University Opens New Office in Shanghai

In response to a growing number of alumni and expanding research and educational partnerships in China, Washington University in St. Louis is opening an office in Shanghai’s Knowledge Innovation Community. The area, a hub in the Yangpu District designed to foster technological research and advancements, includes research facilities, a square, shops, cafes and office space.

“The Shanghai office will serve as a key resource for our alumni, prospective students and friends,” Chancellor Mark S. Wrighton says. “Visitors will be able to enjoy stronger connections to the university as well as regular professional education workshops. The office also will support the university’s ongoing partnerships in China.”

James Wertsch, PhD, the Marshall S. Snow Professor in Arts & Sciences and vice chancellor for international affairs, spearheaded the project. He estimates that the university has more than 1,500 alumni in China. “We need to showcase the best people and activities in Shanghai like we do here at the university to get our alumni and friends engaged,” he says.

The university has world-renowned experts in many areas that are key to China’s future, says Wertsch. For instance, “in about 10 years, China will have more people retired than we have in the entire population of the U.S. So they’re not just interested in, but panicked about aging.”

The university could offer programs from top researchers in the fields of Alzheimer’s, productive aging or social organization of retired communities, as well as presentations from experts in other fields.

On August 2, the Shanghai office helped arrange a workshop on “The Future of Innovation” by Provost Holden Thorp, PhD, and Dedric Carter, PhD, associate vice chancellor for innovation and entrepreneurship. Among the 80-plus attendees were Washington University alumni and business and university officials from Shanghai, Beijing and Xi’an. The office has also hosted smaller workshops since opening in late May.

“We’re trying to figure out ways to help recruit new students, to pull our alumni together and to have very big, visible events involving alumni,” Wertsch says. “The idea is to have a multiplier effect with alums telling other alums, friends, family, people at work.”

The office is located near Fudan University, which has a long-running partnership with Washington University including a 13-year joint EMBA program.

continued on back page
The outdoor basketball court was a riot of color as Nepalese children knelt around it, painting stories on posters. Cathy Raymond, the assistant director of English Language Programs in the Office of International Students and Scholars at Washington University, remembers the atmosphere as “electric.” She was traveling with the American Corners Book Bus to schools around Nepal. At each stop, children would play games, write poetry, read or talk about climate change. Raymond counts the children painting on the basketball court as one of her most memorable experiences.

It was November 2014, and Raymond, who has also worked in Germany and Russia, was in Nepal as an English Language Specialist for the States Department. There she worked with the U.S. embassy to write a handbook to help the regional American Corners with their culture and language programming. The American Corners are libraries affiliated with the U.S. embassy that do outreach in the community, such as organizing cultural comparison activities.

“The intent of these activities is to foster international understanding and increase awareness between the United States and different countries,” Raymond says. By engaging in Nepalese culture, Raymond herself gained a greater cultural understanding that informed both her project and her worldview.

Over the course of the month she spent there, Raymond became friends with the Nepali staff at the embassy. They taught her customs, showed her the area on walks, and invited her to their homes for meals and holidays. “These insights helped me shape the handbook I was writing,” Raymond says.

In addition to Nepal, Raymond has been doing work in Afghanistan and with Afghan educators for nearly 11 years. Raymond originally began working with Afghans while the director of language materials development at the Center for Languages of the Central Asian Region (CELCAR) at Indiana University in Bloomington.

She first worked on a Fulbright Educational Exchange program with Indiana University and Kabul Education University. As part of the exchange, Raymond conducted teacher training and developed workshops with a group of four Afghan educators.

During this time, “I strengthened my belief that education is the most important tool the world has for creating individual and world peace,” Raymond says.

After that initial project, Raymond went to Afghanistan to interview candidates for a master’s degree program, also housed at Indiana University. Raymond also taught courses and tutored the students for the entirety of the two-year program.

“When they graduated, it was such a moving experience, because I knew everything that had gone into it for them,” she says.

The experience inspired her to continue working with Afghans. “Once I finished my work on the Afghan Higher Education Program, I started working as a volunteer for the Alliance for International Women’s Rights as an English teacher, and I eventually stepped into the position of English language program director,” she says.

The Alliance for International Women’s Rights partnered with the Afghan Higher Education Program to provide English language training for women and girls. The program matches students with English teachers on a one-on-one basis, and the pairs communicate biweekly through Skype sessions. The program has been highly successful.

Raymond’s experience has informed her work at the university where she teaches courses in conversation and academic writing. “Cathy’s experience stands out because of its broad impact,” says Karen Schwelle, director of the English Language Programs. “The projects in Afghanistan and Nepal are not just about teaching English but about improving access to educational opportunities.”

