China: Business, Culture and Retail Industry
SPRING BREAK 2010 PROGRAM HANDBOOK

The China: Business, Culture and Retail Industry program is offered by International Academic Programs (IAP) at the University of Wisconsin-Madison. This IAP Program Handbook supplements the IAP Study Abroad Handbook and provides you with the most up-to-date information and advice available at the time of printing. Changes may occur before your departure or while you are abroad.

Questions about your program abroad (housing options, facilities abroad, etc.) as well as questions relating to your relationship with your host university or academics (e.g. course credit and equivalents, registration deadlines, etc.) should be directed to IAP at UW-Madison.

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Contact Information

ON-SITE PROGRAM INFORMATION

Your primary contact will be:

Professor Nancy Wong
nywong@wisc.edu

United States
Consumer Science
Center for Retailing Excellence
School of Human Ecology
University of Wisconsin-Madison
310 Middleton Building Madison WI 53706
(608) 265 5954 (608) 265 6048 fax

Hong Kong
Harbour Plaza Metropolis
7 Metropolis Drive
Hunghom, Kowloon
Tel: 852-3160-6821

Shanghai
Renaissance Shanghai Zhongshan Park Hotel
1018 Changning Road, 200042
Tel: 86-21-6115-8888

UW-MADISON INFORMATION

International Academic Programs (IAP)
University of Wisconsin-Madison
250 Bascom Hall, 500 Lincoln Drive
Madison, WI 53706
(608) 265 6329
(608) 262 6998 fax
www.studyabroad.wisc.edu

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Erin Polnaszek
IAP Study Abroad Advisor
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IAP Financial Specialist
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EMERGENCY CONTACT INFORMATION

In case of an emergency, call the main IAP number (608) 265 6329 between 8:00 a.m. and 4:30 p.m. Monday to Friday; after-hours or on weekends call the IAP staff on call at (608) 516 9440.
U.S. EMBASSY REGISTRATION
All program participants who are U.S. citizens must register at the U.S. Embassy before departure as this will help in case of a lost passport or other mishap. You can register on-line at https://travelregistration.state.gov. If you are not a U.S. citizen, register at your home country’s embassy or consulate.

United States Embassy in Hong Kong
26 Garden Road
Hong Kong
Main Tel: (852) 2523-9011
American Citizens Services Tel: (852) 2841-2211
Fax: (852) 2845-1598
Email: acskh@state.gov
http://hongkong.usconsulate.gov/index.html

United States Embassy in Shanghai
8th floor, Westgate Mall, 1038 West Nanjing Road
Shanghai, China 200031
During normal business hours please call: (86-21) 3217-4650.
For after hours emergencies only, please phone:(86-21) 6433-3936.
Fax: (86-21) 6217-2071
Email: ShanghaiACS@state.gov
http://shanghai.usembassy-china.org.cn/index.html

Program Dates

Spring Break 2010
Depart from United States (Chicago) March 24, 2010
Arrive in Hong Kong March 25
Visit Li & Fung Hong Kong Office March 26
Visit Li & Fung Retailing, Harbour City March 27
9 West Presentation and sight seeing Hong Kong March 28
Depart to Shenzhen by bus March 29
Visit Hong Kong Poly U March 30
Depart to Shanghai March 31
Depart Shanghai, arrive back in US April 3, 2010

Preparation Before Leaving

IMMIGRATION DOCUMENTS
Passport: A passport is needed to travel to China and to obtain your visa. Apply immediately for a passport if you do not already have one. Passport information and application forms can be found on the U.S. State Department website http://travel.state.gov/passport/. If you already have your passport, make sure it will be valid for at least 6 months beyond the length of your stay abroad.
Visa: Students will need a tourist visa (L Visa) to enter China. The duration of stay of a (L) visa is 30 days from the date of entry, which means the holder of the visa may stay in China for up to 30 days from the date of entry. The validity of a (L) visa is 90 days from the date of issue, which means the holder of the visa shall enter into China no later than 90 days from the date of issue; otherwise, the visa is expired and null and void.

Students may apply for a visa through China Travel Service, a Chicago-based travel company and China visa agent. IAP will provide visa instructions via your My Study Abroad account, as well as collect passports, photos, and application forms to forward to China Travel Service. Passports and visas will be returned to IAP for pickup after processing. Students will need to submit the following items to IAP:

1) Valid passport
   The passport must have at least six (6) months validity left before expiration and at least one blank page left.

2) Visa application form
   IAP will provide instructions on how to obtain and complete this form.

3) Passport-size photo
   The passport-size photo must be 2 x 2 inches, original color photo on photo paper, face forward on light background and name printed on back--scanned photos or photos cut to size are not acceptable. If you submitted this with your acceptance materials, you do not need to submit an additional photo.

