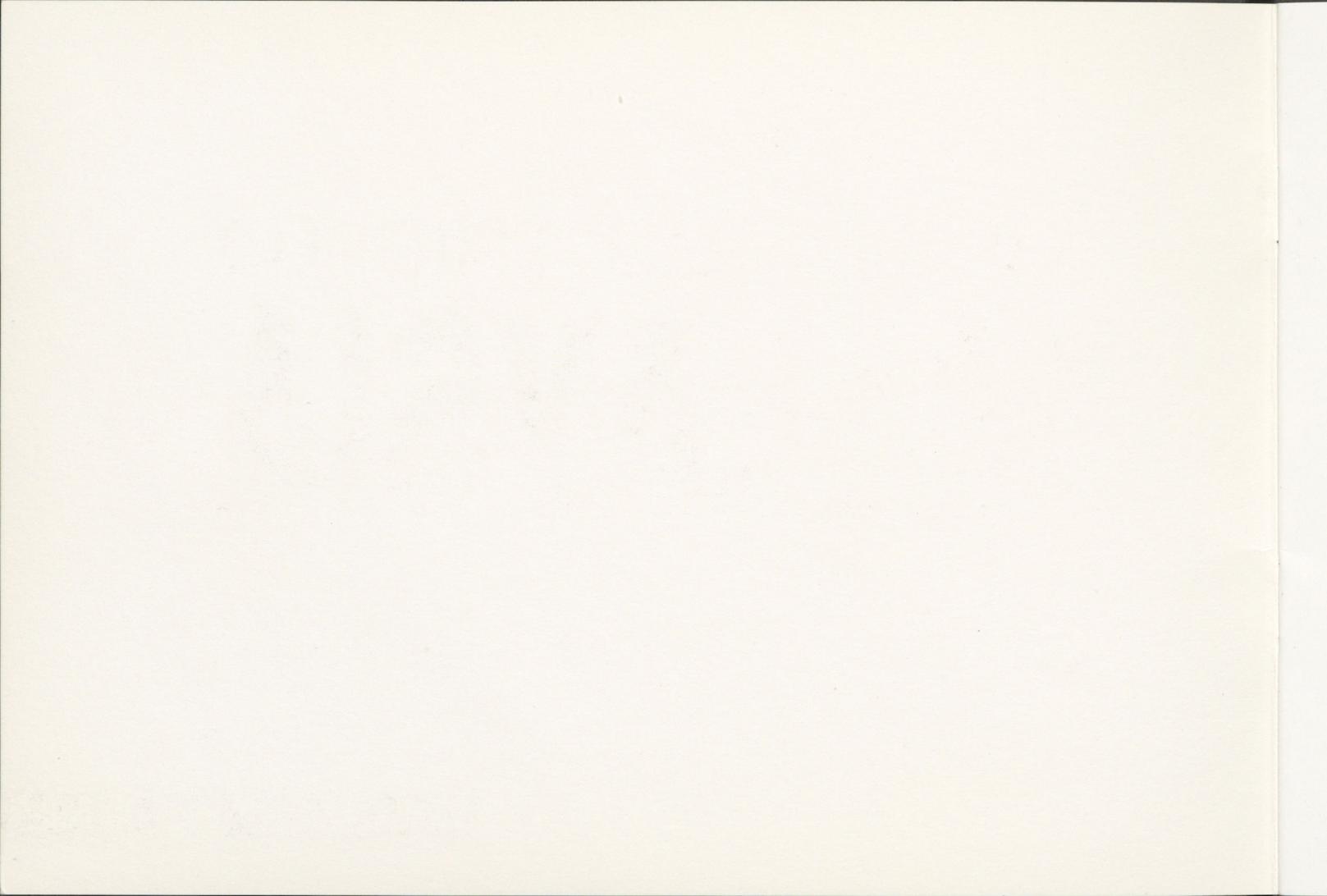


BUSINESS TRIP TO
MALAYSIA

INISOL

VUB, FEBRUARY 1992

VRIJE UNIVERSITEIT BRUSSEL



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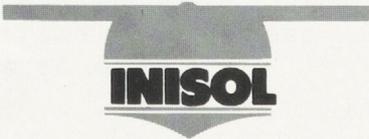
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INISOL

The logo features the word "INISOL" in a bold, sans-serif font, centered within a dark, shield-shaped graphic. The shield has a horizontal bar at the top and a pointed bottom. The text is white against the dark background of the shield.

