CBS Winter Chazen Study Tour 2016

**East Asia: The Perfect Pop-Cultural Storm**

Dates: December 28\(^{th}\) – January 6\(^{th}\)

Organizers: Young Chun, Tiffany Chen, Katherine Li

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“In an era where exercise of military power is increasingly restrained, pop culture has become an integral component of soft power diplomacy and transcultural collaboration”

- Chua Beng Huat, Professor, National University of Singapore
Chazen Winter Study Tour: Seoul & Hong Kong

Meet the Team

Tiffany Chen  
H’17  
Pre-MBA: Film Consultant  
Post-MBA: Media Management

Young Chun  
D’17  
Pre-MBA: Film Distribution  
Post-MBA: Investment Banking

Katherine Li  
F’17  
Pre-MBA: Digital Analytics  
Post-MBA: Tech & Internet
Chazen Winter Study Tour: Seoul & Hong Kong

Tentative Itinerary

Seoul
Dec 28 – Jan 2

Day 1  Company visits
Day 2  Company visits
       Alumni dinner
Day 3  Korean spa
       DDP
       Kwanjiang market
       Korean show
       New Year’s Eve celebration
Day 4  Palace visit
       New Year’s Day celebration
       Evening concert
Day 5  Depart for Hong Kong

Day 5  Victoria Harbor private boat tour
       Lan Kwai Fong nightlife
       Dim sum at Lin Heung Tea House
       Temple in Repulse Bay
       Stanley Market
       Victoria Peak tram car tour
Day 6  Company visits
Day 7  Company visits
       Alumni dinner
Day 8  Art Museum
       Tsim Sha Tsui
       Mong Kong Temple Street

Hong Kong
Jan 2 – Jan 6
"In the golden age of Asia, Korea was one of its lamp bearers. That lamp is waiting to be lit once again, for the illumination of the East."

- Rabindranath Tagore, Poet & Nobel Laureate

December 28, 2016 – January 2, 2017
K-Pop

“Let’s put it this way: How many Chinese kids nowadays know about EXO or CNBlue, and how many know about Justin Bieber,” said Ms. Huang, senior manager of Suning Universal referring to two Korean boy bands who are very popular among the Chinese youngsters. “Mostly they know more about the Korean celebrities than Western stars.”

- 2/5/2016, Wall Street Journal
Hallyu (Korean Wave)

“DramaFever (US-based Korean TV show streaming service, recently acquired by WB) average users spend 53.9 hours per month streaming videos compared with 10.7 hours for Netflix users. 85% of their audience is non-Asian.”

- 8/10/2015, New York Times
Film

“Four of the top five highest-grossing movies at the Korean box office in 2015 were local (The Avengers: Age of Ultron ranked third for the year with $76 mm).”

- 12/29/2015, Hollywood Reporter
Enablers

“Korea’s vitality lies in Hallyu – a wave of cool so pervasive that President Obama name-checked it in a speech...Korea’s government has earmarked a billion-dollar investment fund dedicated to fostering pop culture.”

- 8/31/2014, New York Times
옛 것, 새 것

Old & New
활기, 고즈넉
Lively & Serene
낮, 밤

Day & Night
먹고, 마시고

Eat & Drink
New Year, New Beginning
Hong Kong:

Bridge of East & West

“Hong Kong is a wonderful, mixed-up town where you’ve got great food and adventure. First and foremost, it's a great place to experience China in a relatively accessible way.”

- Anthony Bourdain, Chef & Host of CNN’s Parts Unknown

January 2, 2017 – January 6, 2017
Contemporary Art

“I love the European strain in Hong Kong,” said Mr. Zwirner, a German-born dealer. “There are still so many parallels to the way businesses are done in Britain in Hong Kong and I can relate to that. More importantly, it’s a hub now for Asian collectors and curators”

- 6/9/2016, New York Times
Hollywood + China

“Tencent is using its other digital businesses to promote Hollywood VIP: WeApp customers will be able to share films with each other using the messaging app, for example. The Tencent Hollywood VIP service helps it become the biggest player in the market and forge a solid relationship with all major Hollywood Studios.”

- 4/27/2014, Financial Times
"The mix of literature and design has made the store a hangout for hipsters as well as bookworms, allowing the company to shrug off the challenges of the digital age. I mean, where else on this planet did you see people hang out at a bookstore at midnight?"

- 11/23/2014, CNN
山海比鄰
Mountain & Sea
East & West
東方夜明珠
Day & Night
Eat & Drink
Chazen Winter Study Tour: Seoul & Hong Kong

Budget

Total Budget: $2,100 - $2,300

- 4-5 star hotel accommodation (double occupancy)
- All ground transportation
- Admissions to cultural activities
- Group dinners and lunches

Not Included

- International airfare
- Other personal expenses
Logistics

- Group of 30 students (including organizers)
- Full-time MBAs only – no significant others
- Students with holds on their accounts cannot participate
- Students are required to attend the entire study tour
- All company visits are mandatory

Bidding

- Bidding (separate from BOSS) starts today, Tuesday, Sept 20 at 2:00pm and ends on Tuesday, Sept 27 at 4:00pm (https://chazentours.gsb.columbia.edu)
- Results will be released on Wednesday, Sept 28
- Successful bidders will have 48 hours to pay a non-refundable deposit in order to secure their spot
- Unsuccessful bidders will have their bid points refunded and will be placed on a waitlist (based on bid amount - highest to lowest). If a student gets a spot on the tour, he will be charged this bid amount.
- No swapping

Note: Chazen Study Tours may be cancelled due to low enrollment or other issues that would make the tour non-viable (a full refund of costs and bid points will be given if a tour is cancelled by Chazen).
Thank you.
감사합니다.
谢谢.