YOUR JOURNEY BEGINS HERE
Having never been abroad, I came into the program a little apprehensive because I was unsure what to expect from China on so many levels. Between the sights and businesses we visited, the food we ate, and the memories that were made with my new friends, I can confidently say this trip has exceeded each and every one of my expectations.

This has been my second visit to China; I’ve collected so many new and incredible memories that it feels like my first visit all over again. I returned to China primarily to increase my understanding of East Asian culture and to improve my (beginner level) fluency of Mandarin. Attending this trip provided me with all the career opportunities and experience I hoped for and so much more; this has truly been one of my favorite travel experiences to date.

I am constantly thanking God for this opportunity. Never before have I been so far from home and in another country at that! The memories I have made here will forever be dear to my heart. I am sad to leave, but I am grateful to have made it this far. China; you are by far the best country I have visited. I hope that one day we can see each other again.
With a population of nearly 24 million people, Shanghai is the most populous city in China. It leads the way in innovation and sheer size. Shanghai is split by the Huangpu River, which makes for one of the most breathtaking waterfront skyline views from The Bund. There is an interesting mix of culture, especially in terms of architecture. There are areas of the city where you’ll have European flavor, an ancient Chinese feel, and then the booming mega-city skyscraper views.

Food

Shanghai was our first opportunity to get a taste of authentic Chinese food and the lazy Susan. The soup dumplings from Din Tai Fung are a must-try dish, we all left the table feeling fuller than we ever intended to be. They were just so good we couldn't stop eating till we finished every plate. Authentic Chinese food is much different than American Chinese food, but as long as you are open and willing to try new things, I promise you won't be disappointed. Authentic Chinese food includes some of the most well-cooked meats and delicious flavors!
Oriental Pearl Tower

A beacon of progress for the rapidly modernizing city, the Oriental Pearl Tower sits beside the Huangpu River. Completed in only 1994, the Oriental Pearl acts as a TV broadcasting tower and hosts a variety of exhibits, restaurants, and shops all within the structure and base of the tower. From the top observation deck of the tower one can observe a 360 degree panorama of the Shanghai skyline as the city extends into the horizon.

Wuzhen Water Town

Only a 2 hour bus ride away from Shanghai, this river town is lined with wooden structures and stone bridges the emerald river flowing through the historical Chinese village. A number of workshops featuring traditional craftsmen weaving silk, forging tools, dying cloth, and other crafts can be observed all throughout the maze-like waters navigated by wooden boats and glowing orange koi.

Night Life

Shanghai is known for its exciting nighttime venues, rooftop bars, and restaurants which, as we saw, offer amazing views of the skyline. There is always something to do in Shanghai. We learned the best way to learn a city is too go walk around and explore,
Xi’an is one of the oldest cities in China and a former capital city, so it is home to many historical and cultural sites. In terms of structure, Xi’an is a relatively small city and not as developed as Beijing and Shanghai. Having said this, Xi’an is a hub for tourism as it is the site of the Terracotta Warriors, the Xi’an City Wall, major religious sites for both Buddhist and Muslims. Xi’an was a quick stop during our trip, but it was jam packed with great adventures.

**Terracotta Warriors**

Crafted to protect him in the afterlife, Emperor Qin’s terracotta army contains model soldiers, sergeants, generals, and horses all replicated after the very same who served in the Emperor’s army. For thousands of years these artifacts were lost to history until they were rediscovered in 1974 by Chinese farmer’s digging a well. This vision of the past was an amazing visit for all of us, the thousands of stone men offering us a glimpse into China’s ancient past.

Located in the Xi’an, this 1,200 year old structure is the key landmark to the several thousand year old Chinese city. During our visit we saw monks holding a call to prayer, visitors offering their prayers and burning incense in front of the the golden statues of Buddha. We also attended a calligraphy course and some of us even climbed the tower to view the city from high above.
A visit to China is never complete without climbing atop the Great Wall of China. Though dilapidated and fallen in some sections, the Great Wall nonetheless stretches 13,000 miles throughout China. At first we were all quite worried as it was rainy the day we visited the wall, yet the clouds over the Great Wall created an unique and unforgettable scene of the stone wall snaking over mist covered hills.

Once only accessible to the Chinese royal family, the Forbidden City in Beijing is now visited by thousands of local Chinese and foreigners alike. The grand Chinese structures contain artifacts and throne rooms once belonging to the Great emperors of past dynasties. The sheer number of people we witnessed walking through the great courtyards was staggering; the sea of people only adding to the wonder of the illustrious palace.

