

INTERN REPORTS

Moore School students in the current MIBS program send us reports while working abroad on their internship assignments. Here are some you may find interesting.

SHENZHEN, CHINA — Before getting into my internship, let me start by telling you a bit about life in China, since those of us in the Chinese track first take an extra year over here learning the language before beginning the internship.

I spent my first seven months in the sleepy, lakeside city of Hangzhou, a relatively small town a few hours south of Shanghai. Classes there were small and intense, which made for quick improvement in my Chinese.

On the extracurricular side, in addition to traveling around China on weekends and breaks, on a whim I joined the university drama club, which led to my world stage debut in Chinese. Also, MIBS classmate Nolan Mecham and I put together the best Halloween party that town may ever see. We got the local beer company to sponsor us. I heard the school now features pictures of the party in their brochure.

The break for Chinese New Year left me time to make a nifty loop through Southeast Asia. There is something innately right about reading about snowstorms the world over from the comfort of a Thai beach. Once back in China, I moved my things up to Beijing where winter was waiting. People were still walking out on frozen lakes to fish. Depressing. Chinese classes began, and the hunt for an internship became more serious.

When Beijing finally started to thaw, I began working after classes at a Chinese advertising agency. As an account manager, my primary duties involved helping the Chinese computer giant Legend Computers with their expansion into the European market. I worked on strategy, print advertisements, and even wrote and acted in a product demonstration video. This position, while interesting, did not feel like a potential career for me.

In the Other Miscellaneous Jobs category, I just got done hosting a couple of English-based shows for CCTV, the state broadcasting company. Trust me, propaganda shows on the Greenery and Roads of Beijing are not glamour TV.

Getting back to the topic at hand, after a long and

arduous search, I finally landed an internship at DSMR China. (I will be working with this firm, by the way, when I return to Columbia to finish up my MIBS degree.) The company, headed by MIBS alumnus Mike Bellamy, primarily services companies looking to source products from China or sell products in China. DSMR is relatively small, but makes a big footprint. A publication they use as a marketing tool, *China Trading*, already has a highly targeted readership of over 22,000. This number is going to shoot up starting next month as *The China Daily*, the State's official English language newspaper, has asked to publish these articles every two weeks. DSMR has offices in Shenzhen, Hong Kong, Shanghai, and Beijing, plus a representative office in Washington, D.C.

I am now based in Shenzhen, a booming new metropolis right across the water from Hong Kong. My duties involve working on projects involving logistics, quality control, and marketing. I will also be researching and writing articles, plus giving the Web site (www.DSMRchina.com) a makeover.

DSMR was also retained by Maersk to do a survey of logistics in China, looking particularly at the LTL (Less Than full-truck Load) market. We interviewed both Chinese trucking companies and foreign multinationals to gain a perspective of the service providers and those using their services. I ended up doing most of the 200-plus-page report myself, which covered 160 companies. It was challenging working with so much data, to be sure. I had never written something that someone paid (a lot) for, which made me particularly nervous, knowing where it was going to be delivered. Writing a report on logistics for Maersk is like writing a report on basketball for Michael Jordan. In the end, I was naturally relieved to hear how pleased they were with the result.

China Life

We are able to receive Hong Kong TV stations here, which can be a learning experience, as they do not have the media restrictions we have on the Mainland. When watching news – even in English – when a story comes on involving any “sensitive” matters like dissidents, Falun Gong protests, lottery numbers, etc., the TV signal is suddenly switched to some unrelated news in Chinese or to a “We are experiencing technical difficulty”-type sign until it is over. This is about as in-your-face as censorship gets in my book.

One bright side of Hong Kong TV is that they have a number of decent U.S. shows rebroadcast. I finally got to see what that “Survivors” hubbub was all about, and it was every



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bit as disappointing as I had anticipated. Now even regular Chinese TV has starting re-broadcasting “Survivors” dubbed in Chinese. You cannot imagine how weirdly aggressive Americans appear in this context.

