The 27th Graduate Business Conference

Accessing the Market of Greater China

2009 at CNCCU, Taipei
The GBC 2009 Organizing Committee
Wishes to Thank

CNCCU Associate Dean Dr. Samuel Chen, for his support, professional network, vision and commitment to the GBC 2009. OIP Administrative Specialist Jill Liang, whose tireless efforts and unlimited patience solved the multitude of logistical challenges. The entire Office of International Programs, the College of Commerce at NCCU and NCCU. As well as Vice President Siew; Mr. S.H. Lee; Mr. Ted Chang of Quanta Computer; Standard Chartered Bank’s Mr. Coye, Mr. Wegner and Mr. Phoo; Mr. Mark Han of Great Wall Food; Mr. Hu of Standard and Poor’s; Mr. Nicholas Winsor of HSBC Taiwan and the GBF Executive Team for their support, advice and guidance with special thanks to Alex Kouts, Cliff Dank and Peter Kiaer.
Welcome Address

From President of NCCU & Dean of the College of Commerce

GBC 2009 Delegates,

It is with great anticipation and excitement that we welcome all of your participation in the 27th Annual Graduate Business Conference 2009 at National Chengchi University!

The 2009 GBC being awarded to the NCCU College of Commerce illustrates its outstanding, international reputation, 80 years of rich history and arrival on the global stage of top MBA programs. The GBC 2009 will be nothing short of a world class event showcasing Taiwan’s economic might, strategic location, unique cultural setting and immense human capital.

Hosting the world’s top MBA programs from over 12 countries and spanning three continents underscores the vital importance of international cooperation, cultural understanding, vision and leadership in today’s global marketplace.

While attending the GBC 2009 at NCCU we encourage you to explore the beautiful campus and also explore the fundamental aspects of life in Taiwan. Gaining a foothold in Chinese culture can only serve to increase your ability and effectiveness in Accessing the Market of Greater China.

As stewards of tomorrow’s global economy, the importance of building positive-sum commerce is immeasurable. It is our hope that attending the GBC 2009 at NCCU in Taipei, Taiwan will give you a stepping stone to understanding the dynamism and intricacies associated with Accessing the Greater China Market.

Welcome, enjoy and expand your horizons!

Best regards,

Dr. Se Hwa Wu
NCCU President

Dr. Robert Su
College of Commerce Dean
Welcome Address

From GBC 2009 Organizing Committee

Dear GBC 2009 Delegates,

Welcome to Taipei for the 27th Annual Graduate Business Conference 2009!

The Organizing Committee is both humbled and honoured to have the opportunity to host the finest MBA programs in the world and you, the student leaders of those programs. The Organizing Committee’s goal for the GBC 2009 is to provide delegates the most exciting, engaging and memorable experience possible.

We are very proud to be able to present several distinguished speakers and guests, who will share their experiences with us. Among these Vice President Vincent C. Siew will give the keynote address regarding Taiwan’s pivotal role in Asian and Global economics. In total, you can look forward to a compelling and experiential 3 day program with speakers, workshops and a look into Taiwanese and Asian culture.

The essence of the Graduate Business Conference is to share ideas and exchange best practices in order to create a forum of mutual inspiration. In the end the true value of the GBC is the relationships built, ideas exchanged and foundations which are laid ensuring future success and lifelong friendships.

Over the next three days we will hear form one of Taiwan’s top elected officials, begin a journey into understanding Asian culture and its critical relationship with business, visit the world’s largest manufacturer of laptop computers, engage a multinational bank regarding their success in entering the Market of Greater China plus gain essential insight from three CEOs of both Taiwanese and International companies regarding what they feel are necessary attributes needed to excel in the Market of Greater China.

In addition to this amazing schedule, delegates will share, grow and learn from each other’s experiences regarding leadership challenges and success in the President’s Forum and Best Practices workshops. These venues offer unparalleled opportunities to extract the essence of the GBC.

Finally, the evening activities have been geared to reinforce the cultural sensitivity and understanding required to successfully Access the Market of Greater China. From Chinese Opera, to a traditional hot-pot dinner, to visiting a bustling Taoist/Buddhist temple or experiencing the energy and liveliness of a Night Market culminating with a trip to the largest collection of Chinese art and artifacts in the world at the National Palace Museum; the GBC 2009 aims to fully illuminate what it takes to Access the Market of Greater China!

It is the pleasure of the GBC 2009 Organizing Committee to welcome you to Taipei and to the Graduate Business Conference 2009!

Very best regards,
GBC 2009 Organizing Committee
gbc2009@nccu.edu.tw
Intro to NCCU

National Chengchi University

The National Chengchi University is one of the most prestigious research-oriented centers for higher education in Asia. It was founded in 1927 and is renowned for its work in the humanities, social sciences, and business management.

NCCU has developed and refined itself into nine colleges (Liberal Arts, Science, Social Sciences, Law, Commerce, Foreign Languages, Communication, International Affairs, and Education), ten independent graduate institutes, and thirty-four departments.

In terms of teaching and academic research, the university contracts more than 600 full-time professors, 70 researchers, and over 200 part-time lecturers, scholars and experts annually to conduct instruction and research.

College of Commerce

The College of Commerce at National Chengchi University (CNCCU), established in 1957, is highly regarded nationally and internationally as the best business school in Taiwan. Our reputation is based on the caliber of our academics and students. With eight departments, two institutions, twenty one national-level research centers, and thirty-nine multi-functional laboratories, CNCCU has achieved an outstanding record in academic research, consulting for government policies, business and the community. The college boasts of having more than 140 professors who have earned Ph.D. degrees from world-renowned universities. CNCCU graduates are highly employable and sought after by the local and international business communities.
The main campus of National Chengchi University (NCCU) is located in the southeastern suburbs of Taipei. The university commands a beautiful view, in a peaceful setting, at the foot of Mt. Chihnan and is close to many tourist spots including the Chihnan Temple, the Tea Display Museum, and the Taipei Zoo.

The area of the main campus is approximately 103 hectares, with 80 hectares of it on the hillside. Jing-mei River and Zhi-nan River run through the campus, forming a beautiful verdant landscape with the surrounding hills and vegetation.

Divided by Zhi-nan River, the campus has the hillfoot side and the hill side. The hillfoot division is developed along the main axis of Si-wei Avenue, with main building complexes concentrated along the north–south passage. These include historical buildings such as the Zhi-shi Building, Guo-fu Building and Si-wei Auditorium. There are also new buildings constructed in the past two decades, including the Chung-cheng Library, the Social Science Information Center, the General Research Building, the Business College Building and the General-Purpose Building. The sixteen-story General-Purpose Building, completed and opened in 2000, is now the landmark of the campus.

On the hill side are the Communication College Building, the Dao-fan Building, the Century Building and the Ji-tao Building. All of these buildings have wonderful views of the beautiful, winding Jing-mei River from the hillside.

At 5 kilometers in length, the tree-lined Beltway running through the hill side serves as the main traffic route for this campus division. A hiker’s path is also built in the hill side campus to provide leisure activities for the faculty, students and residents from nearby neighborhoods. The vibrant academic scene in the hillfoot division and the beautiful scenery of the hillside division combined set the university apart from other universities in northern Taiwan.
What and who is the Graduate Business Forum?

Established in 1983, the Graduate Business Forum (GBF) is a global organisation dedicated to developing leadership and global citizenship. The primary activity is to support a global conference, the Graduate Business Conference (GBC) which brings together student leaders from graduate business programs worldwide, assembling them for inspirational debates, best practice sharing and opportunities to build lasting relationships.

The conference provides the core membership of the organisation and entitles you to join a unique global alumni network of exceptional individuals that were recognized by their MBA peers as inspirational leaders and therefore elected to lead the student associations of the top schools in the world.

For more than 25 years, the GBF experience has inspired tomorrow’s business leaders. This dedication has fueled uniqueness, bold change and exceptional will to succeed in thousands of tomorrow’s business leaders. It has empowered these leaders to make a positive impact in the world through activities within their own business schools and later in the companies and organizations they join.

