China Study Trip
for
Graduate Students

Purdue University
Department of Food Science
Description of Program

• **Who:**
  – 12 M.S. and Ph.D. graduate students in Food Science
  – 2 faculty

• **What:**
  – Study Abroad Program to expose graduate students to business and technological operations of multinational food and ingredient companies doing business in China
Description of Program (cont.)

• **When:**
  – Summer 2006, 2 weeks in late May (then intend for alternate years) (students used 2 weeks of their vacation)

• **Where:**
  – Wuxi - Southern Yangtze University
  – Shanghai and Suzhou - companies
  – Beijing – companies and China Agricultural University
China Trip: Where?
Description of Program (cont.)

- **Why**: (Goal)
  - To make students more employable and more effective as employees in multinational companies

- **Coordinators**: 
  - Dr. RongRong Lu, Southern Yangtze University
  - Dr. Yuan Yao, Purdue University
Description of Program (cont.)

• **Costs:**
  – Housing and meals in Wuxi covered by Southern Yangtze University
  – Airfare, etc. covered by gift from PepsiCo ($15,000)
  – Purdue faculty expenses covered by grant from International Programs ($5600)
  – Expenses to and in Beijing covered by students ($400 apiece)
How Program Fits Strategic Plan for Internationalization

• Fits Department and College goals of increasing students participating in study abroad programs
• Fits University goal of increased interactions with China
• Fit Department goal to integrate more industry-related issues into program for students
Collaborations between Food Science Programs at Southern Yangtze Univ. (SYU) and Purdue Univ. (PU)

- Five PU faculty have visited SYU and given lectures, etc.
- Delegation from SYU has visited PU
- SYU junior faculty member spent 6 mo. at PU in research lab (paid, in part, by PU)
Visit to Southern Yangtze University (SYU) in Wuxi

Group received a very warm welcome!
Lectures at SYU

Dr. Chandra and four graduate students gave lectures on current research at Purdue University
Visiting Laboratories at SYU
Visiting China Agricultural University in Beijing

- Talk on Food Safety by Xiaosong Hu
- Visit to National Maize Improvement Center
- Campus tour
Companies, etc. Visited

- Danisco
- National Starch
- Kraft-Nabisco
- Ovodon
- PepsiCo
- Suzhou Biscuit Plant

- Open Markets
- Supermarkets
- Silk Factory
- Tea Plantation
THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

1. Be Proactive
2. Start with the End in Mind
3. Put First Things First
4. Think Win-Win
5. Seek First to Understand, Then to Be Understood
6. Synergize
7. Sharpen the Saw

互信期 INTERDEPENDENT

纵向期 DEPENDENT

个人成功 PERSONAL SUCCESS

主动期 PROACTIVE

团队成功 TEAM SUCCESS

横向期 INDEPENDENT

共同成功 WIN-WIN

纵向与横向

五常与6S

5S 宣传栏
Topics in Company Visits

- Marketing strategies
- Consumption patterns
- Food safety issues
- Government regulations
- Ingredients
- Formulation differences between U.S. and China

- Interest in functional foods
- Employee feedback
- Logistics/distribution
- Packaging
- Media/consumer trust
Foods in China
Eating in China
Sightseeing

- Parks/lakes
- Acrobatics/Dancing
- Teapot Art Gallery
- Pearl Market

- Tiananmen Square
- Forbidden City
- Great Wall
- Silk (Hello-Hello) Market
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