No visa is needed to enter Hong Kong for US citizens since the program is less than 90 days in duration. However, students should be prepared to show the following at immigration when entering Hong Kong:
   • A passport with a minimum of six-months validity after the period of intended stay
   • Adequate funds to cover stay without working
   • Evidence of onward/return transportation are required

Non-US citizens should verify if they need a visa to enter into Hong Kong.

HANDLING MONEY ABROAD

Hong Kong
Hong Kong dollar notes are in denominations of $1,000, $500, $100, $50, $20 and $10. There are also $10,$5, $2, $1, 50¢, 20¢ and 10¢ coins. The Hong Kong dollar is pegged to the US dollar at a rate of approximately HK$7.78 to US$1. Most foreign currencies and traveler’s checks can be exchanged at banks, hotels or money-changers (check how much you will get in return before handing over your money). American Express, Visa and Master Card holders can withdraw local currency from some automated teller machines (ATM) but of course the handling charges are hefty.

CHINA
The official currency of China is the Renminbi (RMB or CNY). The main unit of RMB is the yuan (jiao/miao=0.1; fen=0.01). RMB is printed or coined in the following forms: 100 yuan, 50 yuan, 10 yuan, 5 yuan, 2 yuan, 1 yuan, 5 jiao, 2 jiao, 1 jiao, 5 fen, 2 fen, and 1 fen. As of 11/6/2009, the exchange rate was $1 USD to 6.83 RMB.
ATM/Debit Cards: ATMs are generally available in China. Check with your local bank or credit card for additional procedures for international use. When you contact your bank, be sure to tell them when you plan to be in China and when you are going to return—this will prevent the bank from shutting down your account due to fraud problems in different countries.

Visa ATM Locator:
http://visa.via.infonow.net/usa_atm/
Mastercard ATM Locator:

ELECTRONICS

Electricity in China runs on 220V, 50 cycles AC. There are at least five different types of plugs currently in use in China. The most frequently found types are the two-pronged American style and the three-pronged, angled Australian style. An adapter with the American and Australian styles should be sufficient and should be bought before entering China.

Travel and Arrival

All participants for this program will travel together throughout the entire program. Students will take a charter bus from the Madison campus to the Chicago O’Hare airport and fly together to Hong Kong. The schedule is as follows:

Wednesday, March 24, 2010
6:15AM    Bus leaves from Memorial Union, UW Madison campus
9:00AM    Bus arrives at Chicago O’Hare airport
12:16PM   United Flight 895 departs Chicago for Hong Kong

Thursday, March 25
4:55PM    United Flight 895 arrives in Hong Kong

Upon arrival in Hong Kong, the group will travel together to the first hotel of the program in Hong Kong.

Wednesday, March 31
4:00PM    Dragonair Flight 896 departs for Shanghai
6:30PM    Arrive in Shanghai

Saturday, April 3
3:55PM    United Flight 836 departs Shanghai for Chicago
4:35PM    United Flight 836 arrives at Chicago O’Hare

The group will be picked up by Lazer’s Bus Company in the bus pick up area and dropped back off at UW Madison Memorial campus around 8:30PM, given that there are no travel delays.
The Academic Program

GENERAL INFORMATION
During the program, lectures will be given on-site in different locations, including the Li & Fung offices in Hong Kong and Shanghai. Li & Fung is a multinational group of companies driving strong growth in export sourcing, distribution, and retailing. They are one of the largest importers of goods to the USA. Participants will tour various locations in each city, including the Central District and Stanley Market in Hong Kong and the Li & Fung Office in Shanghai.

Students will be given case studies throughout the program and asked to present their analysis of the case study at the end of the program to earn their grade in the course. Select presentations will be filmed and presented to the Kohl’s Department Store for viewing.

COURSE INFORMATION
Courses: All students will participate in the seminar as part of the program and will receive 1 credit of Consumer Science 501: Special Topics.

Registration: IAP will register you for the seminar. There are no additional registration procedures you must take.

PASS/FAIL/DROP/AUDIT
Students cannot take this course pass/fail.

GRADES AND GRADE CONVERSIONS
UW-Madison grade scale will be used for the program.

Destination Information

CHINA
China is the biggest country in Asia and has the largest population in the world. With a history of five thousand years, the country displays extraordinarily rich cultural heritage. In recent years, the country has been developing at an amazing speed. China now welcomes visitors from all around the world to explore its past and present. China is a country of beautiful natural sceneries, often accompanied by important historical and cultural contexts. You will be able to enjoy countless styles of food and folk music in addition to scenery and architecture.

HONG KONG
Hong Kong is frequently described as the place where “East meets West” – a concept that can be recognized upon arrival. Hong Kong is one of the world’s leading international financial centers,
with the Hong Kong dollar being the 9th most traded currency in the world. With a population of seven million people, Hong Kong is one of the most densely populated areas in the world.