Congratulations on being selected to represent your school at the conference. This is the start of a fantastic journey....
Over the last quarter century, the GBF has seen:

- +2,500 student leaders participating in GBCs
- +30 countries with participating business schools
- +300 forums and workshops helping inspire future leaders
- +100 corporate executives, government officials and other leaders who have contributed time and inspiration
- Countless projects around the world fuelled by inspirations from GBF participation

GBC 2009 at NCCU is your welcome event into the GBF and over the next few days you’ll discover the infectious, collaborative energy that has infused every student that starts their journey with the GBC.

Who is the GBF?

The GBF operates on a two-tier governance model with a Board of Directors and an Executive Team.

GBF Board of Directors

The Board of Directors is responsible for the overall direction and vision of the GBF. It oversees the Executive Team and provides guidance if needed. The founder and the early leadership of the GBF are represented on the Board that also consists of representatives from member schools and corporate executives. The current board members are led by Chairman Niall O’Hea, with fellow board members Jim Deveau (original founder GBF), Sven Junghagen, Kulwant Singh, Blair Lacorte, Gary McClure, Fred Stow, Jody Cooper (SLA winner 96) and Bonnie Schwerin. A number of the Board will be present at the conference.
GBF Executive Team

The Executive Team is responsible for the GBF’s daily operations and oversees its activities. It consists of the CEO & President and a team of Vice-Presidents, each of whom are heading one the GBF’s Committees:

- CEO & President: Peter Kiaer
- VP Business Development and CSR: Wieteke Dupain (SLA winner 2006)
- VP Graduate Business Conference: Cliff Dank
- CFO & VP Fundraising: Chris Mulh
- VP Alumni Relations: Aaron Kuney
- VP Communications: Siobhan Clarke

GBF Committees & Volunteers

For each of the forum committees above, there is a team of volunteers who work with the VPs to deliver the projects and work that keep the GBF running every year.

How can I get involved with the GBF?

All executive team members and a number of the volunteers are in attendance at GBC 2009; however, we are always eager to recruit new talent to help to develop the GBF.

Over the next 12 months, we have some exciting projects to deliver including alumni activities, fundraising, communications and international recognition for the GBF, as well as regular annual activities of helping to support the host school for GBC 2010, producing Visum – our published newsletter, supporting the Presidents Forum and interacting and supporting all GBF members.

If you have special talent and experience and a passion for delivery, we’d like to invite you to talk to the executive committee members listed above about volunteer opportunities and becoming part of an international team that connects the leaders from the world’s top business schools.

The Board and the executive team are all former GBC delegates who volunteer their time to support the GBF.
Becoming a host for GBC 2010

The GBC depends on host schools to perpetuate our ideals of leadership and innovation in the graduate business community. New hosts bring new ideas and new innovations for our delegates and our activities.

Why Host a GBC?

Hosting the GBC raises the profile of your school and provides a unique challenge and experience to the student organizing committee – one which develops core leadership competencies. As a host, you open your doors and invite our global community to meet your students, your faculty, and your corporate partners. With the GBC, you can showcase the unique aspects of your school while crafting the agenda for this assembly of enthusiastic business student leaders. This is a fantastic opportunity to create a living tribute to your school while providing an experience with lasting value.

What does It Take to Host a GBC?

◆ The GBC is student run, so it takes dedicated students and a supportive administration
◆ An innovative theme that is timely and of interest to future leaders
◆ The will to take on the responsibility to organize an event for approx. 120 students for three days
◆ Organizational capabilities and physical facilities to develop and execute the event

Please know that the bidding process is an ongoing dialogue between the bidding school and the GBF. We regularly coach bid teams to help each school stage the best possible presentation.

Next Steps

If you are interested in knowing more about hosting a GBC, please download “GBC – Host school considerations” document on the Graduate Business Forum website, http://www.graduatebusinessforum.org.
If you want to become a GBC Host School or have more questions please contact Peter Kiaer, peter.kiaer@graduatebusinessforum.org
General Practical Information

Date and Time

The conference officially starts on April 16th at 8:30 am. However the unofficial start is Wednesday evening on the 15th with an informal cocktail hour plus buffet style dinner for delegates to get acquainted. Wednesday evening’s event will be held at the San Want hotel for delegates’ convenience.

Airport Departure – Sunday April 19th

There will be scheduled bus departures to the airport on Sunday April 19th. The Organizing Committee will make all delegates aware of the departure times and advise delegates on which bus is most appropriate. Should a delegate wish to take a taxi to the airport, it can be arranged at the delegate’s expense. (usually US$30)

Conference Venue

National Chengchi University College of Commerce (CNCCU)

The conference is situated in NCCU’s College of Commerce Building in the southern section of Taipei City. The Campus is situated at the base of the beautiful Muzha Tea Garden foot hills. The 6th floor of the College of Commerce is less than a year old, recently renovated to reflect a world class learning environment. To take a virtual tour of the GBC 2009 on-campus venue, please visit http://imba.nccu.edu.tw/index.php.

Hotel

Accommodation will be provided at the expense of Graduate Business Conference 2009. Chosen to be the participants’ home away from home is the San Want Hotel. The San Want Hotel in Taipei is a sophisticated and modern four star hotel. The location is on Zhongxiao Rd. and in the center of one of Taipei’s most exciting areas! More information regarding the San Want Hotel may be found at http://www.sanwant.com/en/index.aspx.
Emergency Information/Situations

The organizing Committee is “on-call” during the GBC 2009 should there be the unfortunate instance of an emergency. Names and phone numbers of the Organizing Committee are listed in the back of this Welcome Booklet; additionally all of our business cards are in the Welcome Pack. Contact anyone of us should the need arise and we will take necessary actions to ensure the safety and well being of GBC 2009 delegates.

Information on Taipei

To learn about Taipei and what a dynamic and exciting place it is visit: Discover Taipei! http://english.taipei.gov.tw/doi/index.jsp?categid=2463  Practical information about Taipei

Currency – Taiwan uses the New Taiwan Dollar or NT. It is recommended to do your currency exchange at the Taipei International Airport (TPE). Additionally, most ATM cards work in Taiwan, but check with your bank prior to arriving to be clear on the international regulations.

VISAs – North America and Most Western European Countries are not required to file in advance for a visa to enter Taiwan. A 30 day tourist is issued upon landing. If unsure please visit http://taiwan.visahq.com/customs to be sure.

Dress-code

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<thead>
<tr>
<th>Day</th>
<th>Attire</th>
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<tbody>
<tr>
<td>Wednesday evening</td>
<td>Casual</td>
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<tr>
<td>Thursday</td>
<td>Business Attire</td>
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<td>Thursday evening</td>
<td>Business Casual</td>
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<td>Friday</td>
<td>Business Casual</td>
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<td>Friday evening</td>
<td>Casual</td>
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<td>Saturday</td>
<td>Business Casual</td>
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<tr>
<td>Saturday evening</td>
<td>Gala Dinner, Business Attire</td>
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</table>

◆ Casual: Anything you feel comfortable in.
◆ Business Casual: Nicely dressed (shirt, polo or equivalent, tie not required
◆ Business Attire: Men: Suit and tie, Women: Suit or equivalent

※ Please bring 1 laptop per delegation
Note:
Conference Theme: Accessing the Market of Greater China

The GBC 2009 will provide an in depth look at one of the most talked about topics in business today, Accessing the Market of Greater China. The goal for the GBC 2009 is to explore the opportunities both in regional and international markets plus examine the cultural nuances related to doing business in the Greater China region. Illuminating these opportunities to attending delegates will underscore the importance the Market of Greater China will play in determining the future of global commerce.

