A group of 32 students from the Lee Kong Chian School of Business of the Singapore Management University (SMU) recently visited the UAE and Qatar on a Business Study Mission, which is part of their undergraduate curriculum.

The trip aimed at providing the students with a better understanding of the region — its political and socio-cultural background, tourism-related developments and thus increase awareness of the business opportunities in the UAE.

The BSM was largely driven by the students group with everybody taking on various functions. Notes met Chan Jingzhong, an undergraduate from the School of Social Sciences, and the media coordinator of the Business Study Mission.

**What are you doing in the UAE?**

This module has given me the chance to meet many leaders and learn about their respective fields. It allowed me to see how businesses are conducted in a different socio-political environment.

**What will your group submit at the end of the trip?**

A learning journal detailing our individual experiences and insights on this trip.
A project report which focuses on Singapore companies that have either expanded their operations into the region, or have concrete plans for expansion into the region.
A report that focuses on the booming real estate sector in the UAE, with a sector analysis of various aspects of the property market. This last project comes with a $10,000 (Dh36,729) cash prize for the best team.
I will also be keeping in touch with all whom I have met on this trip and look out for more opportunities in the region for the university. Personally, I will also seek to work in the region.

**What project did your group work on?**

We did an in-depth study of Singaporean companies present in or intending to internationalise into the UAE or Qatar. We approached a company of our choice, examined its strategy and provided an analysis and recommendation in a written report and presentation. My group and I did the project on Old Chang Kee – a Singapore food chain famous for its curry puff that is intending to come to Dubai.

My group mates did a ground study, looking at the kind of eateries available in the malls in Dubai and made recommendations as to how Old Chang Kee can move in to the city.

**What other parts of the Arab world have you visited for this mission?**

There will definitely be more Business Study Missions to the Middle East soon. So far we have only visited Doha, Abu Dhabi and Dubai.