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UNIVERSITY OF MALAYA
KUALA LUMPUR

PREFACE

Over the past decades Malaysia has become remarkably successful in attracting investment from all parts of the world, developing a strong, viable industrial base.

Belgium also contributes to Malaysia's economic development. Some Belgian entrepreneurs are already present in Malaysia and there are still many business opportunities.

The initiative of INISOL (Solvay/VUB) gives Belgian managers a unique chance to benefit from those opportunities to invest in South-East Asia.

These enthusiastic young students have already demonstrated that they were capable of successfully accomplishing a business trip like this one. Last year they organised a similar mission to Moscow which turned out to be a great success.

This year again I therefore give them my full support and hope they will succeed in their endeavours for the mutual benefit of the Malaysian and Belgian economies.

Willy Claes

Deputy Prime Minister and
Minister of Economic Affairs

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF CHEMISTRY

REPORT OF THE
COMMISSION ON THE
STRUCTURE OF THE
ATOMIC NUCLEUS

BY
J. R. OPPENHEIMER
AND
H. A. BETHE

CHICAGO, ILLINOIS
1935

THE UNIVERSITY OF CHICAGO
PRESS

THE UNIVERSITY OF CHICAGO
PRESS
54 EAST LAUREL STREET
CHICAGO, ILLINOIS

THE UNIVERSITY OF CHICAGO
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THE UNIVERSITY OF CHICAGO
PRESS

INTRODUCTION BY VICE-CHANCELLOR AND DEPUTY VICE-CHANCELLOR

Students of a management school must be well aware of new situations. These new situations will become for them the most normal situation in which they will work later.

The purpose of the students of the Solvay Management School of the Vrije Universiteit Brussel to carry out an assignment for a Belgian company is one of the most outstanding initiatives we know for the moment.

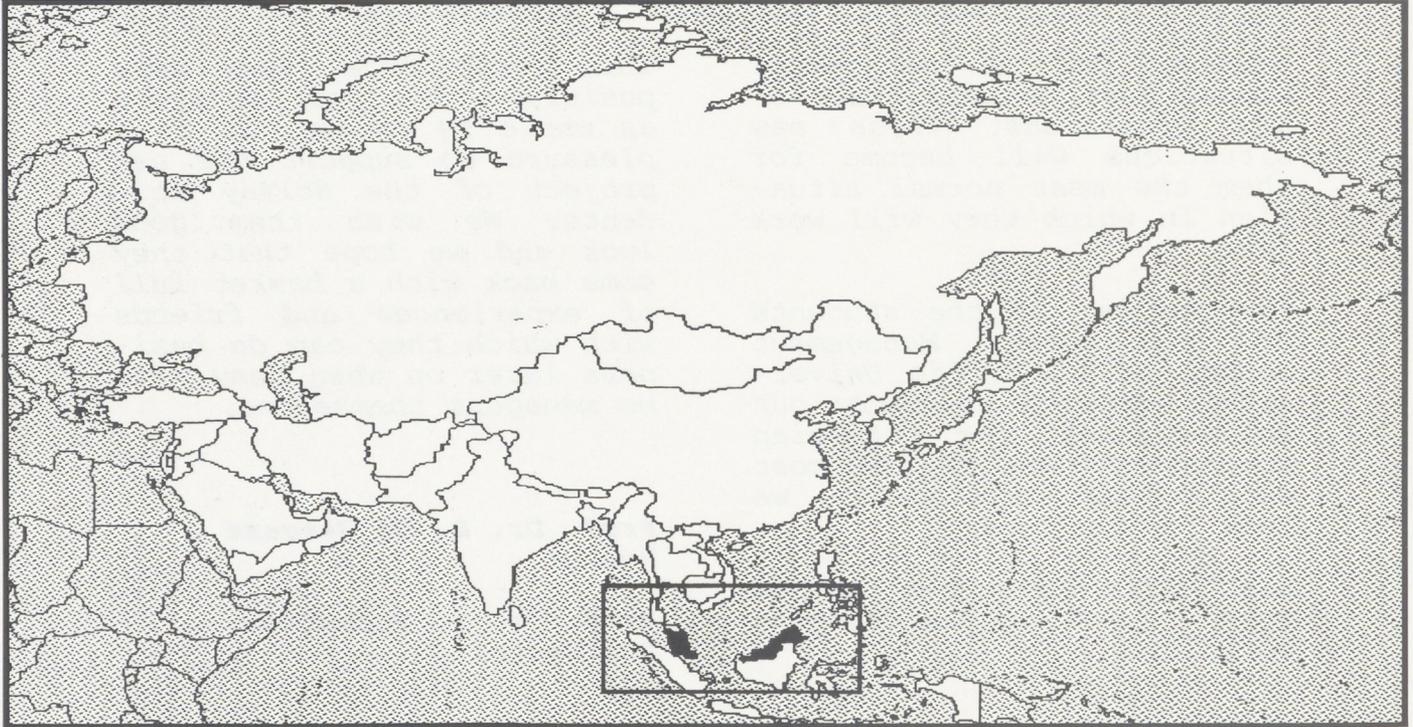
Last year, students choose Moscow as an interesting workfield.