**Geography**
Hong Kong is made up of three quite distinct areas: Hong Kong Island, the Kowloon Peninsula, the New Territories as well as some 260 islands.

**Culture**
Hong Kong, as a gateway to China, is a fascinating place to study China and Chinese culture. It is a major crossroad in Asia and serves as an international hub for trade and finance. You will spot traditional Chinese and international elements in this diversified city.

**Popular Culture**
You will be astonished by the sight of stores stocking American, European and Japanese products everywhere. Mickey Mouse, Hello Kitty or Pokemon character goods are common. Western, Japanese and lately Korean influence prevails in the entertainment business and pop culture. There are as many non-Chinese movies as Chinese ones. Two of the four TV stations broadcast in English. A number of channels of Cable TV, Satellite TV as well as radio stations also broadcast in English and some even in Japanese and Korean. Western, Japanese and Korean songs, soap operas, books and cuisines are loved by many. There are also English theatrical performances and concerts of Western and Japanese music. Fashion trends are dominated by European and Japanese trends, with Japanese fashion especially popular among the younger generation.

**People**
In Hong Kong, almost 95% of the population is ethnic Chinese. The international community consists of various nationalities, with the Filipinos as the biggest foreign population.

**Language**
Cantonese is the most widely spoken dialect in Hong Kong, but Putonghua (Mandarin) is increasingly popular. The traditional Chinese characters are commonly used in writing in Hong Kong, while simplified Chinese characters are used in Mainland China. English is the language of business and service industries. Most shops and service personnel speak it to some degree. However, life on the streets of Hong Kong is not truly bilingual because most residents do not use both Cantonese and English with equal ease.

**Hong Kong Cultural Tips**

**Lucky and Unlucky Numbers:** The Chinese put store in the power of numbers and have a general dislike for the number four. Some buildings will not have a fourth floor. Lucky numbers are six, eight, and nine.

**Business Cards:** In a town that thrives on commerce, exchanging business cards is an important formality. Offer your card with both hands, printed side up and facing the receiver for easy reading. Accept someone else's card with both hands and give it due attention before putting it away. Don't write on someone's business card.
**Hong Bao:** Translated as "red envelope," these packets of cash, usually crisp new bills, are given out at weddings, holidays, and other occasions. For weddings, give an amount equal to what you'd spend on a gift but in a sum involving lucky numbers (6,8,9). Buy the red envelopes at corner newsstands, or for nicer versions that can double as souvenirs, at a stationery store.

**Tea and Chopsticks:** When dining in company, fill others' teacups before your own. When being served, tap the table lightly with the tips or knuckles of your forefinger and middle finger to wordlessly indicate both "thanks" and "that's enough." Leave your cup more than half full if you don't want it refilled constantly. With chopsticks, more formal restaurants have separate resting places for them; don't rest them on your plate. Avoid spearing food with your chopsticks or pointing them at someone.

**Shenzhen**
Immediately across Hong Kong’s border to the north is Shenzhen, China’s wealthiest city. Most foreigners go to Shenzhen for business or to bargain hunt at the innumerable factory outlets and shops.

**SHANGHAI**
Shanghai is the largest city in China and one of the largest metropolitan areas in the world, with over 20 million people. Originally a fishing and textiles town, Shanghai grew to importance due to its favorable port location and in 2005 it became the world’s largest cargo port. Today, Shanghai is the largest center of commerce and finance in mainland China and has been described as the “showpiece” of the world’s fastest-growing major economy.

Known as the 'Oriental Paris', Shanghai is a shopper's paradise. There are various bustling commercial streets and shopping centers waiting for you. One of the musts for tourists is the Nanjing Road. Huaihai Road intrigues those with modern and fashionable tastes, while North Sichuan Road meets the demands of ordinary folk. In addition, Xujiahui Shopping Center, Yuyuan Shopping City, and Jiali Sleepless City are thriving and popular destinations for those who are seeking to buy something special as a memento of their visit.

Shanghai is currently preparing to have the world in the city as they won the bid for the World Expo 2010. The World Expo is anticipated to host more than 200 countries and international organizations and 70 million tourists and is scheduled for May 1 – October 31, 2010.

**Shanghai Cultural Tips**

**Public Behavior:** “Saving face,” or avoiding unappealing public displays, is important in China. The Shanghainese tend to be particularly courteous. Avoid intentional provocation, and keep complaints, criticisms, or disagreements polite and discreet.

**First Impressions:** If you are laowai (a foreigner, or non-Chinese), you will win points for efforts to use the language or demonstrate knowledge of the culture. It builds trust and goodwill.

