

## Concordia Participates in Global Outsourcing Summit

By

Keith D. Curry

Director, Center for Public Policy

I was privileged to attend the 6<sup>th</sup> Annual Global Outsourcing Summit in Wuxi, China as a representative of Concordia University. Wuxi is a city of five million, approximately 80 miles from Shanghai and has been designated by the central government as a hub for technology servicing outsourcing as well as a “green city.”

Over 400 delegates from around the world gathered to discuss outsourcing, its effect on China and the world, and the implications for higher education. Attending the conference was Jack Perkowski, a consultant who literally wrote the book on doing business in China (*Managing the Dragon*). Perkowski observed “the Chinese are not focused anymore on making tennis shoes, they are moving into high value added businesses such as technology services in a big way”.

Currently ranked second to India in technology services, the government has embarked on an ambitious program to facilitate growth in the Wuxi region. Large business parks incorporating worker housing, training facilities, R and D and recreational opportunities with business locations have been planned and developed throughout the city. These parks provide the ability for outsourcing employers to locate all their assets in one area and attract workers specific to their requirements.

NTTI, an Indian firm has established a training center within the business parks where students from several Chinese universities receive specific training tailored to designated employers so that they are better prepared to begin their careers. Photographs of Bill Gates adorn the training center, challenging these students to great aspirations.

The City of Wuxi has included several environmental and technological advancements in its development. Built around major wetlands, the city incorporates green building technology, energy conservation and highway landscaping in a way often not seen in the developing world. The city is very much designed on the “build it and they will come” approach to urban planning. Linked by high speed rail to Shanghai, Wuxi can be reached in less than one hour.

Thoroughly integrated into to the conference program were the implications on higher education related to technology services development in Wuxi. The government recognizes the importance of a highly trained workforce and education is tailored, focused and relevant to the local job market.

Several American firms, such as Hewlett-Packard, Jones Lang La Salle, and IBM were highly involved in the summit and have long standing history in the region.

The conference demonstrated the value and relevance of Concordia’s Master of Arts in International Studies and its joint programs with Shanghai University to train tomorrow’s business leaders. These programs will equip Concordia’s graduates to participate in this rapidly expanding international market. In fact, the Concordia Wisconsin MBA program in Mandarin by e learning was specifically recognized in a presentation by a professor from the University of Quebec as an example of the kind of education providing the most value to future employers.

As a Pacific rim university focused on training students for a changing business environment, Concordia is well suited to be part of the new international paradigm in business education.