

ROSTRA ECONOMICA



sefa

Issue 296
October 2013

respond?
rostra@sefa.nl

How Myanmar became
Burma again: **story of
Aung San Suu Kyi**

Interview with your
professor **Maarten
Pieter Schinkel**

**Modern Ghost
towns** in China:
signs of a bubble?

TIGERS & DRAGONS

EAST AND SOUTH-EAST ASIA



 UNIVERSITY OF AMSTERDAM

Faculty of Economics and Business

Soms weet je precies wat je wilt

Soms sta je open voor suggesties

Je hebt tijdens je studie alle mogelijke kennis opgedaan. En nu wil je aan de slag. Op een plek waar je al je ambities kwijt kunt. Waar de lat hoog ligt en waar je samenwerkt met professionals. Je start je carrière vliegend en gaat recht op je doel af. Dat is: het beste in jezelf naar boven halen.

Kom verder op werkenbijpwc.nl



pwc

Neem voor meer informatie contact op met een recruiter:

088 792 87 77

werkenbijpwc@nl.pwc.com

www.werkenbijpwc.nl/contact

Volg [werkenbijpwc](#) op Facebook en Twitter



text
Dovile Venskutonyte
editor-in-chief

Dovile Venskutonyte
is a Bachelor student
in Economics.

image
Tomomi Akima



THE MIRACLE REGION

A new academic year for all of you and for Rostra Economica has begun. In summer we said goodbye to our brilliant editor in chief Bart Hoffman, whose position has been handed over to me. My name is Dovile and I cannot begin to describe how excited I am about the upcoming issues of our faculty magazine. I do not see a more perfect topic for the first Rostra of the year than that of some of the fastest growing and developing economies in the World.

When I think of Asian economies, as most people, I have contradictory impressions. At first I think of extremely high growth, not only in the leaders of the region, like China or Japan, but also in the smaller countries: Philippines, Indonesia, Thailand etc. Probably the vast majority of things I own were made there and the West is heavily dependent on their production. I think of their ability to overcome extremely difficult times of political conflicts and natural disasters, the perseverance of the regions hard – working nations. At first it looks as a region of ever growing prosperity, new ideas and hope, but my second thought could not be more different.

Recently I had a conversation with a friend from the Philippines. It is now widely talked that this country will be the new Asian tiger. So, I immediately started praising his country for becoming one of the fastest growing economies in the world, which he agreed with, but reminded me that there is another side to the story. He said that there are many problems caused by a fast

growing population and large-spread poverty: “You see many people sleeping under bridges every day”. That even though, economic growth is fast, it is polluting their nature and cities. He pointed to a beautiful river in Galway, along which we were walking and said, that if this were his city, there would be garbage floating around everywhere. The same story goes for most Asian countries. China has been growing at an extraordinary rate for a long time now, yet we hear stories every day about brutally exploited workers, people, who due to poverty sell their organs on the black market and poisonous fog that sometimes makes it impossible to breathe. Another major problem for these countries is that they are still dependent on slowing western economies. The financial crisis contacted the demand for their exports and decreased the investment flow into these countries. However, their growth has not stopped and seems to be once again improving.

The question for the future of Asia is not whether their GDP growth rates will increase by a few more percentage points, but rather, for whom they will be growing. These economies cannot remain so susceptible to demand fluctuations in the west and they cannot keep large portions of their populations living in destitute. The question now is, will these economies create a sufficient middle class to support their economies and buy their own products. This is what they must do to achieve not only high rates of growth, but also substantial improvements in their everyday lives. ■

THE ROSTRA CHART

image
def.

Futuristic urbanization concepts:
Sky City (construction stopped after
4 days due to administrative issues).



10

14

COLOPHON

Editor in chief

Dovile Venskutonyte

Copy editor

Poya Kabiri

Editors

Jantine Meike
 Klara Keutel
 Maaïke Boot
 Matteo Ruozzo
 Milian Bachem
 Pierre Borst
 Poya Kabiri
 Sophie Yang

Supervisory Board

Wouter Smeets
 Hanne van Voorden
 Lennart Verhoef

Reactions, letters and applications can be sent to:

Room E0.02
 Roetersstraat 11
 1018 WB Amsterdam
 020 5254024
 rostra@sefa.nl
 www.rostraeconomica.nl

Columnists

Roger Pruppers

Design

def., Amsterdam
 (Yvonne Roos)

Print run

5000

Address Changes

Can only be made through
 studielink, www.studielink.nl

Advertisements

PWC
 EY
 UvA

Advertisement Costs

Contact Sefa and ask
 for Thijs Algra
 020 525 40 24
 commercial@sefa.nl

Printing

DR&DV Media Services,
 Amsterdam

Copyright Notice

Any redistribution of part or all of the contents in any form is prohibited. You may not, except with express written permission by the editor in chief, distribute or commercially exploit the contents. Nor may you transmit it or store it in any other website or other form of electronic retrieval system.

New economic winds from Japan
 – **Abenomics**

Do we underestimate the importance of agriculture?
History of the Green Revolution.



Aung San Suu Kyi's story and the
future of Burma

30

Feb Abroad: **Astrid Mangnus** goes to
 summer school in Canada

32

A **spooky** story from China:
 new ghost towns.

38

Interview with
Maarten Pieter Schinkel

AND MORE

8 A DOMINANT CURRENCY

36 QUOTA EXHAUSTED

16 THE CHINESE DREAM

44 FSR PAGE

19 SEFA CONFERENCE

46 FEB FLASH

24 SEFA FRONT

26 TALL, SUPERTALL, MEGATALL



It seems like a picture from a futuristic utopia, but actually this is a night view of gardens in Singapore. A tiny, but very economically strong country in Asia, which attracts not only thousands of tourists for its beauty, but also many companies for its tax policy.

image
titlezpix for
iStockphoto





text
Pierre Borst

Pierre Borst is a Bachelor student in Economics.

image
Eli Christman

A DOMINANT CURRENCY

It is well known that China is holding an ever-increasing massive amount of dollar reserves. Why are the Chinese so obsessed with holding this currency? What are the consequences for China of having these reserves and are there any alternatives?

CHINA CAN'T DUMP ALL THEIR DOLLARS AT ONCE WITHOUT CAUSING A PLUNGE IN THE CURRENCY AND THEREFORE IS EXPERIENCING A "DOLLAR TRAP"

Since the Second World War, the dollar has held a privileged position in the international monetary system. The dollar accounts for 60.7% of the world's currency reserves, which is about three times the US' GDP. What is even more impressive is that the dollar has managed to maintain a dominant position despite its long and steady decline in value.

Economic textbooks teach us that money has three purposes, it is: a unit of account, in which the value of goods is measured; a medium of exchange and a store of value. Because of the US' political and economic dominance and stability, the dollar fulfils these roles for international trade. For example, the prices of oil and gold are quoted in dollars, international trade that involves two countries with different

currencies is quoted in dollars, and people all over the world hold dollars and US treasury bills as a store of value.

Global consequences of the FED policy

Because the FED frequently prints more money to stimulate their economy, they cause inflation and hence a devaluation of the dollar. This hurts the holders of US bonds and dollars as a currency, but this does not relate to the US itself. Since both income and expenses are quoted in dollars, the US suffers no negative consequences from a devaluating dollar. However, countries with a positive balance on their current account, do suffer from negative consequences since the prices of their expenses are quoted in their own currency, while their income (which

Thanks to its export success, China is the world's largest holder of foreign exchange reserves –

3.44 trillion,
or basically the size of the entire German economy.



they receive later) has to be converted from a devaluated dollar.

Dollar trap

China is one of the countries, which suffer from negative consequences of holding dollar reserves. Because of the fixed dollar-yuan exchange rate, the Public's Bank of China (PBOC) holds dollars to adjust the exchange rate when necessary. This means they keep on buying dollars, since it is always the dollar that is devaluating. Another reason for having so many dollars are China's structural trade surpluses. Almost two-thirds of their foreign reserves consist of dollars and US treasury bills. The PBOC is one of the largest holders of US government debt in the world, coming second, only to the FED. The problem is that China cannot dump all these dollars at once without causing a plunge in the currency and therefore it is experiencing, what is called a "dollar trap".

There has been much anger amongst the Chinese people due to losses they incurred from lending to America and watching their money melt away together with the dollar's value.

Special Drawing Rights

Zhou Xiaochuan, PBOC's governor,

argues that the current situation, in which the international financial system is based on one nation's currency (he does not cite the dollar specifically), will create global imbalances because of two reasons. Firstly, countries with trade surpluses hold their reserves in dollars, since this is the currency used for international trade and the one with the most liquid bond market. As a result, Americans can borrow cheaply, which in turn caused the American credit and housing bubbles to persist for longer than they otherwise would have, thus making the damage worse. Xiaochuan's other argument against using a national currency for international trade is that the country issuing the currency is facing a trade-off between national and international stability. This is causing the FED to print more dollars to stimulate the American economy, while hurting all holders of dollars and US treasury paper.

Xiaochuan's idea however, is to replace the dollar with a global reserve currency, the SDR (Special Drawing Rights). This currency has already been created in 1969, and is based on the weighted average of the most important currencies: the dollar, euro, yen and pound. Unfortunately, this

ALMOST TWO THIRDS OF CHINA'S FOREIGN RESERVES CONSIST OF US DOLLARS AND TREASURY BILLS

currency never really took off and adds up to less than 1% of total reserves today.

Since economic power seems to be shifting away from the US, it doesn't seem to be very unlikely that the world will eventually adapt a new currency for international trade. While other existing currencies like the euro, pound or yuan yield the same disadvantages as the dollar, SDR's strength is that it is based on more than one important currency, and because of the lack of a domestic market, it doesn't create global imbalances. Therefore, the SDR may be a serious option to consider, when the dollar will finally lose its status as the indisputable international currency. ■



text
Sophie Yang

Sophie Yang is a Bachelor student in Business Studies.

image
Mike Malarky,
Chris Guy

JAPAN: STILL THE COUNTRY OF THE RISING SUN?

