Mid-Semester Module
Japan & Hong Kong

February 24th – March 10th
Theme

Exploring uniqueness & diversity in Japan & Hong Kong
# Schedule [February – March]

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<th>Area</th>
<th>24th/25th</th>
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<td>Activity</td>
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<td>Group Tour</td>
<td>Sightseeing</td>
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*Itinerary is subject to change (including places and companies to visit)*
Hong Kong (Feb 26th – 28th)

• GE Asia
  - One of the largest infrastructure company in the world
  - Founded in 1892 and headquartered in Fairfield, Connecticut.
  - Business in Asia operated in Hong Kong
Tokyo [March 2\textsuperscript{nd} – 3\textsuperscript{rd}]

• **UNIQLO (Fast retailing)**
  - The world 4th fashion industry
  - Excellent operation system (SPA)
  - High quality and fashion-leader
  - Strong marketing strategy (NY, London, Shanghai, etc…)

• **SONY**
  - One of the largest electronics companies in Japan
  - Famous for its brands, such as Walkman, VAIO, and PlayStation
  - Founded in 1946 and changed its name to SONY in 1958
• Coca-Cola
  – The first Coca-Cola sold in 1920
  – Localized marketing strategy in Japan
  – Selling coffee drinks and tea drinks in addition to sodas
  – Manufactured and sold by bottling companies
Tokyo

Sightseeing & Restaurants

Tokyo Skytree

Roppongi
http://wikitravel.org/en/Tokyo/Roppongi

Senso-ji
http://www.senso-ji.jp/about/index_e.html

Shinjuku (Robot Restaurant)
http://www.robot-restaurant.com/E/
Nagoya [March 4th]

- **Toyota**
  - The world’s largest automotive manufacturer
  - Owns Lexus and Prius brands
  - “Just in time” and “Kaizen” methods

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**Nagoya Castle**


**SCMAGLEV and Railway Park**

Kyoto [March 5th – 7th]

• **Suntory**
  - One of the biggest brewing companies in Japan
  - Recently acquired Beam Inc., and aggressively expanding its business globally
  - Famous for its Whisky as well

• **Nissin**
  - Major instant noodle manufacturer
  - Founded in 1948 and expands its business globally
  - A visit to the Instant Ramen Museum
Kyoto Sightseeing

Fushimi Inari
http://www.japan-guide.com/e/e3915.html

Kiyomizu-dera
http://www.kiyomizudera.or.jp/lang/01.html

Kinkaku-ji
http://www.jnto.go.jp/eng/location/spot/shritemp/kinkakuji.html

Sanjusangendo
http://www.gojapango.com/travel/kyoto_sanjusangendo.htm
Hiroshima [March 7th – 8th]
Sightseeing & Restaurants

Atomic Bomb Dome
http://www.city.hiroshima.lg.jp/toshiseibi/dome/English/index.html

Hiroshima Peace Memorial Park
http://www.pcf.city.hiroshima.jp/index_e2.html

Miyajima

Dotenabe [Oyster Hotpot]
Estimated Cost

Approximately $3,500

**Included**
- All accommodation cost
- Transportations and group meals

**Not included**
- Airfare (Possible to book as a group tour)
- Expense for your free time
- Cost for applying VISA (If needed)
Professor Charles F. Goetz
Senior Lecturer in Organization & Management
Distinguished Lecturer Entrepreneurship

Assisting Students

Class of 2015
Masayuki Matsumura
Hiroki Yamaguchi

Class of 2016
Haruo Inoue
Susumu Handa
Takashi Endo
Yōkoso! JAPAN