

**CPA AUSTRALIA
PLAN YOUR OWN ENTERPRISE COMPETITION 2011**

**Trip to Shanghai
14th – 20th May**

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Sunday 15th May 2011

Counting down the days until we left Alice Springs to begin our journey to Shanghai was exciting. Firstly, we stayed overnight in Sydney and then made our way to the Sydney International Airport. We flew with Air China for about 10 hours until we reached our destination. It was night time when we were landing which enabled us to view many colourful lights of the city of Shanghai. We arrived at Pudong International Airport in Shanghai where we were warmly greeted by Helen, our guide. The first glimpse of the city close up came as we exited the airport doors to find the night life just as busy as the day. The buildings were buzzing with lights and cars. Helen then escorted us to the Jin Jiang Hotel. Before having a good night's sleep, we decided to explore the area nearby our hotel to find a restaurant where we could try our first real taste of the Chinese cuisine.

Monday 16th May 2011

Our first visit for the day was to the Australian Trade Commission office where we met with Luisa Rust, Trade Commissioner Consul (Commercial). She introduced us to facts of the Chinese economy and explained the necessary steps and precautions when doing business in China. We discussed the 'Party on Wheels' business plan and the potential of the business working in the Chinese market and in which areas it would have the best result. I now have a much better understanding of the economy in China and the reasons how and why it's growing, particularly Shanghai. I would not have grasped a better learning experience anywhere else so I am very grateful for the opportunity to have visited the Australian Trade Commission office.



Following the meeting at Austrade, we caught a taxi to visit Hills Kindergarten. Vivienne from Austrade accompanied us to Hills Kindergarten where we met Wilson (Director), Principal Tan and Amanda (one of the teachers) who showed us the facilities. It was great to see an overview of a successful business in China and learn more about its main operations. We also had the opportunity to observe one of the 5 -6 year olds classes. It was so interesting to see the students interact in the classroom and I was particularly amazed at the English skills that a majority of the children demonstrated and the exercises the teacher was using to

build up and improve

their improve their language skills. After a busy morning we took the metro (Shanghai's train system) to the How Way Restaurant for lunch, where we could again practise our chopstick skills. To finish off the day we caught the metro to the CPA building where I explained my business plan to Ella Gu (General Manager of CPA in Shanghai) and Kenny Liam (Vice President of 2011 CPA Shanghai Committee). We then had some time to browse the Jing An District and soak in the busy atmosphere, where we managed to find a local supermarket to do some food shopping. It fascinated me to pick out the differences between China and Australia with something like food shopping.



Tuesday 17th May 2011

In the morning we met Freda and Aaron who are two students who study English at a local University where Charles our Head Guide is employed. Freda and Aaron spent the day showing us around the Pudong District. Both of them were very friendly and it was great to discuss the



differences and similarities about life in Australia and China. To start the day we crossed the Lupa Bridge by taxi to explore the 2010 World Expo site and China Pavilion. We were able to see the plans for the future of Shanghai in physical 3D models and an insight of the new technology China hopes to create with cars and new type of wheat. We could see the tremendous growth and change that China has enjoyed in the last twenty years. It was interesting to view the amount of growth that has

occurred and how Shanghai strives to grow even larger. We then had a delicious dumpling lunch to fuel up on before our next visit to the second highest building in the world, the Shanghai World Financial Centre. The building is huge as it stands at 492m above the ground. We went to the top level which has a glass floor installed. It felt like you were standing on thin air and it gave us a spectacular overview of Shanghai. From here we could see how quickly the city has grown over a short period of time. It was also a great spot to take photos. We then walked from the city centre for a view of the city from the Huangpu River. Here we strolled past the Huangpu River where we could see the Pearl Tower, the World Financial Centre and the enormous Shanghai skyline. It was amazing to have seen the city centre from two completely different views in one day. The architecture which the city presents is very impressive. We then caught the metro to meet up with Charles and one of his colleagues, Philip and all of us then caught a taxi to the Yang Pu District. There we were warmly greeted by Charles's mother and father as well as Helen's mother and father and daughter where we were welcomed into a Chinese home to enjoy a traditional Chinese meal that had been cooked and prepared for us. We were extremely fortunate to have the opportunity to share a typical Chinese meal with a local family.



There was such a variety of beautiful food that I had never tried before. It was very tasty and we all enjoyed each other's company even though our language skills were limited. Charles, Freda and Philip helped translate and we forged lovely friendships. It was a successful evening and we were so fortunate to have had the opportunity to have met such lovely people that looked after us very well. After many laughs, we said our goodbyes and made our way back to the hotel. The taxi ride was really cool as we could see so many colourful lights of the city at night.