Arriving at the Tokyo central station, you would be surprised by how busy it can be. People are walking in all different directions with a large smart phone in one hand and suitcases in the other: they seem to have no time for stopping. Outside Tokyo station there is the Marunouti (Ma-lu-no-u-chee) district. This area with about 50 skyscrapers surrounding the Tokyo station is one of the most important business and economic centers of Japan. It seems full of energy in the morning when many Japanese and foreign businessmen and women are commuting to their work place. The Japanese are probably one of the most “hard-working” people in the world: it is often on the news that many “salary - men” (a Japanese word which refers to middle-class businessmen who work for private entities) suffer from over-working which leads to sicknesses and even death. So are the salary-men in the Marunouti district. It is rare for some of them to finish work and go home before

9pm at night; some even work late until mid-night. Thanks to the hard-working people though, everything is in good order: the streets are clean and tidy; the transportation is always on time, even to the second; the services at all kinds of places are always friendly, welcoming and makes you feel truly like a guest. Some of my friends who have visited Japan for the first time told me how surprised they were when they saw the Japanese men and women sleeping on the train with their bags wide open: Yes, Japan also has one of the lowest crime rates in the world.

Earthshattering trouble

The last time Japan was at the center of attention was probably after the 2011 tsunami, which was triggered by an earthquake near the east coast. It was a tragedy, during which around 20,000 people lost their lives. People around the world were even more shocked when they learned that





the Fukushima nuclear power plant had exploded because of the tsunami and people had to be evacuated for fear of radiation. Media reported how the airport in Tokyo was packed with people trying to flee from the country.

Before the 2011 disaster, the Japanese economy had long suffered deflation. It began in the early 1990s after the economic bubble in Japan burst. It might be hard to imagine an economy with continuous deflation: a world in which the prices of goods tomorrow are smaller than today. It might even sound good because various products are becoming cheaper and cheaper. However, income of ordinary people hardly grew or even decreased over the years because of deflation.

After the disaster though, Japan was never the same. Not only was the government forced to spend trillions of ▶

SHINZO ABE:

JAPAN'S ECONOMY IS TOO LARGE TO CONTINUE TO DRIFT THROUGH RECESSION AND DEFLATION. IN CONSIDERING THE CHALLENGES WE FACE, I ALWAYS START FROM THIS BASIC REALIZATION



yens for the recovery, they also had to shut down other nuclear facilities because of protests against nuclear power all around the country. Before the accident nuclear power supplied more than 25% of total energy demand, therefore shutdowns of nuclear power plants brought Japan a serious energy crisis. When I was visiting Japan in the summer of 2012, more than a year after the accident, an energy-use parameter was on TV all the time and was constantly showing the percentage of current energy use. It became red when the energy use got close to capacity. There were also many TV commercials and advertisements on the streets asking people to save energy. Books and magazines on ways to save energy became best sellers. Air conditions inside public libraries, train stations, and even shopping malls were turned low despite the scorching, almost 40C, heat outside. In the midst of the energy crisis, public and private businesses experienced the most difficulties. There was a constant fear of loss of power during the day and, furthermore, they faced pressures from the government to save energy. Production was reduced and many offices were dark and hot in order to reduce energy use. Some businesses even started to operate on the weekends to avoid the “energy rush hour”. These difficulties significantly reduced the competitiveness of Japanese businesses. It was a terrible time for Japan’s economy.

The disaster brought to light many problems within the Japanese government, economy and society. Why did the accident happen after 50 years of experience with nuclear power in Japan? Why did the world’s third largest economy fail so easily? The leadership of the government was questioned. Therefore it was not surprising when the ruling party lost the lower house election in December 2012. Replacing the Democratic Party, the Liberal Democratic Party (LDP) regained power and Abe became the prime minister for the second time since 2007.

The Solution?

After Abe took office a little over half a year ago, he implemented a set of radical economic policies called the “Abenomics” which has caught the attention of the international community. His goal was to change the deflation trend in Japan and increase the average income of households. He has set a goal of 2% annual inflation rate, which was doubled from the previous 1% goal and encouraged capital investments. The Japanese currency, yen, depreciated with an incredible speed after the policy was announced: in about half a year, the yen depreciated almost 25% to the dollar. It was good news for the Japanese exporters who gained competitiveness because of a weak yen, especially for companies in the automobile industry such as Toyota. Consequently, the average stock

In June Japan's deflation ended.

Its inflation rate was

0.2%

an improvement from -0.3% in May.

prices in Japan increased by up to 30% at their highest point since the implementation of Abe's policy. Although not many people have received an increase in salary, summer bonuses in many companies, especially in the manufacturing sector, were reported to have increased compared to last year. On the other hand, a weak yen also means that the prices of imported goods climbed. It is a tough situation for an island nation like Japan, which has few resources and is dependent on imported raw materials. For example, the price of gasoline has increased 10% since the end of last year and seems to be increasing continuously. The same is true for many cooking ingredients such as wheat, oil and vegetable and paper products like books, magazines and toilet paper – they all have been or are expected to increase. This is a huge frustration for people, who are not receiving the benefits of Abenomics, but have to endure the increasing prices of goods. "I'm trying to stock the goods before the price increases. It's a big burden for the household with prices of almost everything increasing nowadays" said Minako Asai, a housewife shopping in a supermarket, putting bags of wheat flour in her shopping cart. "I really hate it but I may have to increase the price", said Toshi Nakano, an owner of a local bakery.

Green light

Although Abe was criticized by other parties for the effects of Abenomics, in the upper house election in July 2013, Abe's party, the LDP, dominated the election by winning more than 50% of the seats. Abe could not help but smile in front of the TV cameras. This landslide victory gives Abe's party the right to pass new policies with ease. It could also mean that Abe's cabinet will remain in power for a longer period than previous ones. If Abe wants to implement more radical policies, he now faces less obstruction from other parties. This also means that, if he decides to implement policies, which are unpopular

P. KRUGMAN:

IN A SENSE, THE REALLY REMARKABLE THING ABOUT "ABENOMICS" — THE SHARP TURN TOWARD MONETARY AND FISCAL STIMULUS ADOPTED BY THE GOVERNMENT OF PRIME MINISTER SHINZO ABE — IS THAT NOBODY ELSE IN THE ADVANCED WORLD IS TRYING ANYTHING SIMILAR. IN FACT, THE WESTERN WORLD SEEMS OVERTAKEN BY ECONOMIC DEFEATISM

among the nation, it would be very difficult to stop him. In fact, Japan is in many territorial disputes with other Asian nations such as Korea and China. They criticize Abe for drifting the country in a right wing direction with his attitudes towards Japan's responsibilities of World War Two. The disputes are hurting the relationships between these Asian nations. As for domestic policies, the consumption tax is going to be raised from the current 5% to 8% in April 2014 and to 10% in October 2015, which is receiving complaints from the people.

"My priority is to revive and strengthen the Japanese economy", Abe shouted to the crowd during the election campaign in July. Japan and the rest of the world will be watching whether he can keep his word. ■

GREEN IS THE NEW BLACK... AGAIN



text
Dovile Venskutonyte

image
iStock

Dovile Venskutonyte is a Bachelor student in Economics.

When talking about developing countries and their future, it is almost always mentioned, how important it is for them to move from agriculture to the manufacturing sector. It is certainly true that a sustainable economy has to be diversified, in most cases, and have a strong industry. However we sometimes forget about the crucial role agriculture plays in a nations development and future sustainability. It can be argued, quite convincingly, that one of the major reasons for Africa's developmental issues is the lack of resources being put into the cultivation of their agro industry. As always, history can teach us a lesson.

Living on the edge

In the beginning of the 1960's many Asian countries were facing a likely upcoming disaster – mass famine. At the time many parts of the region were still under colonial rule, which meant that by far the most attention was given to exporting sectors from, which imperial rulers could benefit. Indeed there was a lot of investment going into products such as tropical fruits, but there was no domestic agricultural sector, which could support the local population. The colonized countries were severely dependent on food aid provided by their rulers. This combined with a

rapidly growing number of people resulted in food shortages and hunger spreading across the region in an alarming rate. To make matters worse in the mid 60's India suffered long draughts, which exacerbated the problem enormously. However, this finally made the international community pay attention to global food security.

Go green, not red

Quickly an international research project was launched by independent organizations. The aim was to implement modern western agricultural technologies in third world economies. Fortunately, one man saw the problem of world hunger earlier and had already made substantial scientific progress. Norman Borlaug started his work in the 1940's. He used various biotechnological methods to create diseases-resistant, high-yield wheat. The first country to implement his innovations was Mexico. In less than two decades this country went from being a large wheat importer to a competitive exporter. The effectiveness of Borlaug's technologies was undeniable and so more investments were made to expand their application. Soon Asian economies started growing high-yield wheat, rice, maize, sorghum and many more crops. All together this period in the economic history of Asian

countries was called the Green Revolution. Interestingly, USAID Administrator W. S. Gaud coined this name in order to help fight the Red Revolution, which was prominent in that region at the time. Communists tried gaining support from the poor by promising social justice, while the Green Revolution brought real and fast improvements to impoverished rural areas. However, this was not a short process. Historians define the Asian Green Revolution to the period of 1965-1990, since various innovations were adapted continuously, even though major improvements were apparent quite early on. It was a project of very large scope and scale. New farming technologies and better seeds would had not been enough, if not for the wide public support, infrastructure development, the creation of financial and labor markets to support the revolution and, of course, education for farmers.

