

2009 Korea/Japan Study Tour Itinerary

Day 1	Friday, Feb 27, 2009 Overnight Flight to Seoul
Day 2	Saturday, Feb 28, 2009 Arrive in Seoul via Tokyo (Metro Hotel, MyongDong)
Day 3	Sunday, March 1, 2009 KyongBok Royal Palace and National Folk Museum, KOEX Mall, MyongDong Cathedral MyongDong Shopping Malls, Namsan Folk Village NSeoul Tower
Day 4	Monday, March 2, 2009 DMZ (Demilitarized Zone, South and North Korea border) Costco Korea, AC Nielsen Korea , P&G Korea Ewha University Business School Nanta Performance
Day 5	Tuesday, March 3, 2009 Travel to Pohang/Ulsan POSCO tour Gyongju , UNESCO World Heritage site
Day 6	Wednesday, March 4, 2009 Hyundai Motor SK Chemical Hyundai Heavy Industries Return to Seoul
Day 7	Thursday, March 5, 2009 Travel to Tokyo (Ginza Capital Hotel) Sony bldg Ginza and Shibuya Tour
Day 8	Friday, March 6, 2009 Mt. Fuji – Hakone Tour (Onsen – Hot Spring) Shinjuku Tour/Tokyo MG Tower Odaiba (Toyota MegaWeb, Venus Port, Statue of Liberty)
Day 9	Saturday, March 7, 2009 Tsukiji Fish Market Tour Tokyo City Tour Imperial Palace East Garden, Asakusa, Akihabara, Roppongi
Day 10	Sunday, March 8, 2009 Morning – Free Time (up to 1 p.m.) Return Flight Home (5:50 p.m. Departure at Narita airport)

Possible Business Venture Plan Topics

Mastering supply chain management

- the Korean way; the Japanese way

Product Design Innovation (Japan vs. Korea)

Marketing and sales management

- put a foot in the door to Korean or Japanese consumer

M&A (and Strategic Alliance) in Korea and/or Japan

Cross-cultural management and challenges in Korea and/or Japan

- Why Wal-Mart failed in Korea?
- Toys-R-Us success in Korea & Japan
- Outback Steak House, Krispy Kreme Donuts, etc.

Beyond manufacturing

- business opportunities in Korea and/or Japan (Starbucks)

New trends in management/strategy development

- comparison to China (vs. Japan vs. Korea)

Korea/Japan as an opportunity for US entrepreneurs (and small businesses)

- how to integrate Korean/Japanese partners into small business value chain

Cross-cultural differences between Korea and Japan

- Kimchi vs. Sushi