

**CPA AUSTRALIA
PLAN YOUR OWN ENTERPRISE COMPETITION 2009
SHANGHAI TRIP (6-11 APRIL 2010)**

**Teacher, Kathy Krajcar
Wesley College, South Perth, West Australia**



Official Party: Darren Wee, Mr Patrick Wee and Kathy Krajcar

Accompanying Party: Mrs Catherine Wee and Jason Wee

Head Tour Guide: Charles Lee and his assistants Helen, Mrs Evelyn Lee, Chen and Lin

EXECUTIVE SUMMARY

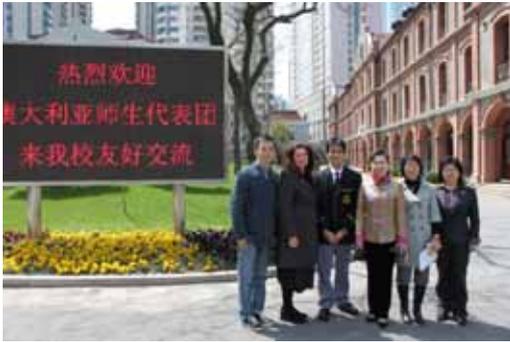
As a Business Studies teacher for over 20 years, and participating in the PYOE competition since 1993, the Shanghai trip was one of the greatest rewards of my teaching career. I highly encourage other teachers to participate in the competition as it is a tremendous teaching tool in which students can actively learn business establishment principles integrated with their own individual business ideas.

It was an eventful lead up to the Shanghai trip: Darren Wee, a Year 10 Business Studies student winning Division 1 and 2. He was in total disbelief when I informed him that he had won the West Australian State Division 1 and that he had a chance of winning a trip to Shanghai. It was a remarkable achievement to win this prestigious competition at the age of 15!

I was fortunate to travel to China with the Wee family who could communicate with the locals whilst catching taxis, subways, asking for directions, ordering food and general shopping. They are a generous and humble family who were great travel companions and made the trip even more memorable.

Tuesday 6 April

We left Perth on Tuesday 6 April at midnight and arrived at Shanghai at 11.30 am. We were warmly greeted by Helen at the exit of the customs who quickly organized an exit out of the airport via coach. We were quickly amazed by the entwined freeway, highly densely populated urban development and the enormity of the World Expo site. Even though we were sleep-deprived from the flight we only had a half hour rest at the Jin Jiang hotel before Helen had us commencing our breathtaking tour of Shanghai. After a five minute walk to the subway to make our way to Nanjing Road (commercial shopping strip of 6 km). What a sight! We walked for kilometres overwhelmed with the pandemonium: crowds of people, boutiques, food markets, corner department stores, labels galore and plasma advertising screens. We visited the World Expo shop which sold a large range of souvenirs with the mascot "Hai Bao", a little blue character meaning 'people signifying friendship' and we noticed the mascot all over Shanghai billboards, subways and shops. We finally reached our destination of the Bund and even though the weather was getting colder and windier we still enjoyed the panoramic view of Huangpu River and the Pudong district and appreciated the classical architecture. We continued back along Nanjing Road and spent some time in a department store, however, we found the retail pricing signs a little confusing. As the light rain commenced we took refuge in the hotel whilst waiting for a taxi. As the shops do not close until 10 pm, we had time to acquaint ourselves with the shopping precincts surrounding the hotel and partake in the local cuisine.



Wednesday 7 April

Before commencing our official itinerary, we ventured onto the streets to find a local breakfast meal. We found ourselves amongst the locals making their way to work and early morning tai-chi exercises in a local park and we actually saw blue sky. The streets were visibly clean and World Expo volunteer stations were ready for the big event. Our first appointment was at the Shanghai No 4 Secondary School and we were cordially greeted by school officials including Dong Chunmei at the Education International Exchange Centre, with a neon sign in Chinese “Welcome Australian

delegates”. According to the Chinese education system, this high school is considered to be a “king school” in that it is regarded as a highly academic performing school. There are 18 districts within Shanghai and the district we visited had 185 schools. The school was built in 1867 and comprised two main buildings with three floors with 50 classrooms and 2000 students and teachers. The average class size was 40-50. We were taken to the Board Room where the school officials gave us an informative presentation on the school. We were amazed with the similarities with Wesley College (except for the sport which included rifle shooting). We visited an art history class (compulsory for all students) where we spoke for a few minutes on Darren’s achievements and then we observed a typical art history lesson. We were surprised to see the use of multimedia in all classrooms. We were kindly provided with a typical teacher’s lunch in the board room. We noticed that all students had a hot healthy lunch provided (no school canteen) and they ate in the classrooms. During lunch a few students were invited to the board room to continue our discussions. The World Expo is much anticipated by students and they had completed projects on an opening ceremony speech and the mascot was on display in the school reception. Thank you to the Deputy Principal, Zhu Qiuping for allowing us to visit the school.