Taiwan is located in the center of the economic engines of Asia. It is just off the coast of China, south of Japan and Korea, east of Hong Kong and north of Singapore. As such it has played a unique role as a competitor, partner and observer of the business development throughout Asia. This strategic location has allowed Taiwan to become a global leader for Original Design Manufacturers (ODM), Original Equipment Manufacturers (OEM), and Supply Chain Management (SCM). Additionally, recent branding initiatives offer critical insights into what doing business in the Greater China region truly entails. The theme as described is one which all future leaders must put some thought into.

Furthermore, the GBC 2009 will highlight the challenges leaders face when dealing with growing an organization in a new culture. This will not only assist delegates in leading the diverse make up of their respective business school student bodies but also prepare them for future business pursuits. The delegates will be challenged to think about working in culturally diverse environments. They will learn how to be aware of the subtle differences of various cultures and how to successfully work together with multicultural teams.

Examining the theme, Accessing the Market of Greater China, will allow delegates to experience first–hand the opportunities, challenges and impact the Greater China market is having and will have globally.
Ultimately the GBC is a leadership conference. This year we want to explore the theme of Accessing the Market of Greater China through the lenses of Leadership, Culture and Globalization. Recent research has leveled some serious criticism at the status of MBA programs. A lack of soft-skills among MBA graduates in the areas of leadership, global outlook and cultural skills is sending a ripple effect through cross disciplinary fields of academia, recruitment and the professional work environment. (http://hbswk.hbs.edu/item/6053.html) The global economic gravity is undeniably shifting from the west to the east. What are critical cultural skills required to excel in Accessing the Market of Greater China?

**Culture**

We will be hosting a Confucianism and Leadership session on Thursday afternoon. Confucius’ teachings permeate every aspect of Asian culture. From family and business hierarchy to ethics and social structures, the impact this great thinker, philosopher and above all else teacher has had and continues to have on Asian culture is immeasurable. Though the session dedicated to this topic is enough to give a only a glimmer of an insight into the importance of Confucius’ teachings, we feel that this session will give delegates a foothold upon which to climb regarding understanding the cultural nuances related to doing business in the Greater China Market.

**Leadership**

Saturday morning will focus on leadership as we welcome CEOs from the Great Wall Food Co., HSBC Taiwan and Standard and Poor’s China. We feel very fortunate to have such excellent speakers to share their experiences regarding what has shaped their leadership style and what leadership attributes they feel have been essential and will be essential doing business in the global economy.
Globalization

Each speaker and presenter has been asked to deliver their message with leadership and globalization in mind. The Organizing Committee has structured the GBC 2009 in a way where we will learn from a local Taiwanese Company, Quanta Computer, and how their success has been driven by the ability to reach out to the global economy and also by an international company, Standard Charter Bank, and their ability to reach in from the global economy and Access the Market of Greater China. It is precisely this type of global commerce and a grasp on strategies which make it work that we wish to illuminate for attending delegates.

It is through these sub-themes of Culture, Leadership and Globalization that we will examine the overall conference theme of Accessing the Market of Greater China.

Our Objectives for You, the Participants

The ambitions for the GBC 2009 are high. We want you, the participants, to be inspired by keynote speakers, mini lectures, workshops and team sessions, where you are able to work actively with the theories. More specifically, our hope is you obtain practical leadership skills from the Corporate Executives’ experiences as well as through knowledge sharing among participants.

Perhaps the most important aspect of GBC 2009 will be the peer to peer learning among attending delegates from the world’s top MBA programs. Best Practices workshops and the President’s Forum enable delegates to share and discuss winning strategies and challenges faced at their respective universities. The value of four days’ interaction, idea sharing and collaboration with the world’s top MBA talent is invaluable.

As the global business leaders of tomorrow, the significance of the greater China market is inescapable. It is the Organizing Committee’s hope that attending the GBC 2009 will give you valuable insight into Asian business practices, strengthen leadership skills and the opportunity not only for professional networking, but lifelong relationship building as well.
Conference Program

Wednesday, April 15

On arrival day, NCCU hosts will help all the conference members find their way to the hotel. In the evening, we are planning a social meet and greet to shake off the weariness of the long trip. This will be the first of many occasions to help build some bonds among the GBC participants.

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<tr>
<th>April 15th</th>
<th>Event</th>
<th>Venue</th>
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<tbody>
<tr>
<td>5:00pm</td>
<td>Registration – Upon Hotel Arrival</td>
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<tr>
<td>6:30pm – 7:30pm</td>
<td>Social Meet &amp; Greet Cocktail Hour</td>
<td>San Want Hotel</td>
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<tr>
<td>7:30pm – 9:00pm</td>
<td>Buffet Style Welcome Dinner</td>
<td><a href="http://www.sanwant.com/en/index.aspx">http://www.sanwant.com/en/index.aspx</a></td>
</tr>
<tr>
<td>9:00pm</td>
<td>Evening Activities Conclude</td>
<td>Delegates encouraged to rest up for GBC 2009!</td>
</tr>
</tbody>
</table>
**Thursday, April 16th**

The official opening of the conference will begin with an opening ceremony by GBF and GBC principal organizers followed by a welcome from NCCU President Dr. Se Hwa Wu and College of Commerce Dean Dr. Robert Su. Delegates will next be addressed by one of Taiwan’s top elected officials, Vice President Vincent Siew who will be delivering the keynote address. After Vice President Siew’s keynote address, delegates will then make their way to the 6th floor of the College of Commerce to enjoy a Coffee & Tea break. Participants will then be able to start building their leadership skills with the first President’s Forum and Best Practices sessions. Delegates will be shown the way to their appropriate locations. After the President’s Forum and Best Practices sessions, lunch will be catered in the 6th floor dining area.

**Confucianism and Leadership**

The afternoon proceeds with seminar on Confucianism and Leadership. This workshop will be highly interactive and will be given by Prof. S.H. Lee, a NCCU professor in Leadership, Organizational Behaviour, and Strategic Human Resource Management.

In his presentation, Prof. Lee will help participants understand Confucianism and its relevant concepts and principles regarding leadership, in shaping organizational culture, value and ethical standards. He will focus on how Asian Organizations incorporate Confucianism philosophy into corporate culture and how Confucianism principles are put into practice.

For more than 2500 years, Confucianism has had a strong impact on the philosophy, culture, society, economy, and politics of the Greater China Region, (Japan, Korea, Vietnam). Its core values are deeply rooted in overseas Chinese communities around the world. With China, and Asia in general, becoming more important and influential in the world, there is renewed interest in understanding Confucianism and its relevance to economic success.
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<tr>
<th>April 16th</th>
<th>Event</th>
<th>Venue</th>
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<tbody>
<tr>
<td>7:45am</td>
<td>Breakfast at Hotel</td>
<td>San Want Hotel</td>
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<tr>
<td>8:30am</td>
<td>Arrive NCCU</td>
<td>CNCCU Lobby</td>
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<tr>
<td>8:45am – 9:00am</td>
<td>Conference Welcome: GBC &amp; GBF</td>
<td>International Hall 1st Floor</td>
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<td>9:00 am – 9:10am</td>
<td>President of NCCU Welcome: President of NCCU Dr. Se Hwa Wu</td>
<td><a href="http://www.nccu.edu.tw/president/emain.html">http://www.nccu.edu.tw/president/emain.html</a></td>
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<tr>
<td>9:00 am – 9:10am</td>
<td>College of Commerce Dean Dr. Robert Su</td>
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<tr>
<td>9:10am – 10:10am</td>
<td>Keynote Speaker: Taiwan Vice President Vincent Siew</td>
<td><a href="http://www.president.gov.tw/en">http://www.president.gov.tw/en</a></td>
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<tr>
<td>9:10am – 10:10am</td>
<td>Cross Strait Relations</td>
<td>International Hall 1st Floor</td>
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<tr>
<td>10:10am – 11:00am</td>
<td>Coffee / Tea Break</td>
<td>6th floor Cafeteria</td>
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<tr>
<td>11:00am – 12:15pm</td>
<td>President’s Forum 1st Session</td>
<td>Best Practices 1st Session Professional Activities, Resume Workshops, Mock Interviews, etc.</td>
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<tr>
<td>12:15pm – 1:30pm</td>
<td>Lunch</td>
<td>Yuanta 元大 Hall</td>
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<tr>
<td>1:30pm – 4:30pm</td>
<td>Leadership and Confucianism Seminar with Mr. S.H. Lee</td>
<td><a href="http://imba.nccu.edu.tw/faculty/Revised">http://imba.nccu.edu.tw/faculty/Revised</a> %20CV/S_H%20Lee.pdf</td>
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<tr>
<td>4:30pm — 6:45pm</td>
<td>Busses Leave for Hotel &amp; Down Time</td>
<td>San Want Hotel</td>
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Evening Event

Dinner & Taiwanese Traditional Opera

Chinese Opera is a form of traditional Chinese theatre which combines music, vocal performance, mime, dance and acrobatics. It arose in the late 18th century and became fully developed and recognized by the mid-19th century. The form was extremely popular in the Qing Dynasty court and has come to be regarded as one of the cultural treasures of China. Major performance troupes are based in Beijing and Tianjin in the north, and Shanghai in the south. The art form is also enjoyed in Taiwan. It has also spread to other countries such as the United States and Japan.

