

NEWS RELEASE

Wilfrid Laurier University



Laurier students travel to China to lead business workshops

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**Contact: Peter Donahue, Director, Laurier International
(519) 884-0710 ext. 6704 or pdonahue@wlu.ca**

**or Kevin Crowley, Associate Director: News and Editorial Services
(519) 884-0710 ext. 3070 or kcrowley@wlu.ca**

WATERLOO – Senior business students from Wilfrid Laurier University will travel to post-secondary schools in China July 4 to lead workshops in business and entrepreneurship.

Erik Bettencourt, Ian Brubacher, Sanaa Zahedi and Nicole Van Wiechen will conduct courses at two campuses of Concord College Sino China, located in Beijing and Shenzhen. The privately owned school was the first in China to offer a Canadian curriculum. Students graduate with diplomas from both Chinese and Canadian school boards. More than 600 graduates a year attend Canadian universities.

“I believe this to be a very unique initiative for our students and for the high school students in China who will be exposed to entrepreneurship for the first time,” said Peter Donahue, director of Laurier International, which is helping arrange the trip.

The Laurier contingent will spend four days at each school holding workshops for Grade 11 and 12 students in business strategy, human resources and negotiations, operations and accounting, and marketing.

The Laurier participants are members of The Link, a student-run organization in Laurier’s School of Business and Economics. Each year the group hosts a Leadership in Business Conference for high-school students who are considering a career in the corporate world. This is the first time that members of The Link will present elements of the conference overseas.

“It’s an opportunity for us to share our business knowledge and to showcase Laurier and what it has to offer,” said Bettencourt, a fifth-year double-degree business and computer science student and co-president of The Link. “We’re all really excited — it will be a great experience.”