Beijing is famous for its Peking duck which takes two days to prepare and is sliced in front of you to show its tenderness. The crispy duck, side ingredients, and sauces wrapped in a crepe-like wrap made for the perfect combination.

One of the highlights of the Beijing stop was the food! We were able to try our hand at Hot Pot and Peking Duck. Hot Pot is a dinner where they bring out raw meats and veggies and you get to actually cook the food yourself in a giant pot of flavored boiling water.
This relatively small city of “only” 8 million people is surrounded by deep blue waters and dotted with palm trees. Hong Kong is also a city of luxury where high-end designer brand stores and more luxury cars can be found on any corner. Much like Shanghai, Hong Kong offers a waterfront skyline that photographs simply can’t to justice.

To our surprise, Hong Kong is awash with foreigners and holds a very diverse population. As the city was once a British colony, the city still possesses aspects of architecture, etiquette, and language reminiscent of English rule.

The native language in Hong Kong is Cantonese, not Mandarin. Shockingly many even speak English as a second language due to their past with the British. With the language barrier being minimal and Hong Kong’s different transport opportunities, it makes it much easier to go out and explore.

Our time in Hong Kong was full of free days which we filled with all kinds of adventures. As a group, we went and saw two major sporting event: the horse races and a professional men’s soccer game. Hong Kong is also home to exotic hiking trails - such as Dragon’s Back - which offer breathtaking views of the island’s icy blue waters and mountainous landscapes. In addition, Victoria’s Peak is a less intense hike that delivers an incomparable view of the Hong Kong nighttime cityscape.
During our visit to the Shanghai Oriental Pearl Tower we critiqued the many aspects that make up the Shanghai landmark. We then visited BIGMind Design where we engaged in a workshop to analyze what projects made the tower so memorable and what could be done to improve the tower and make it more appealing to Shanghai locals.

“Think – Play – Do”

The Shanghai office of Leo Burnett exemplifies a synthesis of professionalism and creativity. During our visit we were educated on how ad campaigns succeed or fail and the factors that go into advertising market-changing products. We were able to speak with employees who emphasized the necessity for creative branding and intuition of appealing to an increasingly distinctive niche of consumers.

As an introduction to public relations in the marketplace, we took part in an exercise conducted by the Burson-Marsteller staff to create PR campaigns that increase awareness of a product with an imaginative and effective manner. The workshop challenged us to consider all possibilities of raising product awareness while also considering factors necessary to practically carry out the campaign.
PHD MEDIA

Global Communications Planning & Media Buying Agency

Our visit to the Shanghai office of PHD Media informed us how the rapidly advancing media market in China could soon lead the world in global connectivity and accessibility. The employees of PHD shared with us the power of China’s premier phone application WeChat and how it allows the people of China to organize every aspect of their daily lives from having groceries delivered to digitally paying for pet grooming.

EDELMAN

Public Relations

Like other PR companies, Edelman provides their clients with campaigns that raise product awareness and improve public image in the marketplace and beyond. Edelman presented us with data and studies that exemplified the importance of trust between them as a company and their clients, and within the market in general. Our experience at the Edelman Hong Kong office portrayed that companies can simultaneously seek success in the marketplace while striving to better the living standards of all people.

BBDO

Advertising/ Marketing Agency

BBDO’s firm focuses solely on the unique population of Hong Kong; therefore, they must thoroughly research views and opinions to create successful ad campaigns in one of the world’s most successful yet cutthroat markets. BBDO Hong Kong employees have identified the short attention span, pessimism towards government, and desire for social progress in such a manner that their campaigns have achieved many milestones amongst their Hong Kong viewers.
Expect the UNEXPECTED

KNOCK-OFFS The knock-off brand market in mainland China is huge, counterfeits seem to be sold everywhere you turn.

PAPARAZZI There is not a lot of population diversity in China. So many Chinese people, especially from rural areas, have not seen many Americans. They are constantly staring, taking your photo, and asking you to be in photos with them!

SKYLINES The cities are absolutely breathtaking, especially Shanghai and Hong Kong. Pictures don’t do the waterfront skyline views enough justice.

Hello:你好 - nǐ hǎo
Thank you:谢谢 - xièxiè
Goodbye:再见 - zàijiàn
Do you speak English?:你会说英文吗 - nǐ huì shuō yīngyǔ ma?
Can you help me?:你可以帮我吗？- nǐ kwěiyǐ bāng wǒ ma?

FLAVORS The food isn’t as crazy as you some expect. As long as you are open to trying new things, you’d be surprised as how flavor-packed and diverse Chinese cuisine is.