Wednesday 18th May 2011



In the morning we met up with Charles and Freda who led us to visit a local high school, Middle School Affiliated to ECUST (East China University of Technology). This public school is located in the southwest of the Xu Hui district and teaches children aged 12 – 18 years old. To begin with, we met the school's Vice Principal, Zhang Yu and other staff members. It was a great meeting where we got the chance to discuss the differences and similarities between their school and mine.

I spoke about living in Australia and my life in Alice Springs and the business plan that I created. A few of the staff could speak great English which made it easier to converse. The Principal talked about the operations of the school and we asked each other many questions. Next, we were lucky enough to be taken to a classroom to observe a class learning English. During the lesson, Ms Bennett and I were given the opportunity to stand in front of the class and explain to the students why we were in Shanghai, our life in Australia and facts about our school. It was great to have a couple of students ask questions about my school life. After the lesson I exchanged emails with students and we continue to email each other on a regular basis. We were given a brief tour around the school and enjoyed lunch with the Principal and teachers in the school cafeteria. We said our goodbyes and caught the metro to the Haung Pu District where we met another university student, Vera. Charles returned to the University to teach for the day so Freda and Vera escorted us to the Shanghai Urban Planning Exhibition Centre. This Centre provided us with the history about the traditional culture of the Chinese people and the documented changes in housing and planning over the last 100 years. Before strolling through the People's Square and shopping centre, we viewed ancient Chinese art in the Shanghai Museum. After our stroll, we jumped back on the metro to our hotel. I loved wandering the busy streets.



Thursday 19th May 2011

We woke up to a beautiful warm morning that was perfect for the day that was planned. Vera and Freda showed us around the Zhangning district. I really enjoyed this popular area as every street had something completely different to the next. We had the experience of bartering when it came to shopping at the Yuyuan Garden Tourist Mart. We walked across the zigzag bridge that had huge golden fish swimming beneath us. The Yu Garden has beautiful Chinese gardening and architecture. Every time you turned a different corner another garden would appear. We took our shoes off at one point to walk on special stones, that the Chinese people believe give you good health if you walk on them with bare feet. I was intrigued by the garden's peaceful atmosphere. My brother and I found a lady selling baby turtles to release in the ponds which we couldn't resist doing and at another point we found a Chinese man practising his whip cracking. After a delicious lunch with the view of the zigzag bridge, we enjoyed some extra shopping, visited the copy markets and then returned back to the hotel. I bought lots of jewellery!



Friday 20th May 2011

It was the final day already. Charles and Freda gave us the chance to see a little more of Shanghai before our departure. We wandered through Xintiandi in the Luwan District. This is a modern area full of rich architecture and small cafes. We also visited a memorial for the First National Congress of the Communist Party of China. We had the opportunity to visit the room that held the first communist meeting. We then left for the airport with Charles and Freda, where we exchanged emails and said our goodbyes. Before returning to Australia we spent another week exploring the sights of Xian and Beijing.



Charles, Jo, Sam, Jeff, Sophie, Freda & Kate

Conclusion

The trip to Shanghai was amazing and I have had many unforgettable moments. I have also further developed my understanding of the Chinese economy and continue to have a great respect for China and the people of this amazing country. This trip has given me the opportunity to experience Chinese culture and view the vast transformation of a city such as Shanghai. I now realise the speed at which Shanghai is developing and I am so fortunate to have had the opportunity to see this first hand and will now confidently communicate this to my school on my return. Shanghai has a vision and continues to progress in many areas, particularly in education. This city is growing rapidly compared to

many others all over the world. This trip has been a huge learning curve for me and will be very beneficial for my future years with my education and throughout my career, whatever that might be. We were very fortunate to have experienced Shanghai not just as tourists but as locals, as we were able to visit a local school and a typical Chinese family home. Both visits are rare for any tourist.

The journey from start to finish was an amazing experience. From writing the business plan in Alice Springs, travelling to Canberra and delivering a presentation for the national judging to travelling to Shanghai. It was all worthwhile. I did not expect to win the competition, as my main goal was to say I had the determination to have a go. The trip was irreplaceable.

This competition has certainly been an awesome highlight of my life and I am very grateful for the support and priceless assistance of so many wonderful people and sponsors. I would like to thank CPA Australia, Christine Reid, Raelene Stock and the staff of Business Educators Australasia and Catherine McOmish and the staff and management of NGT Travel, all of whom put countless hours into making this trip so memorable. I would like to thank my school St. Philips College for giving me the opportunity to enter the competition, my wonderful teacher Kate Bennett who supported me throughout the trip and was such great company to be with. I definitely recommend the CPA Australia Plan Your Own Enterprise Competition to all students interested in business as it proved to be such a valuable learning experience.

I will always be grateful to have been presented with the opportunity to take part in such an amazing competition and hope that this competition will continue for future students as it is an experience that will be with you for the rest of your life.

Sophie Huyben
2010 Winner
CPA Australia Plan Your Own Enterprise Competition

