

Call for participation in PKU-UTokyo Joint Summer Program 2016

“Understanding Japanese Companies in China”

<Objectives>

Globalization of economy has been a challenge as well as an opportunity for companies. In order to survive in changing economic conditions, they have to seek for potential market. Needless to say, China, which has more than 1.3 billion population, has attracted a lot of foreign investment and still enjoys relatively rapid economic growth. Thus it is understandable why so many Japanese companies are now doing business in China.

Peking University started a new type of joint summer program with the University of Tokyo from last year to encourage students of both universities to study together in an international and multicultural environment. In this joint summer program, 12 students from both universities will listen to the same (possibly three) lectures and participate in the same field trips to understand what sort of difficulties Japanese companies in China are facing and how they are trying to overcome such difficulties, which is very suggestive to the students in Peking University who will be sent to foreign countries as a diplomat or expatriate.

<Eligibility>

Undergraduate as well as graduate students of Peking University can apply for the program. International students are also welcome, but only normal students (excluding exchange students) are eligible. Those who can partially attend are NOT eligible. Participants of both universities will share the hotel room to learn together from morning to night.

<Application and Selection >

Those who want to join the program are requested to send the following two documents to Prof. Shigeto Sonoda (Deputy Director General, Division of International Affairs, University of Tokyo; shigetosonoda@ioc.u-tokyo.ac.jp) who is designing the program through email.

- (1) A 400-word English essay explaining why you are interested in this program
- (2) CV (either in Chinese or in English) with the information of applicant's affiliation

If more than 12 applications arrive, Prof. Sonoda will select 12 students. The selection result will be announced to the applicants by the professor.

<Program Schedule: Tentative>

Day	Time	Activities
20th of August	9:00-10:00	Reception and Kick-off Meeting
	10:00-13:00	Lecture and Discussion (1) Prof. Shigeto Sonoda 園田茂人教授 (University of Tokyo) Title. "Japanese Business in China: Its Development and Challenges"
	13:00-14:30	Lunch and Break
	14:30-16:00	Campus Tour at Peking University
21st of August		Free Activity
22th of August	9:00-12:00	Lecture and Discussion (2) Prof. Yongtao Gui 歸泳濤教授 (Peking University) Title: "Sino-Japan Relations in Historical Contexts" (TBD)
	12:00-13:30	Lunch and Break
	13:30-16:30	Lecture and Discussion (3) Prof. John Holden (Peking University) Title: "Changing Chinese Business Environment" (TBD)
23rd of August	8:30	Departure from Peking University by bus
	11:00-15:00	Visiting 丘比食品有限公司 http://www.kewpie.com.cn/bj/
24th of August		Visiting Japanese Chamber of Commerce and Industry in China, Japanese Embassy in China, Japan-China Economic Association or JETRO China /TBD Visiting Mitsubishi Corporation Beijing Branch/TBD
25th of August		Visiting Asakura Beauty Parlor /TBD
26th of August		Visiting Yakurt Factory 养乐多(中国)投资有限公司 in Tianjin /TBD
27th of August		Visiting Seven-Eleven (Convenience Store Chain) /TBD
28th of August		Free Activity
29th of August		Interm Presentation and Discussion/ Fieldwork (1)
30th of August		Fieldwork (2)
31th of August	Morning	Preparation for Presentation
	Afternoon	Final Presentation by Group
	Evening	Farewell Reception

<Program Fee>

Free of charge. Participants should pay only for drinks and some meals.

<Submission Deadline>

30th of June, 2016. If you have any questions, contact with Prof. Sonoda directly.