**Bowing:** This is largely a lost formality in today’s China. Nods and (gentle) handshakes are an appropriate greeting.
**Business Cards:** When receiving someone’s business card, accept it with both hands and a slight bow, read it in their presence, and take pains to stow it safely away—in their presence. Do not bend or write on the card.

**Drinking:** The Chinese can be heavy drinkers—and take it personally if you don’t follow suit. Mirror the actions of your Chinese colleagues—when they lift their glasses, lift yours too.

**Chopsticks:** Between bites, keep your chopsticks together and place them horizontally on your plate or across the top of your bowl. Never stand chopsticks upright in your rice bowl: this is considered a morbid gesture.

**Bargaining:** Indulge your bargaining skills freely in China, especially in outdoor and indoor markets. Vendors may feign outrage, but they know the game. Start with 25 percent off the asking price, and go up from there.

**ACCOMMODATION**
In both Hong Kong and Shanghai, the group will stay in hotels arranged by the program staff in double rooms.

**MEALS**
All meals are included in the program cost and will be arranged by program staff. The group will eat meals together throughout the program.

**PACKING**
Due to the nature of the program and the visits included in both cities, business casual attire is required. Please keep in mind that you should pack light, as you will be in charge of carrying all luggage you bring on your own. A recommendation is to pack early and then take your luggage for a walk around the block— if you have difficulty carrying it all, revisit what you absolutely must take and what could be left at home. Keep in mind that both Hong Kong and Shanghai will have most personal items in local pharmacies if you forget something or need more while you are abroad.

**HEALTH/SAFETY**
Avoid drinking or brushing your teeth with water that is not purified. Be careful when you eat food or beverages sold on the streets or consume ice in drinks (unless made from purified water). When unsure, always ask about the source of the water or ice.

Used toilet paper and tissues should be disposed of in wastebaskets, not in toilets. Plumbing pipes are very narrow and cannot handle paper products. Always carry tissues with you in case no toilet paper is available and in situations that call for cleaning. Handi-wipes or antibacterial liquids come in handy!

Although no inoculations are required for entry into Hong Kong or Shanghai, it is recommended that each student look at the CDC website’s recommendations for travel in China and discuss with their personal physician prior to departure.


If you are taking a prescription on the program with you, please contact your Study Abroad Advisor regarding traveling abroad with prescription medication.

Although there will be minimal amount of free time on the program, there may be some independent time allowed. During this time, it is very important that you always check in with a staff member (someone traveling with the group) and inform them of where you will be going. Make sure to never leave by yourself, especially at night.

COMMUNICATION

Mail: Allow 2 weeks for overseas mail delivery. For a short term program like this, you will arrive back to the US before any mail that you attempt to send.

Telephone: When making calls, keep in mind time zone differences www.timeanddate.com/worldclock. To make an international call to the United States, dial the access code for the country from which you are calling plus the United States country code (always “1”) followed by the appropriate U.S. area code and local number. To call internationally from the United States, dial “011”, the country code, city access code (if necessary) and the phone number. Country and city codes can be found online www.timeanddate.com/worldclock/dialing.html. Some of above steps can vary if you are using a calling card.

Telephone cards may be purchased and used on public phones to call within China and internationally. IC calling cards (at 50 RMB or 100 RMB/US $6 or 12 for about 40 minutes call to US) are fairly widespread in China and can be the simplest and the cheapest way to make calls in China. Phone cards are available in post offices, inside hotels or in the streets. Even more conveniently, most newsstands in major cities also carry phone cards. Telephone booths in the streets are mostly for local calls.

Domestic long distance rates are cheap. International call, in the neighborhood of 4 RMB (50 cents) per minute (Subject to change).

Skype: Skype is a free, downloadable software application that allows users to make live video and voice calls over the internet. Skype users can also add money to their account and can then use the service to call land lines and cell phones internationally at very low rates. Additionally, Skype also provides an instant messaging function as well as file sharing.

To create a Skype account, users must download the application from www.skype.com and create a user name and password. Once the application is installed onto their computer, they can search for friends either by first and last name or using their friends' Skype usernames. Once a friend is added to a users contact list, they will be able to see whether that person is available to chat. If two users both have web-enabled video cameras for their computers, they will be able to chat face to face. For users without a web cam, a microphone is all that’s required for calls to another computer.

Email: There are Internet cafes around the city. It is important to note the difference in the rate of the Internet use. The rate is not charged per minute, but per use of Internet. The more webpages that are used, the more expensive the cost of Internet use (e.g. using http://www.wisc.edu for five minutes costs roughly $1).

Helpful Websites:
Students Abroad (by the US State Department):  
http://www.studentsabroad.state.gov/

Center for Disease Control (CDC) Travelers Health:  
http://wwwnc.cdc.gov/travel/

US State Department Country Specific Information  