

Call for participation in PKU-UTokyo Joint Summer Program 2017

“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 two years ago 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 four) 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 (Vice President and 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
21th of August	9:00-10:00	Reception and Kick-off Meeting
	10:00-13:00	Lecture and Discussion (1) Prof. Shigeto Sonoda (University of Tokyo)
	13:00-14:30	Lunch and Break
	14:30-16:00	Campus Tour at Peking University
22nd of August	10:00-12:30	Visiting Japanese Chamber of Commerce and Industry and Japanese Embassy in China
	12:30-15:00	Lunch and Break
	15:00-18:00	Lecture and Discussion (2) Prof. Tomoo Marukawa (University of Tokyo)
23rd of August	9:00-12:00	Lecture and Discussion (3) Prof. Yongtao Gui (Peking University)
	12:00-14:00	Lunch and Break
	14:00-17:00	Visiting Mitsubishi Corporation Beijing Branch
24th of August	10:30	Departure from Peking University by bus
	13:00-15:30	Visiting 丘比食品有限公司 http://www.kewpie.com.cn/bj/
25th of August	9:30-11:30	Visiting JETRO China
	14:30-17:30	Lecture and Discussion (4) TBD
26th of August		Free Activity
27th of August		Free Activity
28th of August		Visiting Seven-Eleven (Convenience Store Chain)
29th of August		Visiting Toyota in Tianjin
30th of August		Preparation for Presentation
31th of August	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, 2017. If you have any questions, contact with Prof. Sonoda directly.