Summary Report

Shanghai World Expo, China

(August 18-22, 2010)

The international academic field trip to World Exposition (Shanghai, China) has been organized by Department of Marketing, Martin de Tours School of Management during August 18 – 22, 2010 with 27 participants (2 full-time lecturers and 25 students).

The group of Assumption University lecturers and students has departed from Suvannabhumi International Airport on August 18th and arrived at Pudong International Airport, Shanghai, China around 7.00 a.m., local time. After the first breakfast in Shanghai, the group went to visit CP Super Brand Mall – one of CP Group's flagship projects in China. The mall is a large scale, international style urban shopping center, with 13 floors offering a combined gross floor area of 250,000 square meters, developed by Shanghai Kinghill Limited – the real estate subsidiary of The Charoen Pokphand Group (CP Group) of Thailand.

With the warm welcome and presentation from Khun Kesrin – Vice President, CP super Brand Mall – and the senior staffs there, students had good opportunity to experience the real case study of the global business practice. CP had shown the information about business opportunities in China, one of the most attractive market countries including market potential in term of size, growth, spending power and Chinese governmental activities supporting the foreign
direct investment such as transportation infrastructure development projects. The nice presentation from CP staff also shared us the strategies of CP in taking advantage from the mentioned opportunities, as well as how to handle and overcome the threats.

After a half-day at CP Super Brand Mall, we spent one and a half days browsing around in the World Expo, which consists of hundreds of pavilions from 192 countries and 49 organizations, held on 5.28 square kilometers of both banks of Huangpu River. With the theme “Better City, Better Life”, World Expo aims to promote the exchange of ideas and development of the world economy, culture, science and technology, to allow exhibitors to publicize and display their achievements and improve international relationships.

At the Expo, we firstly visited Thailand pavilion – one of the top ten most visited pavilions of the Expo and went to other pavilions to explore many unique and attractive pavilions; such as China, Australia, New Zealand, and etc; which made us experienced the real multicultural situations, then learned to acculturate so as to overcome the culture shock. We also had the opportunity to explore to state-of-the-art technologies demonstrated by several industrialized countries such as Japan, Germany, France, and etc.

Shanghai World Financial Center was another attraction we visited. The skyscraper was topped out at 492 meters, thus considered to be the third-tallest building in the world, behind Burj Khalifa (828 m.) in the United Arab Emirates and Taipei 101 (508 m.) in Taiwan, as well as the tallest structure in the People's Republic of China, including Hong Kong. We went up the tower to
have Shanghai landscape view from the world’s tallest observation deck at the height of 474 meters above the ground.

Later, the team visited Chinese traditional herbal medicine center, Pearl shop, jade shop, Silk factory, and Chenghuang Miao – the old city market and learnt several Chinese cultural marketing. And finally, we transferred to Pudong International Airport by the Maglev train (Magnetic Levitation Train), the world’s fastest train in regular commercial services, with the maximum speed of 431 km/h.

The group of 2 Au lecturers and 25 AU students thus arrived at Suvannabhumi International Airport – Bangkok, Thailand safely at 9.00 p.m. of August 22, local time.

Students’ feedbacks:

“The trip was really enjoyable. I was so interesting to have a chance of studying outside the classroom. Even I am a Finance student, but I also found that marketing is another interesting field for me, especially when we visited CP Super Brand Mall for the real case study. I would surely join the next trip.”

Thitipajong Sukreeyapongse ID#5010294: BBA – Finance

“The trip was very fun, educational, and really memorable. World Expo provided us opportunity to experience many cultures in one place. I am so happy with the trip, because it is worth more than the money I paid.”

Mr. Karn Luanpreda ID#5025120: BBA – Marketing
“Thanks to the trip for many valuable things happened to me. Not only the business perspective shared by CP Super Brand Mall staffs and multicultural experience from World Expo, I got new close friends whom I knew from the trip.”

Thanawat Sertkhamsohm ID#4955144: BBA – Industrial Management

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