This experience was very positive. This year Malaysia as whole is chosen. It is a pleasure to support the new project of the Solvay students. We wish them good luck and we hope that they come back with a basket full of experiences and friends with which they can do business later on when they will be managers themselves.

Prof. Dr. R. De Jaegere
Rector

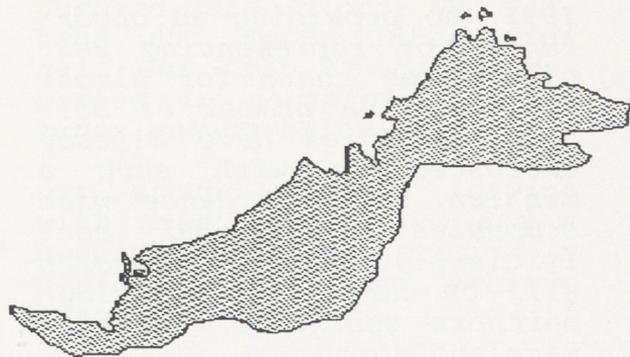
Prof. Dr. S. Loccufier
Pro Rector

THIS IS MALAYSIA





KUALA LUMPUR



PRESENTATION OF THE ACADEMIC AND BUSINESS TRIP TO MALAYSIA

Inisol is organising a trade mission to Kuala Lumpur, Malaysia, which will take place from 17 to 29 February 1992, so providing an opportunity of representing Belgian firms there for almost two weeks. A number of Belgian companies have already entrusted us with such a mission. In accordance with companies' wishes and activities, market research will be carried out, trading-partners contacted, contacts made and so on.

The mission will be prepared thoroughly in advance, thanks to the excellent advice of Mr. Abdul Kabur Ibrahim, the Malaysian Trade Commissioner in Belgium and

with him Mr. Clemmens, project manager with the Belgian department for co-operation and development (ABOS).

They have made it possible for us to get in touch with Malaysian companies and institutions on a much more direct basis.

Last year, during a similar mission to Moscow, we proved that students too can do an outstanding professional job in this field of work, as is borne out by the fact that several companies have valued and appreciated our results.

Our professor in management

studies, Prof. W. Van den Panhuyzen, will take part in the project as an academical counsellor and try to strengthen ties with Malaysian universities. We hope that this may result in an exchange programme between our university and Malaysian universities.