The harvest

Today, if we look at the results of the Green Revolution, we can conclude that it was certainly worth the costs. Over the entire region crop yields grew on average of 3.57% annually from 1967 to 1982. Furthermore large areas of forests and wild lands were saved from being turned into farming fields, since new technologies severely

NORMAN BORLAUG:

YET FOOD IS SOMETHING THAT IS TAKEN FOR GRANTED BY MOST WORLD LEADERS DESPITE THE FACT THAT MORE THAN HALF OF THE POPULATION OF THE WORLD IS HUNGRY

increased harvests per unit of land. Probably the most important benefit was that these impoverished countries managed to avoid a disastrous famine and millions of people were lifted out of poverty. Even though small farmers lagged behind large ones at first, due to government intervention, they too were positively affected by the revolution. From a more financial perspective, the revolution was a very wise investment. In 1999 Evenson, Pray, and Rosegrant made a large-scale study, which revealed that across Asia investment returns of agricultural research were higher than 60%. A well-developed agricultural sector generated profits, which allowed Asian economies to gradually build manufacturing sectors and further increase the living standards of its people. Due to the great success of the Green Revolution, its godfather, Norma Borlaugh was awarded the Nobel Piece Prize in 1970.

There's always a "but"

Along with prosperity the Green Revolution brought problems, which are of great concern today. Even though crop yields are still growing in Asian countries, these rates are slowing down. Due to large-scale use of various fertilizers and pesticides farming land and water supplies have been damaged and plant pests and viruses evolved to become resistant to

Green Revolution technologies. Also, the Green Revolution has severely decreased the diversity of crops grown. Innovations were applied to very few types crops; for example, in India before the Revolution there were around 300,000 varieties of rice, now only about 10 are cultivated on a large scale. This is an alarming development, because populations of that region are still growing fast and their food demand may not be sustained in the near future. Furthermore, recent years have seen extreme food price volatility to which the poorest citizens are most vulnerable. On a global scale, this has caused suffering to African countries the most, since they are very dependent on staple food imports from Asian economies.

Back to basics

Despite its negative aspects, it is safe to say that the Green Revolution was a great success, which saved the lives of millions and created opportunities for prosperity to so many countries. However, perhaps the word "Revolution" is misleading in this case. Revolutions are usually relatively short periods, which change the course of history, but agriculture must be developed and innovated on a continuous basis. Even though having a strong manufacturing sector is of great importance to an economy, we



must not forget, that every country needs to have a stable food supply. Unfortunately, that is not the case in so many developing countries today. Therefore, the lesson to learn from the Green Revolution is that the agricultural sector in developing countries, especially in Africa, should be an important priority. ■





text
Matteo Ruozzo

Matteo Ruozzo is
Bachelor student in
Economics.

image
Thierry Ehrmann,
Abode of Chaos.
Ambar Bhusari

THE CHINESE DREAM

The famous concept of the American Dream has been an inseparable part of US' culture for more than 200 years. Now it is Chinas' time to develop a national ethos that will guide them into the future

National rejuvenation, improvement of people's livelihoods, prosperity, construction of a better society and military strengthening are the core components of the 'Chinese dream' - a political doctrine promoted by the new president of the Communist party in China, Xi Jinping.

Mr Xi is a charismatic leader, with a picture perfect family. His Wife has captured the hearts of the Chinese people with her songs and his daughter is a model student at Harvard University. Following his election in March 2013, a stream of party driven propaganda has led to a huge increase in the popularity of the "dream doctrine" all around the country. Reportedly, schools have been organising speaking competitions on the topic of the Chinese dream and creating "dream walls" where students can stick notes with their own vision of Chinas future. The word "dream" is now

widely used in magazines, newspapers and newly published textbooks. In 2012 this word has even been declared the Chinese character of the year.

The party's' dream

Xi's vision is certainly inspiring and mimics the famous American Dream idea of the 1960's. However, its true meaning is still far from clear, only defined by party officials with nebulous allusions. Without a doubt, a message that the new charismatic leader is eager to convey is that nothing will ever be achieved without the help and power of the Communist party. In fact, one of Xi's main priorities is to foster growing affection for the party in the hearts and minds of Chinas' growing middle class.

For Mr. Xi, avoidance to commit to a specific course of action, especially on economic matters, is a wise and cautious decision, leaving him free to make any ►

Over the past decade China's economy grew

7

times as fast as the US'.

ACCORDING TO A WORLD BANK REPORT, WITH A GDP GROWTH AVERAGING 10% PER YEAR, THE COUNTRY HAS MANAGED TO LIFT MORE THAN 600 MILLION PEOPLE OUT OF POVERTY, FROM A POPULATION OF 1.3 BILLION

necessary policy adjustment along the way. However, it does not come free of risk, specifically the risk of the new doctrine being misinterpreted by the people.

The people's dream

While Mr. Xi's ideal has been one of a stronger and more successful China under the leadership of the Communist party, many micro bloggers are assigning the "Chinese dream" an entirely different meaning. A study conducted by Harvard associate professors Chris Marquis and Zoe Yang regarding the use of the word 'dream' on Weibo, China's most popular micro blog, has revealed what may be perceived as an inconvenient truth for Mr. Xi: that the Chinese dream is becoming a dream of a successful individual, rather than state, future. It is the dream of a growing middle class which aspires to achieve what its American counterpart has already had for years: democracy, political freedom,

clean air and, to sum up, the full development of civil society. China's progress has been absolutely remarkable in the past decade. According to a World Bank report, with a GDP growth averaging 10% per year, the country has managed to lift more than 600 million people out of poverty, from a population of 1.3 billion. Yet, several challenges still need to be addressed, ranging from environmental sustainability to social welfare. While evidence shows that transitioning from middle to high-income status is not an easy task, failure to accomplish this challenge may result in a consistent loss of middle-class support. An unsatisfied middle-class brings the danger of calls for constitutionalism and democracy, which would mean the end of one-party Communist rule.

The rise of nationalism is another great risk posed by Xi's doctrine. With a strong military and a subtle, yet aggressive foreign policy, a healthy dose

of patriotism could easily turn into a much more harmful phenomenon. There is a tense relationship with Japan over the much disputed Senkaku or Diaoyu island and with the Philippines over several other territorial claims. Together with the presence of Chinese military camps at the edge of what is commonly referred as the 'Line of Actual Control' (the official, yet unrecognized, Chinese border with India), these conflicts seem to signal that the transition may be on the verge of taking place.

Light at the end of the tunnel?

In conclusion, while Mr. Xi's new doctrine is one that inspires and gives people a much wanted optimistic view of the future, the risks it poses for the Communist party of China and the world in general, should be evaluated. While Mr. Xi's hazy speeches are of little use for our understanding of China's future economic and social policies, there have been some precise promises made. In a recent pledge he ensured that output from environmental industries will grow up to 4.5 trillion Yuan by 2015, which means a 15% annual expansion. Also he specified that there will be stricter environmental standards enforced in companies operating in China. His country and the world desperately needs environmental, economic and social improvements, but whether he is a true leader or the people or just another populist is yet to be known. ■

NEW ECONOMIC THINKING

We are proud to present the opening of the Sefa Career Month 2013 on the 31st of October: the Sefa Conference. The theme of this year's conference is "New Economic Thinking". The theme is about changes in the economic world and in our current way of thinking about economics. The financial crisis of recent years, like the still growing financial crisis in the Euro zone, has led to visible economical, ecological and monetary problems. These problems raise some questions about the status of our current financial system, whereby the basic capitalistic principles underlying this system can be doubted.

How much is enough?

One of the basic principles for many firms has been to maximise their profit. But with our current ecological problems it is questionable whether it is still attainable. Just as the principle of economic growth. In our current system we expect a continuously growing economy. Skidelsky, a well-known economist and historian, has written in his book "How much is enough?": 'In economic way we should have reached the good life, but why this is not the point?', 'Is thinking about a new economic paradigm dangerous or a necessary answer on the financial crisis' and 'Is there a limit on economic growth?'

Gross Domestic Happiness

Another principle is Gross Domestic Product (GDP). Growth of GDP should increase our welfare. And here again is the question, is a constant

GDP growth bad? How much is enough? Or should we measure the welfare of a country in 'Gross Domestic Happiness', a measure that accounts for ecological health, well being of people and the quality of life? Almost every economic model is based on the principle that people make individual rational choices, but does this hold in reality? Is our behaviour not social rather than individual? What influences our economic behaviour?

Mind-Switch

Conventional economics have shown that it is not fully up to the task of providing solutions to the current problems. We believe it is time to rethink our economy. The focus of this conference will therefore not be on the crisis but on the improvements and new ideas for our future economy. New Economic Thinking tries to give answers to these questions and think about solutions. This way of thinking tries to look at the current troubles from a different perspective and hopes to identify new opportunities. A kind of mind-switch. The main focus lies on the well being of people and the planet, instead of growth and profit.

Inspiration from Asia

Asia can be a source of inspiration in rethinking our economy. Ever since their financial crisis in 1997, the region has been sceptical of the current economic system "emanating from the east coast of the United States," Rob Johnson noted, INET's director.

The Conference

On our conference we would like to

show you different insights of New Economic Thinking. What are the possible solutions to our current problems? And what are our roles' as students' in economics and business in this process? We would like to give you a political, economic and social point of view of current changes in the economy. We have invited interesting speakers who all have their own vision on New Economic Thinking. Coen Teulings, formal director of CPB, Marike Stellinga, columnist of NRC and economist, Fons Trompenaars, an influential management thinker and consultant, Josh Ryan-Collins a senior researcher at the New Economics Foundation and Peter Blom CEO of the Triodos Bank, will share their views. During the day there is room for interaction, where it is possible to give your own opinion upon these matters and raise questions to the speakers. This year's conference will be hosted in de Rode Hoed, a debate and conference center located at the Keizersgracht in the center of Amsterdam. On the Sefa Conference we want to inspire with new insights on the current economical climate and hope that you, as a professional of the future, can use these insights in your future career! ■

If you want to know more about the Sefa Conference, New Economic Thinking or the programme of the day, you can follow us on Twitter and LinkedIn to get the latest updates about the Sefa Conference or check our website www.sefa.nl/conference





text
Poya Kabiri

Poya Kabiri is a
Masters student in
Business Studies.

images
Michael Foley
Photography,
Javier Martin
Espartosa

THE RISE OF A WITHERED FLOWER

Burma, a country prosperous of fertile soil, energy resources and minerals and with an abundance of a large working-age population (aged 15 to 64), is situated in the world's fastest growing region, in-between China, Thailand and India. A country, which has been under military rule since 1962, is currently taking its first cautious steps towards an impending transformation that has been smouldering for decades. ▶



Investments up to
\$320 billion
 are necessary by 2030 for infrastructure alone.



the average years of schooling in Burma is four years.