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<tr>
<th>April 16th</th>
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<tr>
<td>6:45pm</td>
<td>Busses Depart Hotel for World Trade Center</td>
<td>Taipei World Trade Center</td>
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<tr>
<td>7:15pm</td>
<td>Arrive and Enter Venue</td>
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<tr>
<td>7:30pm–8:00pm</td>
<td>Evening Social/Dinner Chinese Traditional Opera</td>
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<tr>
<td>8:00pm – 8:45pm</td>
<td>15 minute Background video about Chinese Traditional Opera</td>
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<tr>
<td>8:15pm–8:45pm</td>
<td>Opera Begins</td>
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<tr>
<td>9:00pm</td>
<td>Busses back to Hotel Free Time to Explore Zhongxiao Rd</td>
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Note:
Speakers Information
Thursday, April 16th

Siew Wan-Chang 蕭萬長

Education
1985  Eisenhower Fellowship Study, USA
1965  M.A., Graduate Institute of International Law and Diplomacy, National Chengchi University
1961  B.A., Department of Diplomacy, National Chengchi University

Experience
2003–2004  Convener, Presidential Economic Advisory Panel
2002–2007  Chairman, Chung–Hua Institution for Economic Research
2001–2008  Chairman, Cross–Straits Common Market Foundation
2000–2005  Vice Chairman, Kuomintang
1997–2000  Premier, Republic of China

Among Siew’s many achievements in these positions were the successful negotiation with the United States for most–favored–nation treatment and promotion of major investment projects that significantly boosted economic development, such as construction of Formosa Petrochemical Corporation’s sixth naphtha cracker plant and the Southern Taiwan Science Park. International trade cooperation expanded as, thanks in part to his efforts, Taiwan became a member of Asia–Pacific Economic Cooperation (APEC) and gained observer status in the General Agreement on Tariffs and Trade (GATT), later renamed the World Trade Organization (WTO). Siew pushed forward the Economic Stimulus Package to ensure steady economic growth for Taiwan at a time when the world economy was in a downturn. He also launched a program to transform Taiwan into an Asia–Pacific regional operations center, paving the way for Taiwan’s long–term development into the 21st century.

Ice–Breaking Journey
From April 11 to 13, 2008, following his election as Vice President, Siew headed a delegation in his capacity as Chairperson of the Cross–Straits Common Market Foundation to attend the Boao Forum for Asia held in mainland China’s Hainan Province. Aside from conversations with prominent statesmen such as former US Secretary of State Colin Powell, he met with Hu Jintao. In the meeting, Siew shared with Hu his views on the future of cross–strait relations—summed up in the dictum "face reality, create a new future, shelve disputes, and pursue win–win solutions." The Boao trip helped ease cross–strait tensions and paved the way for the development of constructive cross–strait interaction. The US and Japanese governments both expressed encouragement at the Siew–Hu meeting, described in international and domestic media coverage as "ice–breaking."
Dr. Se-Hwa Wu 吳思華

President
National Chengchi University

Prof. Se-Hwa Wu, the President of National Chengchi University (NCCU), obtained his PhD in business administration in 1984 at Graduate School of Business Administration, National Chengchi University, Taiwan. He was the Dean of College of Commerce of NCCU during 1999–2005. Prior to this position, Prof. Wu in 1994 founded and served as Director of Graduate Institute of Technology and Innovation Management, NCCU. A talented researcher, he also serves as consultant for Taiwan government, member of board of governors in various management associations in Taiwan. In recent years, Prof. Wu has researched and published on the subject of knowledge and strategic management, and creativity and national innovation system.
Professor Robert K. Su is Dean of College of Commerce, which is AACSB accredited, and jointly appointed in Department of Accounting and Graduate Institute of Intellectual Property at National Chengchi University (NCCU). He has been in the academic profession since 1986. After earning a Ph.D. in accounting and an MS in quantitative business analysis from Louisiana State University, he taught in the United States for six years before returning to NCCU where he earned an MS in accounting and a BS in Business. He is currently leading a research team in developing XBRL applications in Taiwan. Besides, he has chaired the Valuation Standards Board to set the authoritative standards for Taiwan. His teaching and research interests include the areas of valuation theory, valuation of intellectual property, business valuation, financial statement analysis, management accounting, and cost control. He was the chief editor of International Journal of Accounting Studies, a TSSCI journal, in 2000 to 2004.

Professor Su has contributed his expertise to various professional activities. He is an executive director of the Accounting Research and Development Foundation in Taiwan and a member of Securities Listing Screening Committee of Taiwan Stock Exchange Corporation. He was a supervisor of Taiwan Cooperative Commercial Bank and the executive supervisor of Chang Hwa Commercial Bank. He also served on the board of directors for Global Strategic Investment Corporation, a venture capital company sponsored by the central government in Taiwan. In addition, he has served as an advisor and committee member in many government agencies.

Education

- Ph.D. in Accounting, Louisiana State University, U.S.A.
- MS in Quantitative Business Analysis, Louisiana State University, U.S.A.
- MS in Accounting, National Chengchi University, Taiwan
- BS in Business, National Chengchi University, Taiwan
Prof. S.H. Lee is Professor of Leadership and Organization Development at the College of Commerce, Taiwan National Chengchi University. He is also Visiting Professor for the EMBA programs at both Beijing Tsing Hua University and Taiwan Tsing Hua University, as well as the Beijing Tsing Hua & INSEAD Dual Degree International EMBA program (TIEMBA). His areas of interest include Leadership Development, Organization Transformation, Change Management, Performance Management, and People Asset Management. He was voted “Taiwan Top 20 EMBA Professors” (2004, 2006, and 2008) in the Annual EMBA Survey by Cheers Magazine. Prof. Lee is also a certified executive coach and he provides very selective executive coaching and facilitates customized leadership development programs for senior executives in several renowned international companies across various industries in Asia.

Prof. Lee had retired from his corporate career to focus on his interest in management education since January 2004. Prof. Lee was the Corporate VP for Human Resources at TSMC from 1998 through 2003 where he lead the transformation of the HR function from a traditional administrative role into one that focuses on partnering line managers to leverage people asset in driving business performance. During this period, TSMC grew from 6,000 to 17,000 employees; and from US$2 Billion to US$6 Billion in revenue. TSMC also became “Top 10 Semiconductor Companies in the World”; “Best Employers in Asia”; “The Best Managed Company in Taiwan”; and “The Most Preferred Employer by University Graduates in Taiwan”.

Prior to joining TSMC, Prof. Lee had extensive management experiences, including: Regional VP for Asia Pacific, Lucent Technologies; General Manager for Greater China, Polaroid Corporation; Country Manager for China, GE Medical Systems; Regional Manager for South East Asia, Du Pont Corporation.