Raymond will continue working with Afghans and is starting a similar mentoring program for women in Nepal. “I feel that it is vital to continue offering educational support to the girls and women around the world,” Raymond says.
Alumni Profile

Learning American Management in Shanghai

For Kevin Xu, EMBA ’14 (Shanghai), the pursuit of quality education and continual self-improvement has led to a successful academic and professional career. When he enrolled in the Washington University–Fudan University Executive MBA program in 2012, Xu was already the president and CEO of RUIChem Group, a unit of one of the largest organic chemical companies based in China. When he founded RUIChem in 1999, it was a two-person operation. By 2012, Xu had grown it to a 400-employee enterprise, and he was eager to grow the company even further by developing his management skills in the EMBA program.

Before becoming a successful CEO, Xu attended Zhejiang University of Technology in China, where he earned a bachelor’s degree in engineering in 1996. Three years later, he founded his company and committed to a constant course of study. He hoped continual study would help him gain the skills he needed to expand RUIChem. Over the years, Xu enrolled in five job-training programs from three different universities. Though enriched by his experiences in these programs with Chinese professors, Xu sought to learn a management style that would allow him to create an ideal organizational structure for RUIChem. He believed that this method of management would be taught best by Western professors.

“I wanted to study the original management method, and Olin’s EMBA program ranks No. 1 in China,” Xu says.

At Olin, Xu received the insight and skills he had hoped for, and he emerged as a leader in his class, serving as president of the Executive MBA Shanghai Class 12. For Xu, the experiences at Fudan University shaped his perceptions and knowledge as a businessman and innovator.

The program’s emphasis on strategic management has proved helpful in running RUIChem. Xu explains that this management style is still helping him meet daily challenges. “Now, IBM Business Consulting is helping us improve employee productivity. Because of my EMBA knowledge, I understand very well what they are doing. Moreover, I can join in and discuss management innovations together with them.”

Since graduating, Xu’s achievements have continued to accrue. RUIChem has become the leading provider of titanium dioxide in China with products that are exported to more than 50 countries or regions around the world.

Xu is looking forward to helping Washington University closer to home. With help from his 2014 EMBA graduating class, Xu is working to create the first Washington University and Olin Executive MBA alumni center in China.

But he’s already begun making major contributions to the university. In December 2014, Xu celebrated the opening of the Dean’s Suite named in his honor in Bauer Hall on the Danforth Campus. The naming ceremony included performances by campus groups and speeches by Mahendra Gupta, PhD, dean of the Olin School of Business, and Chancellor Mark S. Wrighton who thanked Xu for his generous contribution and recognized his achievements as an alumnus, businessman and Olin supporter.

Xu hopes that his named suite will have a constructive impact on Olin students and faculty. By creating a comfortable environment for students and professors, he hopes to enhance the academic experience at the business school and to motivate students to pursue their goals: “I hope that they have a dream and always walk on the dream’s path,” he says.

WU Spotlight

Paul Shao, Executive MBA, 2013 (Shanghai)

By Katy Przybylski

Paul Shao’s “brilliant” experience with the Washington University–Fudan University Executive MBA program fueled his desire to become the program’s new managing director. “This is a program that has potential to grow further in China,” Shao says. “As I have invested a lot of time in my own learning, I am confident I know this program well enough to lead it in China.”

Established in 2002, the program prepares senior-level professionals in China and other parts of Asia for global leadership. Courses are taught mainly in English by both Washington University and Fudan University faculty. Classes are held at Fudan University’s School of Management in Shanghai.

Shao, a graduate with Class 11 in 2013, shared what drew him to the EMBA Shanghai program: “I wanted to understand business management from a holistic point of view, rather than a single standpoint of marketing.”

Shao began work with the newest class, class 14, in March 2015.

Taking over a program that the Financial Times ranked seventh best in the world, does put Shao under some pressure.

“The biggest challenge for me is to set a bigger yet achievable vision for the program. The program has been very successful for the past 13 years, so any effort to bring it to a next level should be carefully evaluated.”
Two Companies with University Ties Win Arch Grants

Arch Grants is a Missouri not-for-profit corporation that helps create a more robust start-up culture in St. Louis. Two businesses with direct ties to Washington University have each received $50,000 from Arch Grant’s Global Startup Competition to help their companies flourish.

Pratim Biswas, PhD, the Lucy and Stanley Lopata Professor and chair of the Department of Energy and Chemical Engineering in the School of Engineering & Applied Science, along with doctoral students Jiaxi Fang and Tandeep Chadha, founded a business called Applied Particle Technology (APT) in 2014. APT provides air treatment systems in environments that require high-efficiency particle removal. The system’s innovative filtration technology can also neutralize pathogens and remove toxic fumes and odors.

