

Ivey Asia's Inaugural Silicon Valley Trip Provides a Unique Window on Entrepreneurship

HONG KONG, September 18, 2013 – Ivey Business School's Hong Kong EMBA Class of 2014 headed to the US for Ivey Asia's inaugural Silicon Valley International trip in August. During the nine-day work study trip, they met several of Ivey's 400 leading Alumni working in Silicon Valley and San Francisco, and learned about the area's unique business environment.

Professor Eric Morse, Associate Dean of Ivey, who is responsible for growing the Ivey Institute of Entrepreneurship, led a group of 27 EMBA students to Silicon Valley. "We received very positive feedback about this new module for the Hong Kong EMBA program. Our students were fascinated to learn how entrepreneurs succeed in this hotbed of innovation and global value creation."

The group spent five days in Silicon Valley and four days in San Francisco. They met with Ivey Alumni and speakers from nine leading companies: Achievers, Deutsche Bank Financial, Intel, Joyopolis, LinkedIn, Oracle, SAP, Wal-Mart Labs and ZenBanx. The students learned about entrepreneurship from several company founders and heard key insights about idea generation, startups, rapid growth, multi-round financing, exiting to IPO, intrapreneurship, organization renewal, and ways to manage talent during explosive growth.

Other topics included Intel's World Ahead Program connecting the world's next billion people to the internet, Innospring's evolving partnerships with various Chinese and American start-ups, Deutsche Banks' perspectives on what makes Silicon Valley tick, as well as the latest insights about e-Commerce, online banking and social media.

Reflecting Ivey's Canadian heritage, the group also visited with representatives of the Canadian Consulate, for a session looking at the networks connecting Canadian business with entrepreneurs in Silicon Valley and the rest of the world.

"Throughout the trip, speakers provided great insights that our 2014 class can apply to their current companies and to starting their own new ventures," said Professor Morse. "I was delighted to learn that several participants intend to take the start up plans they developed during the module to create new businesses with their classmates. They can build on their EMBA Class experience and relationships as a platform for success."

It was not all work during the trip, as it also included a tour to Napa Valley, to visit the Culinary Institute of America – which has been called the Harvard of cooking schools.

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ABOUT THE IVEY BUSINESS SCHOOL

The Ivey Business School at Western University is Canada's leading provider of relevant, innovative and comprehensive business education. Drawing on extensive research and business experience, Ivey faculty provide the best classroom experience, equipping graduates with the skills and capabilities they need to tackle the leadership challenges in today's complex business world. Ivey offers world-renowned undergraduate and graduate degree programs as well as Executive Development at campuses in London (Ontario), Toronto and Hong Kong.

ABOUT IVEY BUSINESS SCHOOL ASIA

The Ivey Business School (www.ivey.com.hk) at Western University, the first international business school to establish a standalone campus in Greater China in Hong Kong in 1998, is Canada's leading provider of relevant, innovative and comprehensive business education. Ivey Asia offers a top-ranked Executive MBA program, as well as a diverse range of Executive Development programs to over 1,000 executives annually. Renowned for its case method teaching, Ivey Asia is recognized as one of just four exclusive Case Study Method schools globally and is the world's foremost producer of Asian and Indian case studies and largest overall producer of business cases after Harvard Business School. The Case Study Method draws on extensive research and business experience, where Ivey Asia faculty provide an engaging and intensive educational experience, equipping graduates with the skills and capabilities needed to tackle leadership challenges in today's complex business world. Ivey offers world-renowned undergraduate, Masters in Science, and doctoral degree programs at its Campus in London, Ontario, Canada. Ivey Asia also runs a Summer Business Program for pre-university students.