequently Asked Questions

How do I sign up for GIM?

- Bidding system like all other classes
- No pre-requisites
- Once you have enrolled in Winter B, automatically enrolled in Spring A
Frequently Asked Questions

How many students are in each class?

Between 18-35

Full-time, part-time, and IYs
Frequently Asked Questions

Can I bring my JV?

1. If there’s still space
2. If the leadership team approves of it

Contact Christine Dunn (c-dunn) in early December
How much do GIM trips cost?

1. Cost to travel provider (flights, hotels, ground transportation, etc.)
   $4500-5000

2. Visas
   $200-450

3. Personal expenses (lunch, dinner, taxis)
   $800

Prices on tonight’s handouts are estimates
Financial aid available
Email w/ info goes out 1/5
When do I pay for my GIM trip?

- 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
Why does GIM cost what it does?

GIM trips last 12-14 days

Group travel not less expensive
Frequently Asked Questions

What does “group travel” mean?

Everybody begins and ends the trip at O’Hare

No side trips during the trip—everyone stays together