

SUMMER AT SHIDLER

2009 Pacific Asian Lecture Series

The Collective Internationalization of Small and Medium Sized Entrepreneurs from China – What NOT to do when going abroad!

It is a very interesting case about a Chinese mega entrepreneur who wanted to strategically renew the whole process of European import of made-in-China products. This involved the start-up of 1500 new entrepreneurial companies in one year here in Sweden. It is a fantastic almost fairytale-like story of how the Chinese mega entrepreneur saw an opportunity to make 500 million dollar in one year but by not knowing enough about international marketing ended up in debts and losing his face. In some parts the story is also provocative although no names are mentioned.

With:

JOACHIM TIMLON

Baltic Business School, Sweden

Joachim Timlon currently serves as an Assistant Professor at the Baltic Business School (BBS) in Kalmar, Sweden, where he teaches and researches in the field of International Business Strategy with a focus on expansion and growth in emerging country markets, such as China, Russia and Brazil, with emphasis on innovation and organizational learning processes. He is also responsible for the executive education of Officials at the People's Government of Changxing County of China at BBS. The executive education is part of the exchange between the Kalmar and Changxing Counties. The overall purpose of the executive education is to enhance the officials' capacity and make them better prepared to establish and develop business relationships in the Baltic Sea Region. The executive education is provided during a two-week-period and involves the following themes: (i) Government and economy, (ii) Modern economic management, (iii) City planning, construction and management, (iv) Harmonious development between economy and environment, (v) Human resource management, (vi) International Business Strategy.

Save the date:

When: Tuesday, August 4, 2009

Where: Shidler College of Business (Shidler G-102) from 4:15–5:30 p.m. Refreshments will be served in the Shidler Faculty Lounge (Shidler D-207) from 5:30–6:15 p.m.

You can choose either online registration or walk in, but we are grateful if you can notice us beforehand: <http://www.shidler.hawaii.edu/pals>

To evaluate this and other lectures: <http://www.shidler.hawaii.edu/pals>

The Pacific Asian Lecture Series is presented by the Pacific Asian Management Institute. All lectures are free and open to the public. Parking is available on the Upper Manoa Campus after 4:00 pm for \$3.00.

For more information on PAMI's lecture series, visit <http://www.shidler.hawaii.edu/pami>

Email: pami@hawaii.edu, Phone: (808)956-8041