I have started venturing out to explore more of the Gunagdong countryside and some surprisingly nice beaches. More on that later.

Jon L. Sattler

MIBS Class of 2002, Chinese Track

RIO DE JANEIRO - BRAZIL — On July 4, 2001, I started my internship with Embratel. Embratel was the government-owned telecommunications provider until Brazil decided to privatize in the 1990s. MCI Worldcom bid and won the right to purchase controlling ownership of Embratel from the Brazilian government in 1998.

My first assignment with Embratel was with Star One, a recently formed satellite business that is a joint venture between Embratel and SES/Astra. I worked with a team to create strategic goals for Star One, as well as to develop business plans and negotiation strategies for various transactions in process at Star One. To contribute effectively to the team’s efforts, I did a lot of reading about satellites and the telecommunications industry while reviewing some material studied in MIBS regarding business plans, financial models, and organizational behavior. We have successfully completed a presentation to help focus Star One’s strategy. The presentation was presented at an off-site management conference in August with guidance from external consultants.

I have also been working with the Director of Project Management on two other projects:

(1) The team, in conjunction with the Department of Finance, has been creating a business plan and financial model for a new joint venture which will provide satellite service to the Andean region. The assignment involves a lot of project finance, understanding the service, writing support documentation, understanding the interests of both joint venture partners, and creating a well-written document describing the business.

(2) I have been working on a competitive analysis of other satellite service providers and satellite broadband providers, primarily in Latin America. I have been working with the Competitive Intelligence area within Marketing to provide a standard format and key information for each competitor.



Ohren

Working in Brazil has taught me so much about Brazilian culture and work environment. Luckily, I work with some Brazilians who are very good at explaining the reasons why things are the way they are in Brazil. I am very appreciative of their advice and willingness to help me out. I am one of two Americans at Star One (100 employees at this location, and about 140 total), so it has been difficult breaking into the culture and being accepted here. Don’t get me wrong! People have been very nice right from the start, but to fit into the daily life, have conversations beyond small talk and business, go out to lunch with colleagues, etc., is different. I finally feel like I am being accepted and understood better. People have been warming up to me and have been asking me for more input on the projects I work on, cultural differences, and language differences. They want to learn from me as I do from them. It is really a great experience, and something you do not get out of international business travel or leisure travel.

Recently, I had a revelation about understanding a key difficulty in managing a Brazilian company. Due to a variety of cultural factors, the majority of Brazilians are not predisposed to planning. Thus, motivating a workforce to think of the future of the company is quite challenging. Motivating a workforce is challenging anywhere, however, in a culture where the long-term treasury bill is for a maximum one year.

Another observation I have had during my time here has to do with management. Managers here work long, intense hours and have a lot of responsibility. Nonetheless, I see managers here who spend much of their time doing work they should be delegating. (At least that is my opinion.) I will spend the subsequent months trying to understand this idea better.

The office environment in Brazil is interesting, by the way. Nobody seems to come to the office until at least 9 a.m., and refreshments (especially *cafezinho*) are delivered to your desk upon request. Brazilians seem to enjoy the social aspect of work, and the atmosphere at work is relatively informal.

Finally, here is a brief description of Rio de Janeiro. Rio is a city of about 13 million people, and it offers a variety of things to do, especially if you enjoy being outdoors. I joined a gym to keep in shape during the week since I don’t get home until after dark. On weekends, I walk or run on the beach or around the lake. I would love to find a used bike for weekends, but it looks like I will have to rent until then. There is plenty of “cariocas” biking, roller-blading, hiking, climbing, playing volleyball and soccer, and surfing. Everybody is outdoors and usually at the beaches all day on the weekends.

Kerri Ohren

MIBS Class of 2002, Portuguese Track

MUNICH, GERMANY—I am one of the many MIBS German Track students working at Siemens Aktiengesellschaft (Siemens AG). Established in 1847, it is ranked by *Fortune* magazine as the 23rd-largest and the 11th-most-profitable company in the world, with revenues of over \$74.8 billion in fiscal year 2000.