The Lady

Above all, people associate Burma with the Nobel Peace Prize laureate Aung San Suu Kyi. Suu Kyi, also known as the Steel Orchid, is the daughter of one of the founding fathers of the modern-day, post independence Burma, Aung San, who was brutally assassinated by political opponents. Suu Kyi left her native country at a young age but returned in 1988 to tend for her ailing mother. Coincidentally she chose to visit her country during the breakout of a series of anti-governmental protests, sparked by the deteriorating state of an already impoverished country. As the daughter of a pivotal figure in the Burmese modern history she took it as her mission to unite the opposition against the military junta and founded the National League for Democracy (NDL) party. The regime retaliated against her and, in an effort to downplay her and her party's role, put Suu Kyi in house arrest, where she spent 15 of the past 21 years before her release in November 2010.

Change is here

Since the start of this decade, striking reforms have been accomplished under the reign of Thein Sein, the mildly moderate president of the new nominal civilian government of Burma. The United States, the European Union and other vital trading partners, have dropped their economic sanctions on Burma, which were previously placed due to the old regimes human rights abuses. New opportunities entail a brighter future for the Burmese people. This previously isolated country has now sparked a race between large multinational corporations for the access to valuable untapped markets. Since the regions growth rate and productivity have been continuously increasing, it seems that Burma is just about to wake up from decades of cold sleep. But the course toward becoming a successful Asian economy might have as many pitfalls as promises. Recent estimates by McKinsey Global Institute (MGI) reveal that investments up to \$320 billion are necessary by 2030 for the

THE TRANSFORMATION OF BURMA, OCCURRING IN THE DIGITAL AGE, WILL BE AN EXHIBITION AND TRIAL FOR HOW NEW TECHNOLOGY CAN LEVERAGE AND ACCELERATE ITS DEVELOPMENT”

countries infrastructure alone. This includes commercial and residential real estate, power plants, water-treatment plants, road and rail networks, that will have to support future demand, driven by developing industrial sectors and an increasing urban population. While large investments in proper infrastructure are unavoidable, Burma has a unique opportunity to leapfrog other stages in the economic development. Even though, it is one of the few remaining countries that have been cut off the rest of the world for decades, Burma's' transformation takes place in the digital age. The country will be an exhibition and trial for how new technologies can leverage and accelerate economic and social development. Almost all sectors such as government, education, health care, banking and even agriculture could apply technological innovations of the 21st century, which could make the transition more cost effective for a large share of the population. For example, in a country with, on average, four years of schooling, every opportunity to deliver education to more children is invaluable.

Much work ahead

The isolation of Burma has also kept the country from shifting away from the agriculture sector to manufacturing, unlike many of its neighbouring countries. As a result, workforce productivity is staggeringly low. According to MGI, the average productivity of a worker in Burma is

AUNG SAN SUU KYI:
 I THINK WHEN THE
 PEOPLE IN BURMA
 STOP THINKING
 ABOUT WHETHER OR
 NOT THEY'RE FREE,
 IT'LL MEAN THAT
 THEY'RE FREE



about 70 % below that of benchmark Asian countries. Burma could make use of their comparative cost advantage and expand their labour intensive industry while making a shift towards a much larger manufacturing sector. Many factories will be needed, since manufacturing is a good provider of higher-value jobs for under-educated workers, who are moving away from farming.

As a result of a structural shift in the economy, citizens will be migrating from the countryside into the cities. As mentioned, large-scale urbanization like this will demand proactive planning by the government and large infrastructure investments. Also new methods of governing will have to be developed, as larger cities demand professional implementation of policies and urban plans.

Opening doors

To kick-start the transformation Burma will be relying heavily on foreign capital and trade. As soon as a proper reform agenda and regulatory framework is put into place, a wall off money, in the form of economic development and foreign direct investments (FDI), will be heading towards the recently secluded country. Political stability, security and a transparent plan for Burma's future are necessary to appease worried investors. With a more stable political environment and a more progressive agenda Burma could also be welcoming a stream of foreigners into the country, particularly tourists. Burma was visited by one million tourists in 2012 and is aiming to triple that number by 2015. In comparison, its neighbouring country, Thailand, which has smaller landmass but similar population size welcomed 22 million tourists. Tourism is not only an important, steady stream of income, but also an instrument of creating a positive image of the country. The opening of borders to foreign visitors can also help inspire Burma's citizens to study and work abroad, which would stimulate the transfer of knowledge and technology.

As large companies are seeking to operate in Burma and harvest from the unique opportunity of rebuilding an entire country, widespread corruption in the private and public sectors is the most difficult hazard to tackle. Transparency International (TI) ranks Burma 172nd out of 178 countries. To improve its performance consistent political will is needed from the top. Shift Project, a non-profit organization that supports stakeholders in putting UN Guiding Principles on Business and Human Rights into practice, has compiled a report on how companies can avoid contributing or being linked to human rights violations, weak rule of law and corruption, with which the country is still struggling. It is highlighted that companies must try to see their new entry as an opportunity to set a higher standard than those set by the law, since those are currently weak and poorly enforced. The report also emphasizes that the fragile and complex situation of the country should be taken into account, especially frictions between different ethnic groups and states within the country. Undoubtedly companies have many challenges ahead, but it seems that combining consideration for varying interests and a strong corporate integrity could lead to prosperity for both - Burma and investors.

Still standing

However, in the haste of this massive alteration of a once secluded and inaccessible country, which had its opposition leader incarcerated only three years ago, perhaps we are demanding too much. In June this year the World Economic Forum (WEF) on East Asia was held in Burma. During one meeting Suu Kyi declared that she intends to run for presidency in 2015. While her announcement is in itself spectacular, what is even more impressive is that she made it while sitting next to one of the ministers from the former military regime that kept her and her country in an iron grip. It could not have been a clearer sign that years of dictatorial rule had not managed to break the country's nor its steel orchids' hunger and lust for freedom. ■

SEFA FRONT



Jeroen Pennings
Marketing Officer
My main goal this year is to let students know what Sefa stands for: Developing yourself in the broadest sense possible.

Thijs Algra
Commercial Officer
As commercial officer of the 92nd board my primary task will be to maintain and establish (new) contacts with companies. I am looking forward to a board year full of challenges and great experiences.

Wesley Kuiper
Secretary
After a semester abroad I applied for the position of secretary in the 92nd board of Sefa. A board year means dedication, facing challenges and gaining practical experience, but it's totally worth the effort.

Charity Miller
HR Officer
Joining the Sefa board is a great opportunity to develop myself in new ways and meet a ton of amazing people. As HR officer I strive to help members advance within the committees Sefa offers and reach their goals.

Ilse Eland
Treasurer
As a treasurer I will be responsible for the financial situation of Sefa. I'm looking forward to face the challenges associated with my new function together with my fellow board members.



Chloé Ajamlou
Project Officer
As Project Officer of the 92nd Sefa board, I am responsible for all the big career events. As a student of today, being in contact with your future employer(s) is becoming more and more important. I am looking forward to meet you at one of our events!

Merel van Geel
Chairman
I recommend you to take advantage of what Sefa has to offer and take part in one of our successful events or apply for a chance to organize such an event yourself. Stand out and develop skills, gain knowhow and meet other ambitious students.

SEFA INTRODUCES THE 92ND SEFA BOARD



A QUICK OVERVIEW OF THE LAST SEFA ACTIVITIES

- 1 July - Research Project
- 2 August - International Development Project
- 3 August - Faculty Camp
- 4 September - Room for Discussion - Frans van Houten
- 5 September - Sefa Drink





text
Jantine Derksen

Jantine Derksen is a
Masters student in
Business Studies.

image
Yvonne Roos

TALL, SUPERTALL, MEGATALL

Since humankind can remember, people have been trying to immortalize themselves in tall structures; through pyramids, cathedrals, clock towers and, since the end of the nineteenth century, skyscrapers. At this moment nine out of the ten tallest buildings in the world are in Asia. In fact, next to Asia only the United States is on the list of the current world top 30.

If you look at Hong-Kong, Shanghai, Singapore, Taipei, and Tokyo you will see the whole skyline full of skyscrapers, while Europe has virtually no skyscrapers except the Mercury City Tower in Moscow, 339 meters in height, and The Shard in London which rises 244 meters. Is Europe playing too safe with its restringing building mentality or is Asia's reach for the sky aiming a little too high?

What is tall?

Although there is no formal definition of what a tall building is, the Council on Tall Buildings and Urban Habitat, founded in 1969, says that before classifying a

The global number of buildings 200 meters or more in height has risen from 286 to

634

in the last decade alone.

building you have to keep in mind height relative to context, proportion and the use of tall building technologies. The CTBUH defines “supertall” as a building over 300 meters in height and “megatall” as a building over 600 meters in height. Currently there are only 73 supertall and 2 megatall buildings completed and occupied globally. The tallest tower in the world at the moment is the Burj Khalifa in Dubai, which rises 828 meters. Since its grand opening in 2010 several other countries have announced plans to construct the worlds’ tallest tower in order to beat Dubai’s world record. Recently, China has begun building the Sky City Tower, which will measure 838 meters, 10 meters more than the Burj Khalifa. It is being built on the outskirts of the city Changsha and is expected to be completed by April 2014.

Short Europe

Most European cities have stringent requirements for buildings over 4 or 5 stories. There is however increasing international interest and a growing trend towards tall buildings in certain city areas. Paris recently overturned a policy, which places strict limits on the height of buildings and the city is set to get 12 new skyscrapers. However, Paris City Hall stresses that the city is not about to become Dubai. The new height limit of 180 metres is still lower than the Eiffel Tower, which measures 324 meters. Paris’ choice not to construct very tall buildings is not very strange. There is a lively debate among architects, economists and sociologists whether constructing supertall and megatall buildings is desirable.