Prof. Lee’s experience covers many industries, including Semiconductors, Telecommunication, Medical Imaging, Printing and Photography, and his functional experience includes Sales, Marketing, Customer Service, Strategic Planning, Business Development, Human Resource Management, and General Management. He has broad experience in different phases of organization life cycle and change management processes, including start-up, high growth, reengineering, downsizing, merger and acquisition, and spin-off.

Prof. Lee was born and raised in Singapore. He traveled extensively around the world and lived in Beijing, Hong Kong, and Taiwan since 1989. He had solid international management experience since 1981 and has good appreciation of the different cultures and management practices in the east and west.

Prof. Lee graduated from the prestigious Sloan Fellowship Program at the Stanford University with a Master of Science in Management.
Note:
Friday, April 17th

The morning session of the second day will be held at Quanta Computer, the world’s largest laptop computer manufacturer. During this company insight, delegates will be addressed by Barry Lam, Founder and Chairman of Quanta Computer regarding the Company’s G=ME² Strategy (Growth=Mobile, Enterprise and Entertainment) and OLPC (One Laptop Per Child) vision. This will be followed by an approximately 45 minute breakout session with corporate officers. For this breakout session, delegates will be split in two groups. The goal of the breakout session is for delegates to dive deeper into specific areas of Quanta’s unique business model. A coffee & tea break will follow the breakout sessions and we then will have a 30 minute Q&A session. The morning session closes with a special lunch at Quanta Computer. After that, delegates head back to NCCU for the second part of the day.

In the afternoon, participants will continue to build their leadership skills with the second President’s Forum and Best Practices sessions. This will be followed by a coffee & tea break and then a conference on the current financial crisis that will be presented by Standard Chartered Bank Taiwan’s top leadership.

Financial Crisis Overview

The Standard Chartered Bank overview about the financial crisis is a presentation on Leadership, Globalization, Culture and the eastern view of the crisis where participants will have the opportunity to interact with corporate officers during breakout sessions. This is approximately 2 hours of discussions. After the summary of the evening, buses will take the participants to the hotel.
<table>
<thead>
<tr>
<th>April 17th</th>
<th>Event</th>
<th>Venue</th>
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</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td></td>
<td>San Want</td>
</tr>
<tr>
<td>8:00 am</td>
<td>Busses Depart Hotel to Quanta Computer</td>
<td></td>
</tr>
<tr>
<td>9:00am – 9:30 am</td>
<td>Quanta Computer Company Insight. Barry Lam, Founder and Chairman of Quanta Computer Mr. Ted Chang, VP Quanta Research Institute Discussing G=ME² Strategy and OLPC vision</td>
<td>Quanta Computer Linkou</td>
</tr>
<tr>
<td>9:30am – 10:15am</td>
<td>Breakout Session with Corporate Officers</td>
<td></td>
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<tr>
<td>10:15am – 10:30am</td>
<td>Coffee &amp; Tea Break</td>
<td></td>
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<tr>
<td>10:30am – 11:15pm</td>
<td>Quanta Wrap Up</td>
<td></td>
</tr>
<tr>
<td>11:15am – 12:15pm</td>
<td>Lunch at Quanta</td>
<td></td>
</tr>
<tr>
<td>12:15pm – 1:15pm</td>
<td>Busses Back To NCCU for Afternoon Session</td>
<td></td>
</tr>
<tr>
<td>1:30pm – 2:45pm</td>
<td>President’s Forum 2nd Session Open Space Format</td>
<td>6th Floor</td>
</tr>
<tr>
<td>2:45pm – 3:20pm</td>
<td>Best Practices 2nd Session Corporate Relations/Internships</td>
<td>6th Floor</td>
</tr>
<tr>
<td>2:45pm – 3:20pm</td>
<td>Best Practices 2nd Session Alumni Interaction/Involvement</td>
<td>6th Floor</td>
</tr>
<tr>
<td>2:45pm – 3:20pm</td>
<td>Financial Crisis Overview with Standard Chartered Bank Mr. Michael Coye, Chief Risk Officer</td>
<td>Yuanta Hall</td>
</tr>
<tr>
<td>3:20pm – 4:00pm</td>
<td>Breakout Session Mr. Carl Wegner Head of Transaction Banking, Wholesale Bank</td>
<td>6th Floor</td>
</tr>
<tr>
<td>3:20pm – 4:00pm</td>
<td>Breakout Session Mr. Tony Phoo M C Economist</td>
<td>6th Floor</td>
</tr>
<tr>
<td>4:00pm – 4:15pm</td>
<td>Coffee &amp; Tea Break</td>
<td>Cafeteria</td>
</tr>
<tr>
<td>4:15pm – 4:50pm</td>
<td>Standard Chartered Wrap up Moderated by Professor Dr. Edward H. Chow of CNCCU</td>
<td>Yuanta Hall</td>
</tr>
<tr>
<td>5:00pm</td>
<td>Busses Depart for Hotel Down Time at Hotel</td>
<td></td>
</tr>
</tbody>
</table>
Traditional Hot-Pot and Exploring Taipei at Night

Friday evening delegates will enjoy a traditional a hot pot style dinner. It consists of a simmering metal pot of stock at the center of the dining table. While the hot pot is kept simmering, ingredients are placed into the pot and are cooked at the table. Typical hot pot dishes include thinly sliced meat, leafy vegetables, mushrooms, wontons, egg dumpling, and seafood. The cooked food is usually eaten with a dipping sauce.

After the hot pot dinner, participants are offered 4 four options in order to appreciate Taiwan's night life:

<table>
<thead>
<tr>
<th>April 17th</th>
<th>Event</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00pm – 7:20pm</td>
<td>Meet in Hotel Lobby and Walk to Restaurant</td>
<td>San Want</td>
</tr>
<tr>
<td>7:30pm – 8:30pm</td>
<td>Traditional Hot-Pot Dinner</td>
<td>Restaurant</td>
</tr>
<tr>
<td>8:30pm</td>
<td>Delegates are asked to choose which event they would like to participate in for the evening. Each group is staggered by 10 minutes. Each group will have 5–7 IMBA volunteers to act as tour guides!</td>
<td></td>
</tr>
<tr>
<td>8:30pm –</td>
<td>Longshan Temple &amp; Snake Alley Night Market</td>
<td>Delegates retire early to Hotel</td>
</tr>
<tr>
<td>8:30pm –</td>
<td>Tonghua Night Market</td>
<td></td>
</tr>
<tr>
<td>8:30pm –</td>
<td>101 &amp; Xin Yi area.</td>
<td></td>
</tr>
<tr>
<td>8:30pm –</td>
<td>Retreat to Bar-code, Lounge Bar.</td>
<td></td>
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</tbody>
</table>
Barry Lam is the founder and Chairman of Quanta Computer. With over 30 years of experience, Barry is widely hailed as a visionary and has been globally recognized for his accomplishments. In 1999 and 2002, Barry was chosen by Business Week as one of fifty "Stars of Asia". In 2002, he was highlighted in Business Week’s list of the top 25 managers of the year for his achievements in leading Quanta in becoming the world’s largest notebook producer. Barry continues to play an active role in the company’s strategies and visions as well as R&D initiatives.

Outside of work, Barry is a patron of the arts. He is Director of Cloud Gate Theatre Group and Chairman of Quanta Culture & Education Foundation which has supported various charitable activities and promoted culture and arts to enrich people’s life. Barry received both his Bachelor and Master degrees in Electrical Engineering from National Taiwan University.

Quanta Company Profile

Established in 1988, Quanta Computer today is the largest notebook computer ODM company in the world. With leading technology and strong R&D, Quanta has become a leader in hi-tech markets. Besides continuous high growth, high quality and high value creation in notebook computers, Quanta has extended its businesses into enterprise network systems, home entertainment, mobile communication, automotive electronics and digital home markets.