In the afternoon we visited Xin Tian Di – a classical Shanghai residential area with unique architecture which has been conserved and now redeveloped into a charming walking mall with western type cafes. We observed more westerners in this area of Shanghai and we indulged in coffees and hot chocolate. Also the old museum of the first communist party room was fascinating as the collection included artifacts from the communist party meetings.

We had a quick trip back to the hotel in the late afternoon to get ready for our visit to a Chinese home for a traditional meal and gain an insight into Chinese life. The home we visited were the in-laws of Charles Lee, our tour guide which was about an hour drive and in the middle ring of Shanghai. The drive was spectacular as we weaved through the traffic on the freeway observing the neon lit skyscrapers gradually fading to urban sprawl and intermittently retail outlets on a smaller scale. Also we were amazed with the procedure for recycling where men on bikes transported cardboard. When we finally reached the apartment development the sheer size of the complex was overwhelming. It was a series of hundreds of attached townhouses of varying sizes with their own roads. We were kindly welcomed by Evelyn Lee and her parents (university lecturers). It was such a privilege to visit a Chinese home and have a first-hand observation into their daily lives. After a tour of their 10 year old three-story townhouse (200 m²), we had a half hour walk around the complex and Charles explained the logistics of living in such a village complex. It was astonishing to see that most townhouses had a small plot of land as a garden and some owners had pets! Evelyn’s mother had been very busy preparing a wonderful healthy Chinese banquet meal. It was a sensational evening as we compared stories, discussed the impact of the one child policy, education system, enjoyed the home made dumplings and smoked nuts, and Evelyn (Yr 9 teacher) did a demonstration of the compulsory eye exercises that all students do at school twice a day. It certainly was beneficial with Mr Wee’s command of the language to communicate with Evelyn’s parents, and Mr and Mrs Wee were complemented for having such, well well-mannered and intelligent sons.

Thursday 8 April



A mesmerizing day visiting three major landmarks: World Financial Centre, Shanghai Urban Planning Authority and the Shanghai Museum as we could have easily spent a day at each one of these landmarks. We caught the subway to the World Financial Centre where we transferred lines at People Square – the largest subway station in Shanghai which took us a good 10-15 minutes to walk through to simply change lines. The surrounding area around the World Financial Centre was fascinating as it was a mix of traditional small retail, apartments and hotels. The ceiling of the foyer has a spectacular media art light show with synchronized music which gives an added anticipation prior to taking the lift to reach the 97th floor within one minute. Even with limited visibility due to smog the views are amazing and being able to see the traffic through the glass floor was mind blowing.

It was an interesting walk amongst skyscrapers, traffic and underpasses to a major shopping centre for a traditional noodle lunch. Our next stop was the Shanghai Urban Planning Authority – our expectation was certainly underestimated. It houses the largest city 3D model in the world and the World Expo planning models. Shanghai is certainly well planned in advance and we noticed a model showcasing a new skyscraper being planned which will be taller than the current World Financial Centre. There are lots of interactive activities and mini theatres throughout the centre to keep you entertained.

We continued another fascinating walk to the Shanghai Museum where we were overwhelmed by the sheer enormity of the museum's collections of jade, paintings, calligraphy, currency, sculpture, furniture and bronze. There was just so much to see and we only had one and half hour to absorb the historical exhibitions. Also, there were two special exhibitions from Italy: 82 pieces from the Uffizi Gallery, Florence and Matteo Ricci. These exhibits play an important role in enhancing the cross communication of cultures between Italy and China.

