

## Definition Statement

### **GREATER CHINA INITIATIVE**

China is home to nearly a quarter of the world's population, has the third largest and fastest growing economy of any major country, is the world's largest producer of steel, will soon be the largest chemical producer, and following a strategy similar to that which made Japan an economic superpower, is already a major exporter of shoes, textiles, toys and other manufactured goods, and while still a poor country by any standard, has accomplished so much so quickly that it is a source of hope for similar transformations in other developing regions (Hammond, 2002). It is clear that our global future will be shaped by events and decisions within this pivotal region.

The University of Victoria, situated on the Pacific Rim, is ideally located to effect the bridging of ideas into this energetic and rapidly transforming setting, especially to the extent that such bridging can increase the effectiveness of the value creation process. Consequently, over the past five years, the administration of the Faculty of Business has undertaken a major outreach initiative into Greater China (PRC, Taiwan, Hong Kong) that makes available the award-winning principles of global entrepreneurship that have been pioneered within its own undergraduate and graduate programs, to our colleagues in Greater China.

Under the auspices of this initiative, closer ties with many institutions in Greater China have been undertaken including (nonexhaustively, and for illustration purposes only): the China Macroeconomic Society, the China Youth Federation (Entrepreneurship), several universities: e.g., Peking University, Beijing, National Sun Yat Sen University, Kahosiung, Taiwan, Fu Jen and National Central University, Taipei, Taiwan. The FOB has launched an international Summer Institute for Global Studies, and an International Executive MBA conducted in Victoria, and has supported joint appointment professorship between the FOB and the Guanghua School of Management at Peking University.

As the first jointly appointed professor (2001), I have invested considerable time (since 1998) preparing key teaching and publication materials in bilingual format (English/Chinese). As a result of the efforts of many members of an expert translation team, I am able to teach the advanced principles and concepts of my discipline as effectively in China as in Victoria.

It is my hope that the future of the Greater China initiative will be to continually deepen collaborative relationships such that the economic future of the majority of economically undereducated and underprepared individuals within Greater China will be markedly improved through our "teaching the teachers/ leaders." I am also hopeful that the impacts of both the VAS 2004 initiative and the Global Economic Literacy Initiatives will be enabled through this channel.