

**CPA Australia  
Plan Your Own Enterprise Competition 2008**

**Trip to Shanghai – June 2009**

**To: The Sponsors and Organisers of the 2008 Competition**  
**From: Jane Chester – Launceston Church Grammar School**

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Upon jet setting I decided it would be a good idea to learn the basics of the major language spoken in Shanghai – Mandarin. Learning the basics such as thankyou, hello and goodbye proved to be helpful when communicating with locals.

On the first day of the trip Monday 01-06, my dad (Frank Chester), Launceston Church Grammar School Teacher (Bernd Meyer) and I visited 'No.1 High School Affiliated to East China Normal University' where we were shown around by Mrs Honggiu. After having a look around at the modern school we spoke to a class of approximately 50 students about the business plan and a comparison of student academic life in



Australia and China. It was so interesting to hear from the group of year 11 students and how they place such a high value on education. The students spoke English well, though I think they found it a little difficult to understand my accent! They were so interested in the photo album comprising images from our farm in Tasmania. After the school visit Tiffany, our tour guide, took us to walk down 'Culture Street'. The street had a number of interesting little stalls selling Chinese items and gifts. Upon walking this day I was able to comprehend just how much poverty there was amidst such wealth. It truly was an eye opener.

Tuesday 02-06 was a free day where we were able to explore Shanghai. We spent the majority of our day at the 'Original Xiang Yang Market' Also known as a 'copy market'. Here we learnt the art of bargaining, which is a very different concept of retail shopping especially when compared with Australia



Wednesday 03-06 our new tour guide Erick took us on the subway to The Shanghai Museum. After exploring the museum we visited the Urban Planning Centre where we were able to gain a greater insight into the 2010 Shanghai Expo.

Thursday 04-06 Erick guided us to The Shanghai World Financial Centre where we were able to visit the 100<sup>th</sup> floor- Sky walk. The building possesses a glass floor that allowed us a great outlook onto the region of Pudong New Area. It was amazing to see how quickly the Pudong area had been developed, only 15 years ago the area had been an industrial wasteland, and now it possessed the tallest building in Shanghai and was home to some of the most upper class citizens of the city!

Friday 05-06 we were able to visit Austrade and CPA. We first visited Austrade where we met Victoria Zheng who took us to meet Freda Feng and Tim Long who were running an Australian themed business in Shanghai featuring different aspects of Australia such as clothing, food and drink. The business was relatively new and it was interesting to hear how they had gone about marketing and overcoming problems facing the business. After this visit we returned to the Austrade building and went to the CPA floor where we met Lawrence Lau the Vice President of The CPA Committee Shanghai. Mr. Lau asked some questions about a few aspects of “The Black Sheep” business plan such as staffing and customers, in order to gain a greater understanding of the enterprise.

Mr. Lau was very intelligent and interesting to talk to; he spoke about CPA, the Global financial Crisis and my business plan. It was a pleasure to meet Mr. Lau such a passionate, successful, inspiring business person. I was able to tell Mr. Lau about my business that I have created following my participation in the ‘Plan Your Own Enterprise’ competition. It was here we were able to exchange business cards.



Saturday 06-06 was spent shopping at a copy market before a 10 hour and 50 minute plane trip back to Australia. The trip overall was an amazing, eye opening experience. I gained an insight into a completely different culture and way of life. I gained an experience I could never have otherwise imagined. Shanghai is so technologically advanced it was flooding with entrepreneurial ideas, and it is most certainly somewhere I will plan to visit again. The trip helped me acquire an understanding of an economy struggling as a less developed country with a huge gap between the rich and poor. The trip will greatly benefit me in my 2009 year 12 geographical and economical studies, now having real experience of what is being discussed in class truly is a bonus!

China is such an amazing country with such a great population, they possess an enormous amount of people power. Being one of the biggest business economies I have decided to begin to learn basic Mandarin. After visiting such a country I realise what a huge benefit being able to speak the language would be, especially in business.

Finally I would like to thank all those who contributed so generously to the trip; **CPA Australia, Business Educators Australasia Inc. and NGT Travel.**

I appreciated it tremendously and feel I have gained countless life lessons that just can't be taught. The entire 'Plan Your Own Enterprise' Competition from the finalist Melbourne trip to the Shanghai trip were both great and really enjoyable experiences.

During both trips I was able to meet some amazing people and experience some amazing things which I will never forget.

Thankyou to both organisers and sponsors so much for such an amazing opportunity, it has been an honour to play such a part in an excellent competition.

Kind Regards,  
Jane Chester  
2008 Winner

