The relationship between the United States and China has been described as important not only for the citizens of our two countries, but also for a new era of global development. China is now Wisconsin’s 3rd largest export market, behind Canada and Mexico.

China holds plenty of potential as a market for Wisconsin-made products (including machinery equipment, medical equipment, environmental/clean energy equipment and a range of services), particularly considering that China is projected to surpass the U.S. in middle class consumption by 2020.
Wisconsin & China

WI accounts for 95% of the cultivated ginseng in America, which is about 10% of world production.

Most of the ginseng grown in WI is exported to China & Hong Kong.

*Harley-Davidson entered the Hong Kong market in 1995 & mainland China in 2005.*

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2014 Apparel Imports

Source: USA Major Shippers Report
**U.S. Study Abroad Trends**

289,408 U.S. students received academic credit for study abroad in 2012/13, a 2.1% increase from the prior year.

Source: Institute of International Education Open Doors www.iie.org/opendoors

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**Then and Now**

Open Doors 2000-2014

**Top 5 Destinations in 1998/99**
- United Kingdom 21%
- Spain 9%
- Italy 9%
- Mexico 6%
- France 8%
- Other 47%

**Top 5 Destinations in 2012/13**
- United Kingdom 13%
- Italy 10%
- Spain 9%
- China 5%
- France 6%
- Other 57%

Source: Institute of International Education Open Doors www.iie.org/opendoors
An unsolicited email from a product manager at Target Corporate....

China really is the place to be studying abroad for Business & Retail students!

Hi Nancy!

I went to Asia (China and HK) in Oct and I am actually headed back in April. I am so excited to hear you guys are going over there! It's going to be an invaluable experience for these students. For any student passionate about the retail and business side, I feel this is someone an opportunity to study in China cannot be passed. It's going to be an incredible learning experience. What is on the itinerary? I could provide a lot of recommendations if you need any.

Sounds exciting!
Kelly
The Experience China program will be based at Zhejiang International Studies University (ZISU), ideally situated near the city center of Hangzhou. ExC will be using the support and resources of ZISU.

Experience China will be a guided cultural bridge education abroad program. The Experience China program intent is to be a supportive, intense, and a life-altering study abroad experience, allowing students to return with a richer view of their own culture, greater self-awareness and confidence, and a deeper appreciation of other cultures. ExC is designed to support students in acquiring a broad understanding and appreciation of China as an historically deep and rich civilization that has become a modern global, economic and political power. Students will gain broad and specific knowledge of Chinese history, culture, politics, business, language, geography and many other aspects of China and Chinese life.

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**The New York Times**

**The 41 Places to Go**

33. Hangzhou, China
Although Hangzhou is coming into the global spotlight. Its gorgeous pagodas, historic temples and lush gardens have been inspiring Chinese poets and painters for centuries.

*Marco Polo described the city as “the most beautiful and splendid city in the world”. Hangzhou is home to the famous West Lake as well as innumerable museums and cultural offerings.*

*A high speed rail line connects Hangzhou to Shanghai in less than an hour allowing ExC participants to easily travel to this bustling city.*

BONUS: Hangzhou is much warmer than here Feb-May!
Same latitude as Jacksonville, FL!
Experience China

Courses

All courses in the Experience China program will be taught in a module format. In this format courses are taught one at a time, in three-week blocks. Participants are required to be enrolled in a course during each module of the program, with the exception of Module Three which is an optional Mandarin language course, running through the entirety of the semester. Modules One and Two are the Experience China core courses, required of all participants. A rotating curriculum will be offered during Modules Four and Five of the program, allowing participants a variety of courses to choose from.

Experience China Core Courses

These courses are currently in the formal approval process at the University of Wisconsin-River Falls. They are expected to be approved to fulfill campus Global Perspectives and Multi-Disciplinary requirements.

Experience China: Society & Cultural Immersion (required during Module One)

This course will explore topics related to intercultural communication, incrementally building a broad foundation of exposure, awareness and understanding of culture, in general, and specifically Chinese daily life, that will serve as a platform for further exploration and learning about China and global citizenship.

Experience China: From Ancient Culture to a Modern Global Force (required during Module Two)

This course will utilize an interdisciplinary approach to build a deeper understanding of China as an ancient country and a modern day geopolitical and economic force by understanding its history, geography, government & politics, ethnic compositions, arts, and more.

Optional: Mandarin Language Courses (optional course during Module Three)

Mandarin language courses are a highly recommended component of the Experience China program. Instructors at Zhejiang International Studies University will tailor language instruction to fit your needs - from beginner to intermediate.

+ CS 567 Product Development Strategies

Field trips & Experiential Learning opportunities to factories & corporate offices
Factory Tours

Factory Tours
Macy’s Corporate Office in Hong Kong

Private label products are developed, managed, source, etc.

International Commodities Trade Market

- Information, innovation, exhibition and distribution center for consumer goods
- 62,000 booths inside
- 65% of these products are exported to over 215 countries and regions
Spring 2016 in China Calendar*

- Depart USA February 15
- Modules 1, 2, 3:
  February 18 – March 8
  + throughout semester
  *Courses: Society & Culture Immersion; From Ancient Culture to a Modern Global Force; Mandarin
- Module 4: March 11 – 28
  *Product Development Strategies in Retailing + some online work prior to start of class in China
- Spring Break April 1-10
- Module 5: April 11 – 28
  *Choose: Wellness OR Multicultural Literature in America (with a focus on Asian immigrant groups)
- Students finish Modules 2 & 3 courses
- Depart (or independent travel) May 14th
  (12 weeks total)
  *subject to change slightly

What students will learn to Prepare for Global Business

- Greater respect and understanding for the strong and continuous relationships that are built
- Li and Fung: advantages of having a supply chain agent and having a better understanding of the responsibilities of a supply chain agent
- Product lifecycle: seeing and understanding how a garment is produced, regulations, and the shipment of products
What students will learn to Prepare for Global Business

- Communication is key
- Relationships between Buyer and Vendor
- Retail laws are different in other countries
- Understanding of different retail roles
- Comfortable with other cultures
- Confident and prepared to enter the retail industry due to a greater understanding of the manufacturing process

Interested?

- Live in modern dormitories with other USA students
- Chinese Host buddies
- Chinese Host families

– Classes to take prior to Spring 2016 semester:
  • CS 357 (changing to #257) *(pre req for PD class)*

– For more information
  • See Murray, 4210 NNH
  *Office hours: Tuesdays 2:30-3:30; Wednesdays 11-12:15*
  • [www.uwrf.edu/experiencechina/](http://www.uwrf.edu/experiencechina/)