

## **Chinese Retail Executives Tour New York City**

The David F. Miller Center for Retailing Education and Research organized a 3 day tour of New York City with 15 retail executives from Beijing, China. The executives work for Modern Plaza, an upscale department store featuring commodity sales, integrating catering, entertainment and business apartments.

The relationship initiated 2 years ago with a US visit by 2 Professors from Tsinghua University's retail center in Beijing, China. Dr. Wang Gao and Dr. Fei Li spent several days visiting The University of Florida and spending time with professors, PHD students and administration of the Retail Center and Marketing Department. Both Dr. Gao and Dr. Li returned to the University a year later to collaborate with the Center for Retailing Education and Research on a US retail tour. In October 2007, Dr. Bart Weitz went to Beijing, China. Dr. Gao and Dr. Li provided Bart with several retail store tours, a tour of Tsinghua University and historic site seeing.

Dr. Bart Weitz and JCPenney Director, Betsy Trobaugh organized the tour and accompanied the group. University of Florida marketing professor Dr. Jinhong Xie also joined the group to present research she is currently involved in and to assist with translation.

Department store tours included; Saks Fifth Avenue and Macy's Herald Square. The International Council of Shopping Centers offered space in their leadership conference room for presentations from Dr. Bart Weitz and Dr. Jinhong Xie. The room was Apple, Nike Town, Nokia, Container Store and Whole Foods. Also involved was IBM who organized a bus to pick up the attendees in New Jersey to provide a midtown Manhattan tour of The Container Store, Apple, Nike Town, and Nokia.