"Rooted in Taiwan with broad vision and aggressive expansion in the global market" is Quanta’s strategy for long-term development. With "Quanta R&D Complex" (QRDC) as our global headquarters and the center of dynamics, we integrate worldwide technology resources to ensure that Quanta Computer Inc. has technological advantages to design develop, and manufacture high value-added products and solutions for customers. In addition, we have established operation centers across Asia, America, and Europe to manufacture, configure, and service products as well as provide logistics supports to deliver products and services competitively everywhere in the world.
Dr. Ted Chang is with Quanta Group as the Vice President of Quanta Research Institute, responsible for advanced technology research, strategic planning and new business model development. He is a member of the steering committee and the Program Director of Quanta/MIT TParty Project. Dr. Chang is also a board director of Digimax, the 2008 Tokyo Anime best 3D animation winner company.

Prior to Quanta, Dr. Chang had served many managerial positions with Ford Lio Ho Motor Co. (Ford of Taiwan) in various fields from product development, program engineering management, quality planning to IT system planning. Dr. Chang received the CDQA Awards of Excellence from Ford Automotive Operation in 1999 and 1998, respectively, for leading the Mazda Synergy Project and the FCSD Focus Improvement project.

Dr. Chang received B.S., M.S. and Ph.D. all from Institute of Aeronautics and Astronautics, National Cheng-Kung University in 1988, 1992 and 1996, respectively. During his graduate study, Dr. Chang had been with the National Space Project Office for guidance and control design of the MicroSat Project. Dr. Chang’s research focuses on integration, modeling, identification and control law design of uncertain complex systems, with applications throughout the aerospace, automotive, business administration
Michael Coye is the Chief Risk Officer and Head of Wholesale Bank Risk for Standard Chartered Bank in Taiwan and, as such, is responsible for managing the bank’s risk profile in Taiwan. Based in Taipei, he is a member of Standard Chartered’s senior management team and reports directly to the President.

Prior to his current position, he was the Area Credit Officer for Taiwan and Japan and approved and monitored the bank’s exposures to corporations in those countries.

Mr. Coye has over 25 years of professional experience in the financial markets in various risk roles. Prior to joining Standard Chartered Bank, he was employed at General Re Financial Products in New York for eight years, where he was a senior credit officer and also traded credit default swaps. Before joining Gen Re, he worked at Citibank in New York where he was a senior banker covering investment banks and managed funds. He also worked for Citibank in Taiwan for five years, where he was head of the multinational marketing team and structured finance group.

A US citizen, he has lived and worked in the United States and Taiwan, and has approved risk exposures for a broad range of financial institutions and corporations in Europe, Asia, and North America. He earned a B.A. from Bowdoin College in Brunswick, Maine and a M.B.A. from Columbia University Graduate School of Business in New York City.

Based in Taiwan, Tony has ten years of economic research experience spanning across various functions, both in Taiwan and Singapore. He was senior economist for the Fixed Income Department with Capital Securities Corp. Limited between 2003 and 2006. Prior to that, he held similar responsibility in economic research with the Development Bank of Singapore (DBS) and Overseas Chinese Banking Corporation (OCBC) while residing in Singapore. Tony holds a master degree in International Economics, Banking and Finance from University of Wales, Cardiff (UWCC), and obtained his honors degree in Economics with University of London, UK.
Tony Phoo M C

Economist
Standard Chartered (Taiwan) Limited

Based in Taiwan, Tony has ten years of economic research experience spanning across various functions, both in Taiwan and Singapore. He was senior economist for the Fixed Income Department with Capital Securities Corp. Limited between 2003 and 2006. Prior to that, he held similar responsibility in economic research with the Development Bank of Singapore (DBS) and Overseas Chinese Banking Corporation (OCBC) while residing in Singapore. Tony holds a master degree in International Economics, Banking and Finance from University of Wales, Cardiff (UWCC), and obtained his honors degree in Economics with University of London, UK.

About Standard Chartered Group
Standard Chartered has a history of over 150 years in banking and operates in many of the world’s fastest-growing markets with an extensive global network of over 1,700 branches in over 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

As one of the world’s most international banks, Standard Chartered employs almost 73,000 people, representing over 115 nationalities, worldwide. This diversity lies at the heart of the Bank’s values and supports the Bank’s growth as the world increasingly becomes one market.

Serving both Consumer and Wholesale Banking customers worldwide, the Bank combines deep local knowledge with global capability to offer a wide range of innovative products and services as well as award-winning solutions.
Carl Wegner is Head of Transaction Banking in Taiwan responsible for trade, cash, and custody business in the Wholesale Bank. He has over 14 years of experience in corporate banking with over 20 years experience of working in Asia. Prior to rejoining Standard Chartered Bank in late 2007, Mr. Wegner was the Vice President of Business Development, Asia Pacific Region for TradeCard and created and managed the expansion of the company’s financial product portfolio.

Mr. Wegner worked for Standard Chartered Bank from 1995 to 2000 where he started the Cash Management Sales teams in China and Taiwan, and when left was responsible for Transactional Banking sales for Institutional Banking globally. Before that he was based in Shanghai, Beijing, and Hong Kong for Bank of Boston as the Senior Credit Officer for China and the Chief Representative for Beijing and Shanghai in the early 1990s.

Mr. Wegner is a regular article contributor for trade–related business media and a regular speaker at conferences and seminars on Trade and the Internet. Amongst many other events, he has been a leading speaker at APEC Symposia on Paperless Trading in Taiwan and China as well as publishing a weekly column in Taiwan’s Economic Daily news in 2004. Carl speaks fluent Mandarin and holds a double major in Chinese and Chinese History from Georgetown University.
Edward H. Chow is a Professor of Finance and the Director of Investor Research Center of the College of Commerce of National Chengchi University (NCCU). Professor Chow received MBA and Ph.D. degrees from Indiana University–Bloomington. Before joining National Chengchi University he taught at Santa Clara University in California and National Central University in Taiwan.

He now serves as the Commissioner of Research, Development and Evaluation Commission of Executive Yuan of ROC, on the Board of Asian Finance Association, on the Managing Board of Financial Restructuring Fund of ROC, on the Board of International Development and Cooperation and Development Fund, on the Listing Board of the Taiwan Stock Exchange, and on the board of Financial Planning Association of Taiwan. He served as the Dean of College of Commerce and the Chairman of Department of Finance of NCCU, on the Board of Securities and Futures Investors Protection Center, on the Board of GreTai Securities Market (one of the two stock exchanges in Taiwan), on the board of Boston Bio–Tech Venture Capital Company, on the board of China Development Industrial Bank Holding Company, on the board of Taiwan International Securities Company as an independent director, and on the Board of Directors of the Securities and Futures Institute of ROC. Professor Chow published in academic journals such as Journal of Business, Journal of Banking and Finance, Journal of Financial Research, Pacific Basin Finance Journal, etc. He also published two textbooks on investments and economics, two popular books on personal finance, and a monograph on corporate governance. He regularly advises public and private institutions.
Saturday, April 18th

Saturday’s morning section offers an opportunity to gain insight into how proven leaders manage effectively in diverse cultural environments. GBC attendees will be presented with an interactive panel discussion with CEOs operating in Taiwan and greater China. The objective of these groups is to create a forum for industry leaders to share their first hand knowledge and experiences with all the delegates. Saturday’s session is designed to highlight each CEO’s ability to understand Culture, and use leadership to operate in the global economy.

Group Session:

Mark Han, CEO of Great Wall Food Group will get us started. His experience and success accessing the greater China market will offer delegates insight into regulatory issues, licensing and quality control procedures.

Dr. Joseph Hu, Country Manager of Standard and Poor’s China. Mr. Hu’s extensive experience in the Greater China Markets will allow delegates to gain understanding in China’s financial regulatory environments.

Mr. Nicholas Winsor, CEO HSBC Taiwan. Mr. Winsor has over 20 years experience doing business in the greater China Region. We look forward to hearing HSBC strategies which are creating growth during the financial crisis.

Following a Coffee and Tea break, participants will continue building their leadership skills with the third President’s Forum and Best Practices sessions. After the President’s Forum and Best Practices sessions, lunch will be catered in the 6th floor dining area.

