



Study Trip in 2005



GLOBE is a one-of-a-kind business education aimed at helping students to cultivate a global mindset through firsthand experience. Even before the term started, the first cohort of the GLOBE students had already been given a peek into the business world on an orientation trip to Japan. During the six-day tour in Nagoya and Osaka, students visited Toyota City, the 2005 World Exposition in Aichi, and the Osaka Office of the Hong Kong Trade Development Council.



Toyota City

In order to get a glimpse of how the modern production of automobiles is carried out, the GLOBE students visited the Toyota plant as well as the Toyota Museum where the latest development and models are kept in Nagoya. At the assembly line, any defect encountered was tackled immediately without bringing to the next processing stage. This principle greatly inspired students in running a business with efficiency and producing high quality products. The Just-in-time (JIT) principle was another state-of-the-art concept introduced, which was a common and important logistics concept used in running businesses of an international scale.

After the visit, students were invited to have lunch with managers from the Public Relations Department. Many business-related issues were discussed, such as how the company can strike a balance between safety, environmental protection and profit-orientation. One example quoted was the differentiation in labour laws over different countries, which led to a spectrum of policy over various areas. Such discussions were useful in facilitating the development of students' global business perspective.



World Exposition

Many say modernization has damaged the natural beauty of our globe. However, this year's Expo organized by Japan in Aichi clearly showed GLOBE students how people revitalize the world through all the latest, most innovative environmental friendly technologies. Students found it extremely impressive that all the resources in Expo were fully utilized through the famous "5R". Can you imagine that all the rubbish had to be subcategorized into six groups for recycling?

The success of Expo convinced students that profit-making could never be an excuse for refusing to adopt any environmental friendly technologies. When doing business, one should consider sustainable development rather than short-term benefits. More attention should be given to environmental protection.



Osaka Office of Hong Kong Trade Development Council (TDC)

One of the items on the itinerary of the trip was a visit to the Osaka Office of Hong Kong Trade Development Council (TDC). Established in 1994, it aims at promoting cooperation between companies in Hong Kong and Japan through providing general information of Hong Kong and business matching services.

During the visit, the staff members of TDC gave a presentation focusing on the economic trend and development of Japan. They also illustrated how their work can help provide business opportunities for Hong Kong companies. Most importantly, they explained clearly the role played by Hong Kong companies in helping Japanese companies to run business in China. The staff members were also invited to share their views on the culture, advantages as well as the business environment of Hong Kong.

The visit allowed GLOBE students to develop understanding on the business environment in Asia. In short, it may be deemed the students' first lecture on global business studies.