The Vice-Chancellor (Rector) and Deputy Vice-Chancellor (Pro Rector) of the Vrije Universiteit Brussel, Prof. R. De Jaegere and Prof. S. Loccufier, have given us their total support as have the Deputy Prime Minister and Minister of Economic Affairs, Mr. W. Claes. We may count on the co-

operation of various major national and international companies including Jacobs Suchard-Côte d'or, NV Santens and Swift International. Our trip is to be reported in newspapers, magazines and on television.

Our group will be leaving with great enthusiasm and a genuine desir to produce a serious effort and achieve concrete results.

May we succeed in our endeavours !

Carole Machelart
Goedele Spruyt
Steven De Tollenaere
Organisors of the trip

INTRODUCTION BY OUR ACADEMIC COUNSELLOR

One year has gone since a group of last-year-students of the renown Solvay School of Management made their first business trip abroad to represent Belgian companies. It was a huge success for all the parties concerned.

The foreign managers immediately reacted with sympathy to these young and dynamic teams of future colleagues. It goes beyond doubt that **our students enjoyed much more openness and easier access to information than most established businessmen could dream of.**

The Belgian companies who

invested in the venture were **unanimously delighted with the results.** They got all they expected, and more:

- * the relevant contact persons and addresses, already introduced about the subject of the project;
- * a preliminary market analysis, with a treasure of local specialists and authorities for further research;
- * a few producers interested in buying, marketing or producing the proposed Belgian product;
- * detailed requirements to match a product for the local market;
- * import-export opportunities;

- * joint-venture proposals, with information and experience about their legal and practical aspects;
- * even the bureaucratic whereabouts and unfreezing of a commercial dispute.

The students, most of whom are now starting their professional career, were also pleased by their first real-world business activity. The results reflect their youthful enthusiasm.

And the last party to be happy with this initiative is their professor in management. It was a pleasure to see with how much

dynamism and responsibility our (almost ex-)students fulfilled the tasks they had come to fulfil.

This year's mission concerns a country with a thriving and export-driven economy :

Malaysia, a country with unlimited business opportunities and import capacity. All kinds of supplies and technologies are needed to underpin the growth and export of this fast growing country. Now is the moment to establish one's presence in this market and in this production network.

For an almost symbolic contribution, any Belgian firm can now have one or a few representatives on the spot during two weeks. They are young, skilled, dynamic, responsible.

Convinced? Good for you.

Prof. W. Van den Panhuyzen,
Ph.d,
Director, Center for Management Studies

ENCOURAGEMENT BY OUR DEAN

When the Solvay Business School students of the Vrije Universiteit Brussel decided to visit the Soviet Union last year in order to strengthen the academic and economic relations a lot of people outside the Faculty were surprised and even sceptical.

But they did it !

Their own Faculty members were less sceptical. They are used that Solvay Business School students do not talk so much about what they will be doing ... but they do it !

That is also the reason why

prospective companies are often not just looking for a "commercial engineer", but insist on a graduate of the Solvay Business School of one of both Brussels Universities.

This year, their assignment is to visit Malaysian companies and organizations. It is not necessary to stress the importance of this market for the co-operation between the European Community and the Asian region.

It is a privilege to be the Dean of a Faculty of which the students seek to play an active role in the

development of the relations
between the industries of
their home country and the
broader world.

We are confident ... they
will do it !

Prof. M. Despontin
Dean

VRIJE UNIVERSITEIT BRUSSEL

The Université Libre de Bruxelles was founded in June 1834 by Theodore Verhaegen, a lawyer of Flemish origin, and developed rapidly into one of the leading universities in Belgium.

It originally granted degrees only in French, but beginning in 1935, gradually developed a complete curriculum in Dutch. In May 1970 the University split up and two administratively and academically independent universities were created. Today there are two free universities of Brussels : the French-language Université Libre de Bruxelles

(U.L.B.) and the Dutch-language Vrije Universiteit Brussel (V.U.B.).