Fear of heights

Society plays a key role in accepting or rejecting tall building developments. In societies where people have been living in low-rise buildings for centuries, there may initially be an uncomfortable feeling with living in high-rise buildings. Also, scholars link residential tall buildings to social side effects. Many have expressed concerns about the



The Burj Khalifa requires passengers to switch lifts to go above 500 meter. Recently a new elevator has been designed to reach

1000 m

or higher in a single trip.

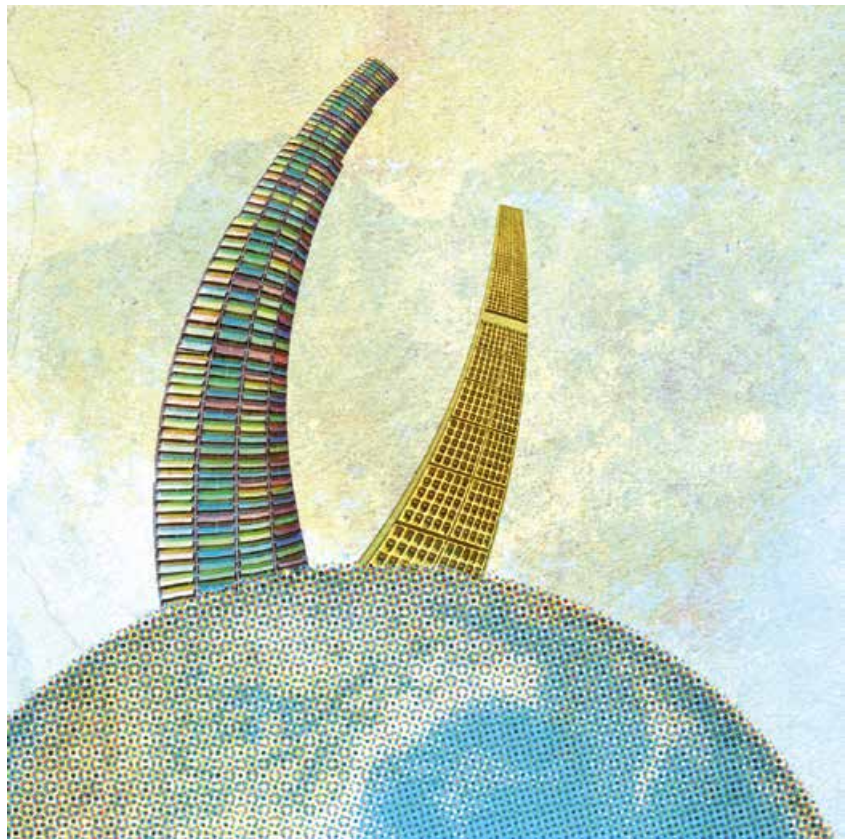
socio-psychological impacts of living in high-rise housing. However, due to the on-going growth of global population there is increasing recognition for the need to increase the density of population and commercial development, especially in the centres of big cities. High density leads to sustainable benefits like less urban sprawl, more use of public transport and a reduced need to travel. Also, tall buildings generally offer higher employment density than lower rise on the same size plot.

World famous Dutch architect Rem Koolhaas does not see the benefits of supertall skyscrapers. In his book *Content* Koolhaas comes to the conclusion to ‘Kill the skyscraper’: *‘The skyscraper has become less interesting in inverse proportion to its success. It has not been refined, but corrupted. ... The intensification of density it initially delivered has been replaced by carefully spaced isolation.’* According to Koolhaas skyscrapers and synthetic urbanism in Asia are the results of applying Western modernity that has stopped thinking about the city and architecture and destroyed the public domain - the ground surface. About Beijing he states: *‘In Beijing, you have these needles and they collect their own little pathetic communities while breaking down the larger community around them. It’s an incredible squandering of the potential for exchange. It creates isolation right in the center of the city.’*

Signs of trouble

Andrew Lawrence, director of property research at Barclays Capital in Hong Kong sees another problem. He argues that speculators rarely build skyscrapers with their own money, which makes skyscrapers a powerful sign of “easy money.” Lawrence points at the fact that historically skyscraper construction coincided with periods of recession. *‘Our Skyscraper Index continues to show an unhealthy correlation between construction of the next world’s tallest building and an impending financial crisis: New York 1930; Chicago 1974; Kuala Lumpur 1997 and Dubai 2010.’* The

Tall skyscrapers are engineered to sway or bend a little during harsh conditions and strong winds so that they don't break into half.



REM KOOLHAAS:

MANHATTAN HAS NO CHOICE BUT THE SKYWARD EXTRUSION OF THE GRID ITSELF; ONLY THE SKYSCRAPER OFFERS BUSINESS THE WIDE-OPEN SPACES OF A MAN-MADE WILD WEST, A FRONTIER IN THE SKY

Great Depression coincided with three record-breaking skyscrapers: 40 Wall Street in 1929, The Chrysler Building in 1930 and the Empire State Building in 1931. The Twin Towers of the World Trade Centre in New York in 1973 and The Sears Tower in Chicago in 1974, coincided with a period of US currency speculation, the collapse of the Bretton Woods system and the oil crisis, which caused a global economic crisis. The completion of Petronas Towers, Kuala Lumpur in 1997 was followed by the collapse of

Asian currencies and the completion of the Burj Khalifa has coincided with the current global financial crisis.

Go big, go green

At the moment China is responsible for 53 per cent of skyscrapers currently under construction. India has only two skyscrapers higher than 240 meters at the moment, but is constructing over a dozen. One of them is the Tower of India, the world's future second largest building; or the third largest, after China completes the Sky City Tower. Barclays fears that the situation in China and India could be a reflection of a misallocation of capital, which may result in an economic recession for two of Asia's largest economies in the upcoming years.

Time will show if Barclays' conclusion is correct. One thing is sure, skyscrapers catch the eye of the public and big trees attract the woodsman's axe. Global population is higher than ever and skyscrapers in specific locations promote and encourage sustainable forms of living. Tall buildings should form part of a high quality urban environment instead of destroying it, by meeting strictly applied criteria for quality and design. Lets change the race to the highest tower, into a race to the most sustainable tower. And maybe such a change in mentality could make the building of skyscrapers signal economic peaks instead of downturns. ■





text and image
Astrid Mangnus

Astrid Mangnus (20) is a fourth year Business Studies and third year Art History student who studied for two months in summer school at the University of Toronto.

O CANADA...

Canada might bring some clichés to mind, planted in your brain by popular culture, and I would like to start with confirming one: Canadians, or at least Torontonians, are nice. Really nice. When I arrived, the bus driver who drove me from Pearson International Airport to downtown Toronto dropped me off at a stop a few streets from campus. I started the walk towards my final destination when I saw the bus pull up beside me again. It stopped, and I assumed this was to let me cross the street. But as I reached the other side, the door of the bus opened and out came the driver, waving my phone in the air. I had accidentally left it on the bus and he had chased me to give it back, and when he handed it over he said: “Hop on, we’re just a few streets from your campus, I’ll drop you off”.

This kind of heartfelt hospitality made me feel very welcome and set the tone for the rest of my stay. Torontonians are in my experience warm people, eager to show you around and really interested in all things European. This interest may have partly been caused by Europeans being somewhat of a rare species: when me and my fellow UvA exchange student arrived at a meeting for the summer exchange we were told that there were only 25 people on exchange for the

summer: 15 from Singapore, 5 from China and 3 from California. We were surprised at being the only Europeans and even felt a bit special. The Canadians clearly thought we were special too, describing everything we did or wore as “so European” (“I loooove your shoes, they are so European!”). The absence of people in the same situation as us led us to meeting many actual Canadians.

We quickly discovered that the small number of exchange students was probably due to the fact that, quite healthily, most people do not go to school during summer. The campus was quiet and there was little activity outside of the class, in contrast with a normal semester in which the Varsity Blues (the university's sports teams) play and all sorts of clubs assemble. I took two courses: one in Biographic and Autobiographic Literature and the other one in Economic Geography. In Economic Geography, we discussed the distribution of wealth around the world, why this distribution is so unequal and why there are still no signs of a gradually more equal distribution according to the laws of free market. This was a really interesting and interactive class, which added to my UvA business studies experience both with regards to the subject and the way of teaching.

The classroom was on the opposite side of the street from where I lived, since I stayed at the downtown campus where everything was literally down the street. Unlimited gym access was provided, and destiny even placed a food truck with the Canadian (midnight) snack poutine (fries with gravy and cheese cubes) right outside my door. In this environment, which was so different from Amsterdam's student life, I experienced a lot in two months time even though I have not nearly seen all there is to life at University of Toronto. It was one of my most memorable summers so far in which I made a lot of new friends. Even though it is more unusual (and perhaps even feels a bit unnatural) I would recommend a summer exchange to everyone, especially if you do not have the luxury of taking a full semester off to study abroad: it's an amazing opportunity that will most certainly enrich your life! ■

Exchange orientation meeting

Saturday, 12 October 2013
from 13:00 to 17:00

OMHP building,
Oudemanhuispoort 4-6

For more information check:
www.uva.nl/buitenlandmanifestatie



text
Milian Bachem

image
Epy Ocampo

Milian Bachem is a Bachelor student in Economics.

CHINA

GHOST

TOWNS

Several years ago we saw, how US' housing market went down and took the rest of the global economy with it. What ended in a disaster started out in a beautiful idea, that everyone should have his or her own home. Bill Clinton's administration strongly supported this idea, banks lent carelessly and it seemed that the housing market would grow perpetually. However, nothing lasts forever and we are still dealing with the ramifications. Currently, China is investing in its housing market, even more than the US did, before the crash. This may cause dramatic problems in the future and is indicated by the appearance of modern day ghost towns.