After lunch delegates will enter the fourth instalment of the President’s Forum and Best Practices sessions. This promises to be a high energy session as we wish to discuss and set in motion protocols moving the GBC forward through a closer networking of all stakeholders. All three sessions will cover the same topic with the momentum being carried to the election of the next president of the President’s Network.

The day will finish with a wrap-up discussion of the GBC 2009 and more regarding moving the GBF & GBC forward to capture, leverage and promote the incredible talent and value of gathering the world’s top MBA Student Leaders.
The College of Commerce at National Chengchi University

Serves the needs of our stakeholders by offering a learning environment characterized by diversified curricula blending oriental and western intellectual traditions.
<table>
<thead>
<tr>
<th>April 18th</th>
<th>Event</th>
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<tbody>
<tr>
<td></td>
<td>Breakfast at Hotel</td>
<td>San Want</td>
</tr>
<tr>
<td>8:15 am</td>
<td>Busses Depart Hotel to NCCU</td>
<td></td>
</tr>
<tr>
<td>8:45 am</td>
<td>Arrive NCCU</td>
<td>CNCCU</td>
</tr>
<tr>
<td>9:00 am – 10:30 am</td>
<td>Group Session – Local &amp; International Companies: Accessing the Greater China Market</td>
<td>Yuanta Hall</td>
</tr>
<tr>
<td>9:00 am – 9:20 am</td>
<td>Mark Han, CEO of Great Wall Food Group</td>
<td><a href="http://www.greatwall.com.tw/ENG/index.asp">http://www.greatwall.com.tw/ENG/index.asp</a></td>
</tr>
<tr>
<td>9:40 am – 10:00 am</td>
<td>Nicholas Winsor, CEO HSBC Taiwan</td>
<td><a href="http://www.hsbc.com.tw/1/2/home_en?changelanguage.language=en&amp;changelanguage.country=US&amp;chglang.x=en">http://www.hsbc.com.tw/1/2/home_en?changelanguage.language=en&amp;changelanguage.country=US&amp;chglang.x=en</a></td>
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<tr>
<td>10:00 am – 10:30 am</td>
<td>Panel Discussion: Moderated by CNCCU Dean Dr. Robert Su.</td>
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<tr>
<td>10:30 am – 10:45 am</td>
<td>Coffee / Tea Break</td>
<td>6th floor Cafeteria</td>
</tr>
<tr>
<td>10:45 am – 12:00 pm</td>
<td>Presidents Forum 3rd Session Open Space Format</td>
<td>Best Practices 3rd Session The MBA; What to start, stop and continue</td>
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<tr>
<td>12:00 pm – 1:00 pm</td>
<td>Lunch</td>
<td>6th floor Cafeteria</td>
</tr>
<tr>
<td>1:00 pm – 2:15 pm</td>
<td>Presidents Forum 4th Session President’s Network Adding value to GBF/GBC</td>
<td>Best Practices 4th Session Network Adding value to GBF/GBC</td>
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<tr>
<td>Time</td>
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<td>Location</td>
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<tr>
<td>2:15 pm – 2:45 pm</td>
<td>4th Sessions rolls into combined session building on the value of President’s Network and value of GBC. President’s Network Elections held at this time.</td>
<td>Yuanta</td>
</tr>
<tr>
<td>2:45 pm – 3:30 pm</td>
<td>GBC – GBF Wrap-up</td>
<td>Yuanta Hall</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Busses Depart for Hotel &amp; Down Time</td>
<td>San Want</td>
</tr>
<tr>
<td>5:00 pm</td>
<td>Busses Leave for National Palace Museum Sightseeing</td>
<td></td>
</tr>
</tbody>
</table>
| 6:00 pm – 7:00 pm | Enter National Palace Museum  
Directed to main Exhibit to view Cultural Treasures | National Palace Museum |
| 7:00 pm   | Delegates exit Museum and walk to neighboring Restaurant  
| 7:30 pm   | Introduction to the Evening Gala and the SLA Award: Recognize VIPs and conference stakeholders |            |
| 7:40 pm – 8:30 pm | Gala Closing Dinner Begins                                                                  |            |
| 8:30 pm – 9:15 pm | Evening Program Begins                                                                     |            |
| 8:30 pm – 8:40 pm | Closing speech and Intro of VIP to Award SLA by?                                          |            |
| 8:40 pm – 8:50 pm | VIP gives short 5 minute talk about leadership and what the SLA is and announces the winner. |            |
| 8:40 pm – 9:00 pm | SLA presented Winner gives short speech                                                      |            |
| 9:00 pm – 9:15 pm | Final Thank You                                                                            |            |
| 9:15 pm   | Busses Return to San Want Hotel                                                             |            |
| 10:00 pm  | Free Time                                                                                  |            |
Chairman
DaChan Food Asia Limited

Mr. Mark J. H. Han is the chairman of Dachan Food (Asia) Limited, which is one of the leading animal protein product producers and suppliers in the PRC, specialized in chicken meat products and animal nutrition. By operating a highly vertically integrated business model, its businesses comprise (i) feed manufacturing, (ii) chicken meat processing; and (iii) processed foods production. DaChan Food is the largest broiler integrator in the PRC as well as the largest chicken meat supplier to KFC and other multinational Quick Service Restaurants (QSRs) in the country. It operates across the spectrum of supply chain on animal protein with full traceability and dedicated social responsibility.

In 2007, Mr. Han was the vice president of Alxa SEE Ecological Association (SEE), which is the first non-governmental organization in the PRC to advocate earth ecology.

Mr. Han was the president of the DaChan Great Wall Group, a public company listed in the Taiwan Stock Exchange. It has over 50 years of history, which is regarded as the second largest food company in Taiwan.

In 1993, Mr. Han was made the first director of the Taiwan Chicken Slaughtering Association, which is an unified organization of the ten foremost operators in the industry. In 1995, he was elected as one of the Ten Outstanding Young Persons in Taiwan.

Mr. Han was conferred a MBA degree in marketing from the University of Chicago.
Joseph C. Hu, Ph.D., is Visiting Professor, International MBA Program, College of Commerce, National Chengchi University.

Prior to joining National Chengchi University, Dr. Hu served for 12 years and held several key positions at Standard & Poor’s. Between 2005 and 2008, he was S&P’s managing director and China country manager. Dr. Hu was also S&P’s managing director and global head of structured finance research and global head of real estate finance research. Prior to S&P’s, Dr. Hu served as managing director and head of mortgage research at Oppenheimer & Co. Inc.; senior vice president and head of mortgage research at Nomura Securities International, Inc.; executive vice president and director of mortgage research at Shearson Lehman Hutton Inc.; senior vice president and head of mortgage research and strategy at E. F. Hutton Inc.; and vice president at Salomon Brothers, Inc. He also served as Economist at Fannie Mae and Assistant Professor of Economics at the University of Maine.

Dr. Hu received his Ph.D. degree in economics from Oklahoma State University; M.A. in economics from University of New Mexico; and B.A. in economics from National Taiwan University. He was a 1989 inductee of Who’s Who in Finance and Industry, and a 1990 inductee of Who’s Who in America. He is the author of Basics of Mortgage–Backed Securities, 2nd edition; and Asset Securitization: Theory and Practice (in Chinese).
Nick Winsor was appointed President & Chief Executive Officer of HSBC in Taiwan in September 2008.

Mr. Winsor has 25 years of international experience with the HSBC Group. Prior to his current post, he was the Head of Personal Financial Services Asia-Pacific. Based in Hong Kong, he was responsible for business growth across 18 countries in a region of burgeoning mass affluent and consumer segments.

Before moving to Hong Kong, he was Head of Personal Financial Services in India, where he was instrumental in growing the credit cards, consumer finance and wealth management businesses.

Mr. Winsor graduated from Oxford University with a degree in Physics in 1983 and joined HSBC’s International Management programme the same year. He has since worked with the Group in a variety of roles in Brunei, India, Hong Kong, Japan, Qatar, Singapore, UAE and the United Kingdom.