It was an eventful evening on the Huangpu River Cruise. We eventually made it to the wharf after the taxi dropped us off at the wrong berth and then trying to find the official ticket office was a challenge. We eventually purchased tickets for a crowded ship with the aid of Mr Wee's negotiation skills. Even though it was cold, we were entertained with the dazzling light show of the classical architecture of the Bund area and the Pudong's Pearl Tower and World Financial Centre. We were so surprised to see so many tourist coaches at the wharf (at least 100) after the cruise. It is a definite on the "to do" if visiting Shanghai. After returning to the hotel, we finally had dinner at 10.30 pm as we did so every night. We discovered a local favourite restaurant which stayed open until 2 am and there were still queues!

Friday 9 April



Our business meeting day: Austrade and CPA.

We were warmly welcomed by Luisa Rust, Trade Commissioner Consul (Commercial) at Austrade. Luisa is originally from Melbourne and started working at the Shanghai Austrade office only four months ago. She shared her work history with us as an economic adviser, highlighted the importance of learning languages to be successful in career opportunities overseas and her expatriate life in Shanghai. Luisa conducted a professional consultation with Darren as a potential client wishing to set up business in China. Darren presented his business plan idea and

Luisa was able to provide advice on the pet industry trends in China. Luisa then organized a meeting with Irina Mach, Events and Marketing Manager for AustCham at Donut King (another Australian expatriate). Irina explained the role of AustCham in Shanghai and discussed the success of Australian franchises in China. It was interesting

to find out that Irina had done Young Achievement Australia whilst studying at school as did Darren last year. We also enjoyed hot drinks and donuts (made from Australian ingredients).

Helen, our tour guide took us to lunch at a popular food market restaurant along Nanjing Road. After lunch we had an appointment at CPA which is in the same building as Austrade. We met Ella Gu, General Manager, CPA Shanghai office and her colleagues. Unfortunately we did not personally meet Mr Lawrence Lau, President of CPA Australia Shanghai Committee due to urgent personal commitments. However, Lawrence was very generous with his time and did organize a telephone conference interview with us. So with the assistance from Ella we had a constructive discussion with Lawrence. Darren summarized his business plan idea and Lawrence drew on his international marketing experience to provide advice to Darren on collecting credible primary research in order to accurately assess market trends. Once again, understanding the cultural diversity was discussed as one of the key success factors for Australian businesses being successful in China. Darren also asked about the protection of his idea from being copied in China.

Darren conducted himself professionally at all business meetings and was able to converse maturely on business issues. They all complemented him on his achievements and wished him success with any future business/career ambitions.

Saturday 10 April



We spent most of the day at the Shanghai of yesteryear - Yu Yuan garden and Yu Yuan bazaar. Shanghai is very crowded and this was once again highlighted with this visit to the gardens as locals and tourists wind their way through the Zig Zag bridge, Ming Dynasty temples and craft shops. There was an international tea festival and we had an opportunity to observe the craft of drying various teas and tea tastings. Shanghai's well known dumplings restaurant definitely did live up to its name and it was an eye opener to see crowds queuing for an hour to indulge themselves! We were able to observe the kitchen chefs making these delicate

dumplings and they were certainly clean and skilful. Craft stalls demonstrated their intricate skills of hand painting inside bottles and stenciling of recycled cans. We managed to maneuver our own way in the subway successfully to do our last minute shopping at the department stores and enjoy our final restaurant dinner.

CONCLUSION

We would like to thank the sponsors, CPA Australia, Business Educators Australasia (Christine Reid, Raelene Stock and staff) and NGT Travel for the prize and all the hard work in organising this successful trip. BEA were very keen to make sure that we were well looked after and organised a varied and intensive educational and cultural tour of Shanghai. Your efforts and generosity are greatly appreciated and made the trip a memorable and exciting adventure. It was a privilege to represent these sponsors in Shanghai and it was an absolute delight to travel with the Wee family.

It was a highly educational tour which gave Darren an insight into future possible business opportunities and career aspirations. This will also assist him in his future studies of Business Management and Enterprise courses at school.

Shanghai is a mind-blowing city and is just so different: crowded, fast-paced, safe, commercial, a well-planned futuristic city with contrasts of old and new. This was a remarkable opportunity to be immersed into the Chinese culture to observe China's prosperity in action and meet highly professional business leaders. It was fortunate that we were able to see Shanghai in action pre World Expo. The Chinese are very respectful and hospitable people who appreciate the value of education and learning languages to be successful in life. My insight into China's culture and economic growth will no doubt be invaluable in my teaching of Business Studies.

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