From 1992 and onward the Chinese gross domestic product (GDP) has grown exponentially. Disregarding a minor hiccup in 1997, due to the Asian financial crisis, the slope of the GDP curve has only increased. From 1992 to 2013, the Chinese GDP has grown from 423 billion dollars to 8230 billion dollars. To a large extent, this is due to a strong shift of the main components of the Chinese economy. While the production in 1992 was more focused on agriculture; the economy has now shifted strongly toward the services and industry sectors. These changes are common for modern booming economies and from the looks of the surface, China could be considered to be an economically stable and sound country. There are, however, signs showing that this growth might not be very stable in the long run. Small, and unnoticed, ripples may be starting to form, which could be a threat to the Chinese as well as the world economy. In a quest to find these ripples a dive into the Chinese GDP and its major drivers generating the economic growth is crucial.

Solid investment

When considering the stability of an economy, it is of interest to look at the mentality of the citizens of the country. A good way of doing this is to analyse where the people are investing their money. Such investments



Phoenix Island

generally support, but are not limited to, investments in upcoming and promising industries, strong and established industries as well as in urban housing stock. Urban housing stock is a particularly interesting component for China, since it constitutes 41 percent of the Chinese household wealth, while in contrast; the same component in the US only make up for 26 percent.

It is safe to say that the Chinese consider real estate to be a solid investment. Clearly, the resulting high investment volumes drives up the prices, which results in an incentive for even more Chinese citizens to invest. The issue that arises is that real estate being built from these investments must in turn also be bought or be let by individuals or companies, to ensure a return on the investment. The fact of the matter is, that most of the real-estate investment is done to build residential homes targeted at the upper middle class. This creates a problem, because the upper middle class of China remains a small percentage of the total Chinese population. This can be illustrated by the so-called Gini-index, which is an index between 0 and 100 giving an indication of how the GDP is distributed across the particular country's population. The number 100 corresponds to perfect inequality; where one person has all the wealth and all the others have none, and as you might

ON PHOENIX ISLAND
ONE SQUARE METER OF
A LUXURY APARTMENT
IS PRICED BETWEEN
\$7700 AND \$15400

have guessed the number 0 correspond with perfect equality where everyone has the same amount of wealth. Now, according to the CIA World Factbook this number is 48.4. For a comparison the Gini-index in the Netherlands is 30.9. The worrying implication of this is that it seems likely that this large excess of upper middle class homes have a high risk of never getting sold.

Ghost towns

Due to the investment in real estate by the Chinese people, it is estimated that around 12 to 24 cities are sprouting up every year. As a result of people not being able to buy these homes, these cities are becoming abandoned and known as "ghost towns". However, the term ghost town does not really do justice to the enormity of the cities being ►



URBAN HOUSING STOCK CONSTITUTES 41 PER CENT OF THE CHINESE HOUSEHOLD WEALTH

constructed. Two notable examples of these are Ordos and Phoenix Island.

Phoenix Island is a man-made island just off the coast of Sanya, in the Hainan Province in the most southerly part of China. It is a 393,825 square meter large island connected to the shore of Sanya with a 395 meter long bridge. One square meter of a luxury apartment is priced between \$7700 and \$15400, a price tag comparable to high-end properties in Beijing. The Taipei Times has reported that these prices are dropping due to the low demand, but it is most likely however, that these prices never will reach the point where demand meets supply. This is why this Island has been dubbed the nickname of “Oriental Dubai”, and as an amusing detail; the architectural agency overseeing the project is called “Mad Studio”.

Ordos is a city in the Northern part of China, close to Inner Mongolia. It is a particularly harsh example of the striving for modernization by the Chinese government. In 2003 the Chinese government decided that the former Ordos was no longer good enough and needed to be modernized. Thus, the government invested around 161 billion dollars to build the “Kangbashi New Area”. The old inhabitants were forced to move to other houses with very low compensation. When the locals refused to move, the architects just built around them. With striking examples such as building a road around an old house or encapsulating a recalcitrant house in a huge skyscraper. The new part of city was originally intended to house 1 million people but has thus far only managed to house 20 to 30 thousand.

Potential credit crisis

What is clear is that the growth of the Chinese economy will not be able to remain stable much longer if it continues this trend toward a high intensity of modernization, with potentially more and more people being evicted from their homes and being forced to live elsewhere. As the 2008 financial crisis displayed, this could very well create a powerful depreciation of housing prices and a financial meltdown, potentially more catastrophic than in 2008, not only for China but also for the global



economy as a whole. This is illustrated by real estate as a percentage of the GDP. In 2011 this percentage was the same in China and the US, at 13% according to OECD. Another point of concern is that many companies that are not directly related to the real-estate sector are also tied up to the Chinese housing boom. Companies in Australia, for example, are supplying a lot of the iron ore needed for the building industry in China. Thus, as an effect of the growing interdependence between countries, the issue at hand is merely not an isolated Chinese problem, but global.

FROM 1992 TO 2013, THE
CHINESE GDP HAS GROWN
FROM 423 BILLION DOLLARS
TO 8230 BILLION DOLLARS

One qualification needs to be taken into account however, and it is the sentiment of the Chinese people. If the Chinese people continue to believe that their investments are going pay off in the long run, the bubble may not burst. Ordos and Phoenix Island are not going set of a financial crisis unless the Chinese people think it will. ■

The Spookiest of them all

One of the most famous ghost towns in the world is the town of Pripyat. You may not recognize it at first, but you all know the terrible story. Pripyat is, or perhaps I should say was, the closest city to the Chernobyl power plant in Northern Ukraine. It was a town of only around 50,000 people, but it was quite vibrant. Its citizens were very young, with the average age of only 26, and the city was very multicultural, since it had over 134 different ethnicities from within the former USSR. It was created for the workers of the nuclear power plant, only 2 kilometers away. Pripyat was founded in 1970 and officially declared a city in 1979. Tragically it was completely evacuated only 7 years later, a few days after the Chernobyl explosion on April 26th 1986. Today Pripyat is in the so-called Zone of Alienation and nobody is allowed to live there. Nothing has been maintained since the accident and people had to leave most of their things behind, therefore it is quite a crumbling mess. Police officers guard the area to protect it from vandals, however, radiation in that area is not that great anymore and there are guided tours available to the abandoned city.

QUOTA EXHAUSTED

I CAN, UNFORTUNATELY, NOT PROVIDE YOU WITH A PRESCRIPTION. AT LEAST NOT FOR THE DRUG THAT WOULD BE BEST FOR YOU. SORRY.

Recently, I watched the traditional German Sunday-evening detective series “Tatort”. An old man died because of the unintended interaction of two different drugs. Result of a miscommunication between his two doctors. One did not know that the other just switched to another therapy. In Germany, clinics and medical offices have a quota for prescribed drugs being reimbursed by the insurance companies. In the said Tatort, the family doctor of the victim suffered a chronically exhausted quota and was eventually not able anymore to prescribe the most beneficial drugs to his patients. For the consequence see above. As this is certainly not everyday life in Germany it nevertheless made me feel once again that my home country’s health system suffers some substantial drawbacks (Really. Don’t get me started.). And as far as I can judge from what I hear other people saying, when it comes to healthcare, there is always something to complain about.

First world problems

Healthcare and insurance is a sensitive issue nowadays. Not fair enough, too expensive, not sufficiently covering, not covering the best therapies, too patronizing, to name just a few. US-president Obama has been

struggling for his “Obama-care” for years and is confronted with a substantial counter-movement of people considering an obligatory basic health insurance for every citizen as a socialist restriction of the personal freedom. In the Netherlands, nurses have predetermined amounts of seconds for every treatment. In Germany, nurses for the elderly have on average 17 minutes per patient per day and people being insured with a private insurance get an appointment faster than the publicly insured. Ensuring the future health finance with a rapidly increasing elderly population is an ever-returning discussion.

Third world problems

Despite these certain potentials for improvement, it is complaining on a high level. At least there are quite well-working healthcare and insurance systems here in Europe. And they are backed-up with solid economic, legal and political structures, a proper infrastructure and well-educated staff. Universal Health Coverage (UHC) – the new fashion term in global health-related development work – can be seen as given in the Western world. It is often not provided in most parts of Asia. Substantial lacks in the backup – infrastructure, economic and political

stability, education and overall development of the country – lead to a critical state of healthcare, especially for the poor and rural population. There surely is no easy and straight way to UHC. Even the presence of an insurance scheme does not guarantee numerous subscriptions or improved health – people might not be able to pay the premiums or find access to health facilities. Health services might be of bad quality and one lacks required equipment to fight spreading epidemics. The concerned government is often not able to resolve the problems alone.

International support

That makes programs aiming at the health sector development even more important, be it in form of official development aid, projects of NGOs or private foundations or social business approaches. The PATH foundation, for example, is as a private research organization active in the development and distribution of (affordable) drugs and therapies that are – from a profit-point-of-view – not interesting for the pharmaceutical companies. Almost \$2 billion are annually invested annually from other governments in the Asian Health sector. Two examples demonstrate well the kind of these initiatives:

**text**

Klara Keutel is a Bachelor student in Economics.



In Pakistan, out-of-pocket payments total

86%

of private health expenditures.

Voucher – the key for better healthcare?

Vouchers in Cambodia and Social Franchising in Pakistan. The traditional approach to healthcare improvement is supply-side financing. Providing a hospital with modern equipment, training its staff, implementing management information systems and increasing the capacity for treatments, to give an example. Annually, millions of funds are invested in these kinds of support. It is questionable, however, whether these measures contribute to better healthcare to the ones that initially do not have access to it. Reasons can be insufficient insurance or connection to public infrastructure.

Vouchers are a demand-side approach. Vouchers for basic health services, family planning advise, attended births and pre- and postnatal care are distributed for free or to highly subsidized rates to people who could otherwise not afford the services. These vouchers can be redeemed at any health facility that has been accredited and thus fulfills certain quality standards. The health facility can hand over the vouchers to the executing agency – often international consultants working on behalf of donors and being – and receive fixed reimbursements for the services delivered. By that, it is ensured that the funds flow to the hospitals and medical centers that are

actually consulted by the target group. At the same time, hospitals have the incentive to increase the quality of their services as they are in direct competition with other healthcare providers. Bad quality results in less patients and consequently less returns. Studies showed that, indeed, voucher schemes contribute to an improved quality of healthcare, better targeting of specific populations and increased utilization of certain health services and products.