Before MIBS, I attended Loyola College in Maryland and graduated with a B.B.A. in Marketing in 1995. Following that, I moved to Wilmington, Delaware, where I worked for three years as a credit analyst for MBNA America. Then I packed up and moved out West, working for U.S. Bank as a personal banker in Sacramento, California. However, growing tired of the constantly sunny weather, I moved back to my hometown of Syracuse, New York, and worked for AT&T as a business account manager.

Currently, I am interning in the Information Communications Mobile (ICM) Business Unit of Siemens, located in beautiful Munich, which serves as the company's international headquarters as well. This Business Unit is responsible for mobile communications infrastructure, as well as equipment, e.g., mobile phones, cordless phones, and organizers. I specifically work in the Product Marketing part of ICM MP (Mobile Phones) on the commercial side. The first two weeks here involved speaking with managers from many different parts of ICM MP to get a better feel for the way things work at Siemens. Among other things, I learned about the "four eyes principle." This refers to the fact that within Siemens, there are two eyes representing the commercial side and two eyes representing the technical side for each and every product line.

It is quite noteworthy how the youth and vitality of this department differentiates it from the rest of Siemens. German companies are generally stigmatized as being somewhat lethargic and traditionally conservative. However, that is definitely not the case here. In fact, this fast-paced business of mobile devices demands considerable departmental ingenuity. *Some of the conceptual designs that I have seen can only be described as being purely visionary.* It is really amazing to see the design phases of the various products and the work that is put into them before they hit the marketplace. This proves that Siemens' continued success will be due not only to perspiration, but to a fair share of inspiration, as well.

I have been working on several projects. One involved doing a business case on a potential product and balancing both its profitability potential and its business sense, keeping



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in mind Siemens' future direction. Another involved helping to do a segment analysis for a particular part of the cellular phone portfolio called "smart phones." All the while I was expected to enhance my knowledge of the industry through market research on the competition and their processes, i.e., Nokia, Motorola, Ericsson, etc. In addition, I have begun doing the groundwork for a more in-depth project involving product life-cycle management. There is also another project on a particular type of phone (which, of course, I cannot disclose) in the Asian Pacific (APAC) region. The mobile phone industry is experiencing lower-than-expected sales in most regions of the world, but this is not true in APAC. Most noteworthy is China, which many industry-wide articles have quoted as still seeing tremendous growth. This is one of the many reasons why this market is such an integral part of Siemens' business.

There are a few MIBS/IMBA students that work for Siemens AG in Munich. In August, some of the other *praktikants* and I were fortunate enough to become involved in events sponsored by Siemens' official "Studenten Club." We come from all corners of the globe and get together occasionally in any of the numerous Biergartens in Munich. It is always a good time, and allows us to network with other students. It also allows us to familiarize ourselves with other departments of the company through conversations, generally, in German, with other *praktikants* and work students.

Carl Thomas

MIBS Class of 2002, German Track

Volunteers Sought for Trips to Romania

Want to see Romania and do good at the same time? Rev. Stan Sullivan, BS '80, is seeking volunteers for two mission trips to Romania in June and September of next year. Each trip will be 12 days in length.

Rev. Sullivan is working with a church in Piatra Niemt, Romania, in an area with 70 percent unemployment. He needs volunteers to teach basic business skills that would assist in the start-ups of small businesses.

If you are interested in teaching, or in sponsoring someone to teach, please e-mail Rev. Sullivan at StanSullivan@earthlink.net. The per trip cost is \$2,000, which covers everything, including air and ground transportation. Volunteers would need to pay the cost themselves, or, it is hoped, have the trip paid for by a generous person (hence, the plea in this alumni magazine). The trips are scheduled to take place June 6-18 and Sept. 26-Oct. 8, both in 2002.