

# Report on AISAM 2009

*"The opportunity that AISAM offers is to learn from the enormous talents and contributions of everyone present, lecturers and students alike. It is a high-pressure environment, but then business, especially international business conducted out of a suitcase, is often the same..."* (Lynn Jenkin, University of Wollongong, AISAM 2009)

AISAM 2009 constituted the running of the AISAM program for the 14th consecutive year. Forty-two students from seven Australian universities attended. Many of those were international students undertaking their MBA program at an Australian university -- countries represented included Canada, China, France, Germany, India, Iran, Japan, New Zealand, Norway, Peru, South Korea and Switzerland! A truly international group with wonderful knowledge and experience to share -- which they did over the two-week program held once again in Penang Malaysia. Not only did they gain a sophisticated understanding of doing business in Asia but they also earned credit for two units towards their masters degree for successful completion of the program. A good investment in terms of time and money.

*"For me it was just as much about learning to deal with all the group members as it was to complete the assignments. I thoroughly enjoyed all members and met many people from different parts of the world."* (Chris Broadhead, Deakin University, AISAM 2009)

*"I only have positive thoughts regarding the first week. It was tough but it should be..."* (Mark Barnett, University of Tasmania, AISAM 2009)

This year's AISAM group had amongst its number many who had worked extensively in Asia. This added richly to the program as experiences were freely shared between students and with staff. Unashamedly AISAM is a learning experience for all who attend, students and staff, with most of the learning occurring outside the classroom.

*"A wonderful program – Two very special weeks in my life. I have never learned so much in such a short period of time"* (Nittoo Keloth Hari, RMIT University, AISAM 2009)

*"The program was very rigorous and demanding, but the rewards were greater. It forced people to work together as a team and allowed each member to learn from one another. I found the course content relevant to doing business in Asia and has opened my options for the future."* (Yasar Hanafi, University of Wollongong, AISAM 2009)

AISAM 2009 also offered the largest list ever of guest speakers and visits to business organisations in Penang. Twelve guest speakers addressed students at INTI International College and visits were made to Pentamaster, DHL, JWR Technology and the Penang Development Corporation. The Speaker list was headed by the very popular Chief Minister of Penang, YAB Tuan Lim Guan Eng "... keep the press away I want to be frank with the students!" And he was. Other speakers included Hijjas Kasturi, Asia's leading architect; TT Yew, Managing Director, Motorola Penang; Simon Chambers (Australian expatriate), Senior General Manager, Mining Sales, Hitach, Indonesia and the ever popular Dr. Mahani Zainal-Abidin, Member, Institute of Strategic and International Studies: Think Tank (Malaysia).

*"... the visiting speakers were fantastic and provided an insight you can't find in a textbook."* (Annette Galante, Monash University, AISAM 2009)

*"I would highly recommend and support the program to any person wanting to learn about Asia and the variety within such a large cultural region. This will be of benefit to my current and future employment and has helped me to understand some of the 'unspoken' rules towards how things operate"* (Lindsay Boreham, Griffith University, AISAM 2009)

The academic program consisted of the unit *Business in Asia* during the first week and a selection of one from three electives offered in the second week -- first time elective

*Entrepreneurship and Innovation in an Asia-Pacific Context* proved very popular as did long-time favourite *Strategic Negotiation for International Business*. A smaller, but very focused group explored *Supply Chain Management from Vision to Implementation*. All electives offered at AISAM 2009 were extremely highly rated in student evaluation surveys.

*"Works with me! It was a wonderful experience"* (Ricardo Herrera Ayala, The University of Western Australia, Business in Asia, AISAM 2009)

*"The elective was excellent. It provided the right balance of coursework, practical examples and 'home work'"* (Louisa Begley, Griffith University, Entrepreneurship and Innovation, AISAM 2009)

*"The best feature of my elective was the practical examples and the quality of tuition"* (Gareth Coleman, Monash University, Strategic Negotiation, AISAM 2009)

*"Focused and gave me an excellent insight into supply chain management and its value for an organisation"* Yasar Hanafi (University of Wollongong, Supply Chain Management, AISAM 2009)

The social program consisted of formal and informal events. Formally, AISAM delegates were offered a State Dinner by the Government of Penang, and also enjoyed the Welcome BBQ around the pool at the Hotel Equatorial and the Farewell Dinner at the Bukit Jumbal Country Club. Informally, students enjoyed the many social and cultural opportunities presented in Penang upon arrival, during the free time offered over the middle weekend and some stayed over for a few more days at the end -- the cuisine, the nightclub scene, the temples, fishing villages and just touring around the island were enjoyed by all.

*"Awesome! Merveilleux!"* (Jerome Gaulin, University of Wollongong, AISAM 2009)

The ANBS Board has again determined that AISAM 2010 will be offered in Penang, Malaysia, 28 June-9 July, 2010. Come along and join the other 626 students who have completed the AISAM program. Applications are now open.

[www.anbs.com.au](http://www.anbs.com.au)

*"It was a challenging and rewarding fortnight that threw all of us head-long into Asian business studies. With an exceptionally high level of practical business involvement/content for an academically challenging and recognised course, AISAM has better equipped me as an entrepreneur in Australia exporting to Asia."* (Geoff McQueen, University of Wollongong, AISAM 2009)