Voucher schemes are often accused of being a punctual measure and only little effective with regard to the overall goal of UHC. But you have to start somewhere. And in a country with a mortality rate of 250 per 100,000 live births (to give you an example, Germany's is 7), only 71% of births being attended by trained staff, a contraceptive prevalence of 51% and out-of-pocket payments totalling 73% of the private health expenditure, it might be a favourable step to take to at least provide access to these limited amount of services.

Critical health status in Pakistan

In Pakistan, out-of-pocket payments total 86% of private health expenditures. With a fertility rate of 3.3, a maternal mortality rate of 260 per 100,000 (in some areas up to 758!), contraceptive prevalence of 27% and 43% of births attended, you

can speak of bad reproductive and mother & child health indicators. Public expenditures on health amount to less than 1% of the GDP.

Social franchising – a fast growing healthcare network

Greenstar Social Marketing is a NGO in the private sector that mainly works via Social Marketing and Social Franchising. The first can be translated into “Behaviour Changing Communication”, the latter means that it provides more than 7000 franchised clinics, 75,000 retail outlets and some hundreds of physicians with trainings, supporting supervision and supplies while the franchisees offer its healthcare and family planning products as well as improved quality of the healthcare services.

With a rapidly increasing network, Greenstar forms an example for the importance of private sector initiatives. A major drawback certainly is the high dependency on donations. Innovative health programs are not exclusive for developing and emerging countries, they can also be found in Asian industrialized countries: Japan knows how to effectively fight obesity: Being fat is forbidden by law. For men, 86 cm is the maximum of waist circumference you can have. Women can have 90cm. Violations are avenged with mandatory diet plans and sport programs. ■

text
Milian Bachem

Milian Bachem is a Bachelor student in Economics.

INSPIRED PEOPLE

It is sometimes difficult for a student of economics to understand how to become a real economist and what that path actually looks like. Today we have asked one of our own professors, Maarten Pieter Schinkel, to tell us about his inspiration, career, research and opinions on issues in the field of economics.

Could you tell me a little bit about your career and how you started out?

I studied at Maastricht University. The way of teaching there appealed to me, because the university adopted problem-based learning in small groups. They also taught in English from the start and that resulted in a diverse student population. I originate from the west of Holland but moved south especially to study at Maastricht. I started of studying International Management – to go into business – but what did I know? After the very first class I attended in Microeconomics, I found out that the study of Economics suited me much better. So I progressed my studies with a strong emphasis toward the Micro side of Economics and a specialization toward general equilibrium theory.

What fascinated you about the micro side instead of, for example the macro side?

Initially, a teacher inspired me but going on, I found out that I was more interested in how things work in detail and I can't live with just scratching the surface. Macroeconomics was too abstract for me.

A book that influenced me a great deal was “Zen and the art of motorcycle maintenance” (Robert M. Pirsig, 1974) – I first read it at 17, and still do so regularly. If you want to



really understand something, you need to become one with it and know all the little details. In the story the main character rides an old boxer motorcycle across the US from Minneapolis to San Francisco. He has learned all the mechanics of the machine over time, and even builds his own spare parts. His companion rides a brand new BMW motorcycle. This guy has no idea of how his motorcycle works. The book is, amongst many things, about the choice between deep experience and superficiality. And that is the more fundamental question for me. I was certainly more attracted to the detailed side.

The question whether macroeconomics or microeconomics is more scientific, is not an interesting one for me. I've studied both fields and I felt that I couldn't get comfortable with the fundamentals of macro.

A book that you often recommend for your second-year Microeconomics students is "The Worldly Philosophers" (Robert L. Heilbroner, 1953), how has this book affected you and why do you recommend it?

I recommend this book at what is one of the hardest parts of the course, as a relief. This book was instrumental in the time that I was making my switch to becoming an

TAXES ARE IN GENERAL VERY DISRUPTIVE

economist. It's a book that I recommend to my students because it adds a more colorful representation to the curriculum's mathematical and dry backbone. The book describes how great economists came to their ideas and what effect their ideas had on economics. What is often forgotten is that these scholars weren't just stuffy scientists sitting in their dusty rooms all day playing around with formulas. They were inspired people walking the streets that were sick of the poverty and wanted to do something about it.

How would you say that the book *Disequilibrium foundations of equilibrium economics* (Franklin M. Fisher, 1983) has influenced you in your work?

When I was in my last year of Master studies, I was madly in love with general equilibrium theory. I started to ►

WHAT IS OFTEN FORGOTTEN IS THAT THESE SCHOLARS WEREN'T JUST STUFFY SCIENTISTS SITTING IN THEIR DUSTY ROOMS ALL DAY PLAYING AROUND WITH FORMULAS. THEY WERE INSPIRED PEOPLE WALKING THE STREETS THAT WERE SICK OF THE POVERTY AND WANTED TO DO SOMETHING ABOUT IT

become more and more interested in what happens when economies are not in equilibrium – how do they get there? In equilibrium the supply and demand for all products and services are simultaneously equal. In principle, they are all interrelated. So what happens if in one market there is a disruption? How will things adjust back to an equilibrium again – or will they at all? Always? When I was struggling with this, I discovered this book, and it really transformed my way of thinking. For a week the only thing I did was read this book, and I think I read it cover to cover around 10 times. What was so interesting for me was that this book posed just that question, “what if economies are in disequilibrium?” and started to answer that question. I soon had a lot of comments and questions. This sparked me to write the author a letter, telling him how I loved his book but also disagreed on several things – in particular the competitive ending. He soon sent me back a letter inviting me to visit him and come study with him for a while at MIT.

What came out of these studies with professor Fisher?

First and foremost a time in intellectual heaven – I took classes at MIT and Harvard, met with (some later) Nobel Prize winners, and ended up presenting my main paper to giants. In a nutshell, there were two things that I managed to contribute. Starting from the observation that active intervention has to be taken by some companies in the model to shift an economy from disequilibrium into equilibrium, firstly I extended a little on Fisher's main global stability result (published in the *Journal of Mathematical Economics*, 2002). Companies make estimations of the supply and demand in their shop and subsequently change their prices to match these. So it's these companies that gradually move the economy from disequilibrium to equilibrium – and they can do so as long as nothing happens that was unexpected. Consequently, the adjustment process determines the characteristics of the new equilibrium. That means that institutions like the CPB

have to take great care calculating equilibria with fancy, but neutral algorithms. Secondly, I traced in the history of thought where theorists went wrong in neglecting disequilibria (*History of Political Economy*, 2006).

What happens if you introduce the government into these models?

That adds another thick layer of complexity. In principle, government distorts welfare efficient equilibria by introducing taxes and subsidies. But the taxes and subsidies can also disrupt the adjustments that the companies make to converge to equilibrium, which run over price signals in monopolistic competition. For example if you give one tomato farmer a subsidy (and/or taxing another) that tomato farmer may be able to sell his tomatoes at a much lower price, driving the others out of the market and transforming it into a monopoly.

So would you say that taxes are one of the most annoying things for Micro economists?

In general they are very disruptive, yes.

How would you as a micro economist change the way we tax?

The challenge is to design government finances that are least disturbing to the goal. There is a large microeconomic literature that can advise in this. It is not my specialty, but one of the first lessons in *Micro 101* is that you have to tax in lump sum to eradicate things like deadweight loss. A lump-sum tax takes a fixed amount of money instead of levying in relation to commodity prices. It is a question whether it is at all possible to tax lump-sum. A head tax, for example, creates incentives to move to another country and evade it. But where possible, we should try it. In addition, keep in mind that ad valorem taxes create enormous administrative burdens. Think of VAT (BTW in the Netherlands red.). On every transaction, however little, some has to be kept to pay the government its share.

Offices of people do this – accounting taxes. What a waste: these people could be doing more useful things. Just like those that think up avoidance strategies. There is a constant arms race between the corporate fiscal economists on one hand and the political fiscal economists on the other, trying to outsmart each other. This is truly a billion dollar business, and I think that's a shame, because these people could be using their intellect for much nobler endeavors. Tax systems should be designed from the perspective of minimizing the social costs of all of this.

Do consider taxing with lump-sum politically viable?

Well, there are always people that are profiting from the current way of taxation. Even if a change in taxation creates more economic welfare there will always be a certain amount of opposition. This opposition often has a lot of political power and would thus be able to stop any new, possibly better, policies. What I think we need to focus more on is how to use some of the new welfare that is created, to compensate the opposition. There is a large literature on the specifics of how to tax. This is another rich field of economics that isn't really being used enough.

Could you talk a little bit more about how these two books affected your work and elaborate on what you are currently working on?

Yes, so Heilbronner's book mainly moved me when I was making the transition from managerial economics to general economics. Fisher's book was most influential when I was writing my thesis. During that time I realized that the issues in disequilibrium economics were extremely complex, and I wasn't able to contribute much more than I had done then. At the conclusion of my thesis I realized that I wasn't going to be able to bridge the gap between Micro and Macroeconomics with high theory, as I had set out to do ambitiously. I concluded I needed to look at how individual markets work. I was very interested in the ►

Maarten Pieter Schinkel (Ph.D. Universiteit Maastricht, 2001) is a professor of economics at the University of Amsterdam's Faculty of Economics and Business. By affiliation, he is also a professor of law at the Faculty of Law. Schinkel is co-director of the Amsterdam Center for Law & Economics (ACLE). He is a Visiting Professor in the College of Europe in Bruges and teaches in the Duisenberg School of Finance. Previously working on general (dis)equilibrium theory, his current research interests and teaching focuses on industrial organization and regulation theory, in particular the enforcement of competition rules. He is a student of the great Professor Fisher, with whom he studied disequilibrium at MIT. Furthermore, Professor Schinkel has published numerous articles in some of the leading economic journals.