University alumni Matthew Homann, JD ’93, and Kyle Tabor, MBA ’13, founded a vastly different service called Invisible Girlfriend. It helps users avoid the “social stigma of being single.” Customers create a fake significant other online by choosing a name, age and interests. Employees of Invisible Girlfriend then text the customers, simulating conversations that can be used as proof of the relationship.

New Master of Social Policy and Master of Arts Dual Degree

Students will soon have the opportunity to gain a global perspective on social and policy issues through a partnership between Washington University and Fudan University in Shanghai, China. Graduates of the new dual-degree program will receive a Master of Arts in a specific field, such as psychology, anthropology or social work, from Fudan University’s School of Social Development and Public Policy and a Master of Social Policy from Washington University in Shanghai. China. The 18-month program began April 22, 2015, and is the only one in the world to confer a degree from both an Indian and an American university.

First U.S.–India Joint EMBA Program Begins

Washington University in St. Louis and the Indian Institute of Technology Bombay (IIT Bombay) partnered to create the Executive MBA program in Mumbai, India. The 18-month program began April 22, 2015, and is the only one in the world to confer a degree from both an Indian and an American university.

The initial cohort is “an impressive group of our future business leaders,” says S. Bhargava, PhD, head of IIT Bombay’s Shailesh J. Mehta School of Management.

The program is modeled after the university’s joint EMBA program with Fudan University in Shanghai, China. Students are senior-level working professionals, and they can apply the knowledge gained from the program to their companies in real time.

Courses are taught four days per month in Mumbai by top-tier faculty from IIT Bombay’s Shailesh J. Mehta School of Management and Washington University’s Olin Business School. The program ends with a two-week capstone experience at Washington University.

Engineering’s Genin Receives Top Award from Chinese Government

Guy M. Genin, PhD, professor of mechanical engineering in the School of Engineering & Applied Science at Washington University, has been named a Yangtze River Scholar by the Ministry of Education of the People’s Republic of China.

The award is for Genin’s “fundamental contributions to and international scholarly leadership in the study of interfaces in physics.”

This is the highest award given to an individual in higher education by the country’s Ministry of Education. Genin received the title of Yangtze River Chaired Professor at Xi’an Jiaotong University in Xi’an, China, and a monetary prize valued at nearly $1 million USD. The award has also expanded the collaboration between Xi’an Jiaotong University and Washington University. Only a handful of people who were not born in China have ever been honored with this award.

Engineering’s Lu Named Inaugural Fullgraf Professor

Chenyang Lu, PhD, professor of computer science and engineering in the School of Engineering & Applied Science, has been named the inaugural Fullgraf Professor at Washington University.

Lu’s endowed position was made possible by a gift from Charles M. Fullgraf, a Washington University alumnus who had a long career as an engineer, researcher, division manager, group vice president and director for Procter & Gamble. Fullgraf was an innovative researcher and business leader and an honored alumnus of the university, receiving both a Distinguished Alumnus Award and an Alumni Achievement Award.

Lu’s research interests include real-time systems; wireless sensor networks and cyber-physical systems; the Internet of Things and their applications in areas including health care, resilient civil infrastructure and smart homes. He also directs the Cyber-Physical Systems Laboratory (CPSL) at Washington University. Lu has made numerous pioneering contributions to the field of wireless health, including the development of one of the world’s first large-scale clinical monitoring systems that uses wireless sensors to collect vital signs from hospital patients.
Incoming freshmen celebrate the start of their academic journey at Washington University’s Convocation. The event included speeches from Chancellor Mark S. Wrighton and Jeffery Matthews, professor of the practice in drama. The class of 2019 is the university’s largest-ever entering class with 1,730 first-year students, 112 of whom came from Asia.
While other universities built entire campuses around the world only to find that they can’t attract enough students, Washington University is expanding its global reach with a more grassroots and flexible strategy by building on partnerships and resources already in place with top-flight schools.

Washington University has a particularly long history with China. “In the American higher education system, we were one of the universities that offered Chinese early on,” Wertsch says. “So we have long-standing Chinese language, literature and culture foundations here. This is one more step.”

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**Alumni and Parents Admission Program** (APAP) involves alumni and parents of undergraduates in recruiting, selecting and enrolling students at Washington University. APAP members interview applicants, staff college fairs and host receptions for admitted students. For information, contact:

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Alumni, parents and friends of the university often help identify students who would benefit from a Washington University education. Refer names and addresses of talented prospective students to:

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Washington University Alumni Clubs offer alumni and parents of current and former students a way to stay connected with the university. For more information on the clubs in Asia, visit alumni.wustl.edu/alumni/international/Pages/default.aspx or contact:

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