

FAME



China Module

The overarching objective is to provide participants with a broad range of experiences that can be used to develop insights and understandings of the opportunities for NZ food and agribusiness businesses and value chains in China.

This will be achieved by:

- introducing participants to the culture of China with particular reference to its implications for food and cuisine;
- introducing participants to the culture of China as it relates to business activities, partnerships, and economic dealings;
- exposing participants to the role of Chinese Government in the Chinese economy;
- exposing participants to a broad range of New Zealand and other international food and agribusiness value chains in China, and the leaders of these businesses
- exposing participants to NZ Embassy and NZTE staff in China

Proposed date: Depart NZ Saturday May 5,

Return to NZ Saturday May 19

Cities Visited (in likely order); Shanghai, Beijing, Xian, Qinghai, Guilin, Kunming.

Module design features.

The key issue is the appropriate positioning of the course in relation to the objectives. Previous China modules in FAME have been 6-7 nights in China and as part of a more wide ranging module including other countries. There are clear limitations associated with the shortness of those visits. This sometimes leads not only to insights that are incomplete (this is inevitable) but also leads to apparent insights that are actually incorrect. In the FAME3 module, the group travelled to Beijing and Shanghai plus Hohhot in Inner Mongolia. In FAME2 the group visited Pearl Delta cities (in the coastal south adjacent to Hong Kong) plus Shanghai and Wuhan (a major inland Tier 2 city on the Yangtse), but did not visit Beijing. It is very important for groups to visit both Beijing and Shanghai, but that it is also important for the group to see more of 'wider China' to avoid major misconceptions building up. In FAME4 we will take participants to Yunnan (Kunming) in Southern China where we will visit a NZ project as a case study, and also we will link into other agribusiness projects and forestry through Chinese Local Government. We will combine this with another case study in Guilin, one in Xian, and sheep production in Qinghai. Although these can be regarded as some of the key focus visits, we will combine these with other visits and case studies in each location, including forestry, floriculture and aquaculture. The opportunity to revise and further develop the China module of FAME into a standalone module results in a premium product that will deliver exclusive experiential learning to both new and returning (Alumni) FAME participants.