YOU JUST SHOULD DO THIS – LIKE DANIEL IN THE KARATE KID (1984) HAS TO WASH CARS ENDLESSLY TO FINALLY SEE IT IS HOW TO MASTER THE CRANE STANCE

(disequilibrium) stories of these markets, and that's the way I arrived at Industrial Organization. It's mainly concerned with the way we keep markets an oiled machine, so we try to keep cartels out, eradicate abuse of power and try to keep markets competitive. The last 10 years or so, I have been working on the combination of law and economics, and specifically how to stop cartels.

How would you say that law and economics are combined, where law is the more subjective science and economics is more mathematical?

I would say that there are two different kinds of progress in this field. Firstly, it is very productive to incorporate relevant laws, or jurisprudence, into microeconomic models and analyze how they influence choices. This is the kind that lawyers can mostly agree with. Secondly, we can use economics to evaluate the process of law making from the point of view of efficiency and welfare. This is the more economic kind, which can, but does not need to, clash with objectives in law such as proportionality and fairness. The second builds in part on the first, but goes beyond.

With which kind of approach have you done more research?

Well I'd say that my research applies both approaches. Let me give you an example. I look at how competition authorities and cartels play a cat and mouse game. The competition authority tries to catch the cartel, and the companies within the cartel try to avoid being caught and profit. In that context, we can for example, consider if it is a good idea to give one company, which is the first to provide evidence of price fixing, a fine reduction in return for notifying the cartel to the authority. Such a leniency program changes the incentives of the cartel members, but they also invent new ways around it, which the competition authority should take on board in redesigning the program and the conditions under which it offers fine reductions. Yet other objectives in the agency – such as having a peaceful

WITHOUT MASTERING THESE MATHEMATICAL FUNDAMENTS YOU WILL JUST NOT BECOME A GOOD ECONOMIST

life, in which they are not threatened by big business, may interfere with the socially optimal thing to do.

Finally, what do you try to teach your students, what isn't specifically taught in the curriculum?

My task with the Micro course is to teach students rigorous mathematical microeconomics. Without mastering these mathematical fundamentals you will just not become a good economist – both because it is an insightful tool, and because other economists will use math to argue their case. You just should do this – like Daniel in The Karate Kid (1984) has to wash cars endlessly to finally see it is how to master the Crane stance. To not drown in the mathematics however, I offer the students extra reading advice to also get the why-are-we-doing-this side of the story. That is of course to create the highest possible welfare. In the final class, when we cover general equilibrium theory, the pieces of the puzzle should come together. I believe for many it does. It is great to see how students of today are motivated by new and wide opportunities to get really enthusiastic about economics. The credit crisis has contributed to this, I think, to show students how our models can and can't be used in real life. ■

Sefa Career month 2013

Dare To Be
Ambitious

**Sefa Conference:
New Economic Thinking**
October 31

Accountancy Tour
November 1, 5, 7, 11 & 13

Masters of Finance
November 14 & 15

International Career Event
November 25

Amsterdam Marketing Challenge
November 29



Subscribe now:
[www.sefa.nl/
careermonth](http://www.sefa.nl/careermonth)

Deadline Accountancy Tour &
Masters of Finance: October 21
03.00 PM

Deadline International Career
Event & Amsterdam Marketing
Challenge: November 11 03.00 PM



OUR NEW REPRESENTATIVES



This year, as many others, two powerful parties ran for the student council. Those two were List Sefa and Studentenpartij Mei, two student bodies with already a rich tradition in the faculty's history. Fate or hard work, the 8 chairs were equally split between the two, now forming a wonderful team.

The FSR (Facultaire Studentenraad) is the Faculty Student Council, democratically elected by students who cast a vote on their most convincing, most charming and most ideal candidate every year, in May. It works very simple. The University of Amsterdam is ran by people willing their institution to be the best. But, as any complex mechanism, it has its flaws. This is where the Student Council intervenes, on two levels: on the central level, there is the Central Student Council that has representatives from all faculties and deals with major issues concerning the University; and on a faculty level, there is the Faculty Student Council, ours specifically having eight members who manage to keep an eye on FEB's business. These are your representatives in the Student Council:

This student body has the big picture of what is happening on a daily basis in the FEB, it is the link between the students and the board. This is done by writing advices and consents, from students' perspectives. Of course, because it all has to be based on laws, the whole process of student representation is regulated in the Law 'Wet op het Hoger Onderwijs en Wetenschappelijk Onderzoek'.

What are the core objectives of the FSR FEB? Well, quality of education and facilities represent the cornerstones of our activities, though basically any issue that concerns or conflicts students' interests are to be tackled. For FSR FEB the quality of education represents, the most important aspect of the educational process. Because students are best served when they have the best possible education. An efficient education means best conditions, both intellectually and materially speaking. That brings us to another important aspect of our mission in the Faculty: facilities. When we talk about study areas, electronics, audio-video procedures and other things a student gets in touch with during a normal school day, we find that they have to be accessible and as easy to use as possible. On top of these, all regulations and procedures should be clear and well communicated to students, within the Faculty. For complaints, there is always someone in the FSR FEB ready to take action and try to help you with your issues.

The council of 2012 – 2013 has had a busy year and a lot of the projects or actions are still under action and will probably be a focus point for the new team and for many other teams to come. To start with, the council of last year had a disagreement about the late enrollment with the educational directors and the dean. For now the council and the board came to a compromise, late enrollment is still possible but for now the fee is €95,-. Also the council had a dispute before the 'geschillencommissie' about the study week, but sadly the committee did not rule in our favor. Further, in the last block of the previous year, the council started a student panel pilot for the courses Game Theory and Research Project . By doing so the council wanted to create an opportunity for the students to address their



feedback directly to the teachers. The council of this year want to continue this initiative and we hope for your participation the coming year.

As for the plans for next year and for the new council, it is clearly going to be a busy and hopefully a productive year. We are going to focus on the few projects our predecessors left for us and we are going to accomplish as many campaign promises as we can.

Preparations have already started right after the election outcome in the end of may and we will end our summer vacation with preparations and trainings on the Maagdenhuisweekend to make sure we will have a great start in the first week of September. After that, make sure you stay in touch with us and check us out on Facebook and on our website. If you ever have any questions, complaints or ideas don't hesitate to address them to one of the student council members. ■

ABS PARTICIPATES IN SUSTAINABLE LIFESTYLES PROJECT

The Amsterdam Business School's International Strategy & Marketing section will participate in EU funded research to be carried out by the Academy of Business in Society (ABIS) and its members.

Prof. Ans Kolk, Prof. Willemijn van Dolen and Dr. Sebastian Kortmann of the International Strategy & Marketing section will participate in this project starting 1 January 2014 for a period of three years. This project will focus on sustainable lifestyles and Europe's Green Economy. The ABIS network has received a grant of € 4.75 million for the project.

COEN TEULINGS APPOINTED PROFESSOR OF ECONOMICS AT THE UNIVERSITY OF CAMBRIDGE

The University of Amsterdam's Faculty of Economics and Business (FEB) is pleased to announce that FEB professor Coen Teulings was recently appointed professor within the Montague Burton Professorship

of Industrial Relations and Labor Economics at the University of Cambridge, effective 1 October 2013. Teulings, a professor of Economics at the FEB, will also continue teaching at the UvA.

3.6 MILLION
EUROS FOR RESEARCH
INTO MATCHING ON
THE LABOR MARKET

University of Amsterdam
(UvA) to coordinate European
EDUWORKS research project

A network of six universities (with the University of Amsterdam as project coordinator) and several companies have obtained a 3.6 million euro grant from the European FP7 Marie Curie program for the EDUWORKS project.

The aim of the project is to generate a clearer understanding of the mechanisms underlying matching between individuals, education and the labor market. The ultimate goal of EDUWORKS is to create a joint European research and training program. Part of the research will be conducted at the private and public organizations within the network.



**DE BESTE
BUSINESS COURSE
VIND JE GEWOON
IN NEDERLAND.
DE EYXPERIENCE.**

Voor een intensieve kennismaking met onze professionals, onze klanten en onze manier van werken. Dat is de EYXperience Accountancy en Advisory 2013. Schrijf je dus nu in voor deze unieke Business Course van 12 t/m 16 november.

Kijk op ey.nl/EYXperience.

GENIET ALS ALUMNUS VAN DE VOORDELEN DIE JE ALS STUDENT ALTIJD AL HAD!

Wil jij tijdens je glanzende carrière blijven genieten van de voordelen die je als student altijd had? Ben jij ook nooit uitgeleerd en wil je graag jouw persoonlijke én zakelijke netwerk vergroten? En dat allemaal voor de rest van je leven? Word dan nu lid van de Kring van Amsterdamse Economen (KAE)!

De KAE is dé alumni vereniging van de Universiteit van Amsterdam voor afgestudeerde (bedrijfs) economen en bedrijfskundigen. Als je een bachelor- of masterdiploma hebt behaald, kun je lid worden. Met dit lidmaatschap ben je ook automatisch lid van de Amsterdamse Universiteits-Vereniging (AUV).

Voor maar € 35,- per jaar heb je als alumnus aantrekkelijke voordelen:

- ❖ Netwerk van oude medestudenten, wetenschappers en zakelijke professionals.
- ❖ Interessante activiteiten, borrels, lezingen en bijzondere reizen.
- ❖ Altijd op de hoogte van recente ontwikkelingen in de wetenschap.
- ❖ Meer dan 50% korting op een fitness jaarkaart bij het USC.
- ❖ Gratis UB lenerspas, toegang to FdG Mediatheek, toegang tot het Archeologisch museum.
- ❖ Loopbaanadvies via o.a. het Loopbaanprogramma.
- ❖ Aantrekkelijke kortingen op o.a. UvA colleges, de Hortus Botanicus, de Hermitage, Atheneum boekhandel, taalcursussen én CREA

Meer informatie en aanmelden, ga naar www.uva-alumni.nl/economie