The Vrije Universiteit Brussel continues to express the ideals of its founders by encouraging education and research based on the spirit of liberal inquiry, an ethical approach that rejects prejudice and fanaticism.

The Vrije Universiteit Brussel has three campuses and has developed into the largest Flemish enterprise in the Brussels region, with over 7500 students, almost 800 administrative and technical personnel, and an academic staff of about 1300 members. In addition, the

University has a full-scale teaching hospital with 640 beds. The University is a complete institution of higher education where all disciplines are taught.

The V.U.B.'s international reputation is enhanced by its fundamental and applied research. A well-equipped library, a language training centre a computer centre, sports facilities and many cultural activities contribute to an intense campus life in the city of Brussels.

The V.U.B. currently offers 36 Undergraduate Programs in Dutch with opportunities for further specialization

within each of these programs. At the graduate level 37 programs, of which 14 are taught in English, lead to a Master's Degree. A Ph.D. Program in Dutch or English exists for all major subjects offered at the undergraduate level.

SOLVAY MANAGEMENT SCHOOL

Right from the very beginning of the Solvay Management School program, students are given an education that ties in with the reality of the business world.

It was Ernest Solvay who in 1903 felt the need for engineers with a thorough understanding of the economic systems and their workings. The needs of the industrial world have changed much since that time and so has the program.

Although the program is now mainly oriented towards economics and science, more than sufficient attention is paid to technology, computing and languages.

This is an ideal basis for all-round managers.

The title of "production management engineer - ingénieur commercial - handelsingenieur" which students obtain after successful completion of the program clearly illustrates the special characteristics of the program. This title has also been used by other institutions for other objectives. After completion of the first part of the program, students are given the opportunity to start their own company. A fair number of students engage in such activities. Some of them become very successful and continue with these activi-

ties after graduation.

Our production management engineers possess all the necessary qualifications to solve all questions regarding organization, reorganization and management of industrial, financial and commercial companies. A company looking for competent staff to improve its production or marketing conditions will rely on a production management engineer for these specific tasks.

The actions taken by our graduates in dealing with the problems of foreign economic expansion and concerning the administrating of

the professional federations, are greatly appreciated.

He/she will be the most outstanding commercial attaché, business consultant or consul in diplomatic services. Our production management graduates develop into experienced and mature engineers who are able to cope with the heavy, daily responsibilities of their profession and grow to become top level managers, with more ease than other university graduates.

The Solvay Management School has proven to be an ideal place to train business people.

INISOL

Inisol (or 'Initiative Solvay') is one of the two students organizations of the 'commercial engineers' of the Solvay Management School at the VUB. Whereas the Solvay Circle is the organizer of the typical student-like events such as recitals, parties, The Solvay Gala Night, film presentations and sporting activities, Inisol organizes particular events for last year's students, such as company visits and presentations seminars on application techniques, a business game, study trips, etc.

Inisol has a long tradition of developing the relationship between students and

businessworld.

As a result of last year's successful business trip to Moscow, the fifth-year students of production management engineering, represented by Inisol are now organizing a trade mission to Kuala Lumpur, Malaysia.

Together with the BDBH (Belgian office for foreign trade) they have conducted a thorough feasibility-study, which resulted in the selection of Malaysia as the country with the most favourable opportunities. This project is organised entirely by Solvay Students.

Any possible lack of experience on the part of the students will be compensated by reputed professors like Prof. S. Loccufier, Prof. W. Van den Panhuyzen and Prof. M. Despontin.

The main objective of our trade mission is to represent Belgian companies in their search for business contacts, possibilities for joint-ventures and so on. Marketing and promoting Belgian products and even closing deals if possible is an integral part of this mission.

What is important, however

is the fact that this project would not have been possible without the support of academic personnel or without the quality business education of a Solvay student at the VUB.

Good luck !

Benjamin Cauwenberghs
President Inisol



Vrije Universiteit Brussel
Inisol - Secretariaat Handelsschool Solvay
Pleinlaan 2 - 1050 Brussel
Tel. 02/641.25.12 - Fax. 02/641.36.45