Mr. Winsor is married with two daughters. His personal interests include golf, running and wine.
Sunday, April 19th

The final day is reserved for reflection and sightseeing. We will bid our goodbyes and leave Taiwan armed with an expanded leadership skill set, an increased professional network but most importantly lifelong relationships.

For delegate’s whose travel plans allow, local IMBA candidates will assemble in the lobby of the San Want Hotel at 10am and take delegates wherever they wish to go. This format is designed to make the delegate’s experience in Taiwan as authentic and engaging as possible. Delegates may wish to travel to the top of the world’s tallest operational building, or may wish to revisit the National Palace Museum to continue the journey through ancient Chinese history started the previous evening. Delegates may also wish to visit the Confucius Temple to gain a deeper understanding of the legendary teacher and cement concepts learned during Thursday’s Confucianism and Leadership seminar.

For transportation to the airport; there will be scheduled bus departures to best coincide with delegates’ departure times. Please be flexible and understand that times won’t match perfectly.

<table>
<thead>
<tr>
<th>April 19th</th>
<th>Event</th>
<th>Venue</th>
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</thead>
<tbody>
<tr>
<td>Breakfast at Hotel</td>
<td></td>
<td>San Want Hotel</td>
</tr>
<tr>
<td>10:00am – 12:00pm</td>
<td>Taipei Sightseeing</td>
<td>Taipei City</td>
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<tr>
<td></td>
<td>101, Chiang Kai-Shek Memorial Hall, etc.</td>
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<tr>
<td></td>
<td>Volunteers will take Delegates to the local sights in a similar format to Friday evening. Delegates experience Taipei as a resident via public transportation and taxis!</td>
<td></td>
</tr>
<tr>
<td>12:00pm – …</td>
<td>Departure: Scheduled bus departures to Taoyuan Airport</td>
<td>Taoyuan Airport</td>
</tr>
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President’s Forum and Best Practices Information

Best Practice Workshops

The best practice workshops are naturally all about exchanging best practices of conducting student politics, but with the aim of exchanging best practices on how to enhance performance and overcome barriers/obstacles in a student organization – that being in its culture, in its human resources, its organizational structure or its innovative activities.

Based on your answers to the questionnaire, the most popular topics will be chosen for each session. Delegates will choose at the time of the session which topic they wish to participate in. The session will be devoted to discussing the issues then solutions used by various programs plus innovating new solutions to these perennial issues. Delegates will use a knowledge management tool to capture the ideas, solutions and remaining obstacles. The GBC 2009 Organizing Committee will format these documents into a final GBC 2009 document to be distributed to all delegates.

Presidents’ Forum

The Presidents’ Forum runs parallel with the Best Practice workshops and is a workshop for MBA Graduate Student Association Presidents (or their equivalents). Here, the Student Presidents will meet exclusively to discuss their specific problems and success stories in their functions as student presidents. This is the presidents’ opportunity to share views on common leadership challenges and to create a personal peer network. Topics for the discussion will be set by the Presidents via an open space format. Topics generally include administrative relations, student participation, diversity, and alumni/corporate involvement. Moreover, the Forum focuses on the leadership challenges every President faces in trying to motivate his/her peers in the graduate business environment. Session 4 however will focus specifically on developing a vision and strategy to effectively leverage the massive talent and value the GBC has. This is the only forum in the world where the best and brightest MBA minds from the top global MBA programs assemble. What is our value? How do we leverage this value into an effective value proposition? As the case is with the Best Practice workshops, the aim will be to discuss Best Practice experiences, but from a President’s point of view, with the aim of producing hands-on tools, which can be implemented into any given situation or task in relation to functioning as a Student President. Delegates will use a knowledge management tool to capture the ideas, solutions and remaining obstacles. The GBC 2009 Organizing Committee will format these documents into a final GBC 2009 document to be distributed to all delegates.
Knowledge Management Tool

To capture the challenges, ideas, solutions and innovations discussed during the dynamic President’s Forum and Best Practices sessions the Organizing Committee has created an individual Google email account for each session. Each Google account has an online collaborative tool; Google docs. Under each Google account there are three Google docs which function as a word document and allow each team to record their challenges and then solutions in the most efficient manner. Ie

President’s Forum 1st session
Google Account: gbc2009pf1@gmail.com
Password: GBC2009PF

Best Practices 1st session – Professional Activities
Google Account: gbc2009bp1@gmail.com
Password: GBC2009BP

Best Practices 1a session – Increasing Student Participation
Google Account: gbc2009bp1a@gmail.com
Password: GBC2009B

NOTE: The Organizing Committee will provide the necessary information to log in prior to each session.

The above three accounts are active; please take a few moments on your own to familiarize yourself so that we can maximize our productivity during the sessions!

Click the documents icon on the top left of the page once you log into the Gmail account and it will open the documents page. You will see three icons in the center of the page title Group1 Topic, Group 2 Topic, Group 3 Topic. If you are Group 1’s recorder/secretary simply open the document and begin documenting/recording the group’s discussion. Once done SAVE and the GBC Organizing Committee will compile a functioning document for Delegates’ use at their respective programs.

The goal is to give delegates true take-away value from the GBC 2009 with ideas and solutions which can be implemented once they return to their respective programs.

Approximately 10 minutes will be spent familiarizing delegates on the use of the Knowledge Management Tool during the first session.
Emergency Information/Situation Contact Information

In the unfortunate instance that an accident occurs outside of Conference hours and you are not within close proximity of a member of the Organizing Committee or GBC Volunteer please contact anyone of the individuals listed below and we will take appropriate action. Additionally, the Organizing Committee will have a room at the San Want Hotel. Once we have the room number we will communicate this to delegates. Finally should an extreme emergency occur, Taiwan’s emergency number is 119.

Andy Dickinson 886 09 3049 5753
Rocio Jimenez 886 09 8880 3717
Markus Wild 886 09 8308 7293
Jean-Rony Duce 886 09 2031 0326

Travel Information

Hotel: San Want Hotel 神旺大飯店
Address: No.172, Sec. 4, Zhongxiao E. Rd., Taipei City, Taiwan
台北市忠孝東路四段 172 號
Phone in Taiwan: 02–2772–2121 (Note: 02 is the area code of Taipei)

If you need to go to the Hotel, you can show this instruction to the taxi driver:
請載我到“神旺大飯店”，
住址是“台北市忠孝東路四段 172 號”
電話是: 02–2772–2121
Taipei MRT Information
GBC 2009 Registered Universities

**USA**
- Harvard University
- University of Chicago
- University of Michigan
- University of California – Berkeley
- Duke University
- University of California – Los Angeles
- Yale University
- University of Virginia
- Cornell University
- Indiana University
- Purdue University
- Georgetown University
- University of Maryland
- University of Rochester
- University of Washington at Seattle
- Michigan State University
- University of Washington in St. Louis
- University of Illinois at Urbana–Champaign
- New York University
- Carnegie Mellon
- Case Western Reserve University
- Emory University
- Georgia Institute of Technology

**Europe**
- The HEC Paris
- ESADE Business School
- RSM Erasmus University
- Copenhagen Business School
- The University of Manchester
- Stockholm School of Economics
- University of Oxford
- University of Cambridge
- Norwegian School of Economics
- University of Economics, Prague
- SDA Bocconi School of Management
- University of St. Gallen

**Asia Pacific**
- University of Melbourne Business School
- National University of Singapore
- Australian Graduate School of Management
- Tsinghua University
- National Chengchi University
- CEIBS
- Peking University
- The Chinese University of Hong Kong
- Waseda University

**Canada**
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- York University, Schulich
- University of Western Ontario, Ivey
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KPMG

中華電信 Chunghwa Telecom

泰安產物保險公司 TAIAN TAIAN INSURANCE CO., LTD.

Deloitte 勤業眾信

精技電腦

Ernst & Young 安永

Gigabyte™