



## THE RISE OF ASIA

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# THE RISE OF ASIA

Issue 01  
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### EXCLUSIVE

#### INTERVIEWS:

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Director of the Master  
and M. Khudori,  
Current Director

#### ALUMNI INTERVIEW:

M. Stéphane Leydier

### PALM OIL IN MALAYSIA

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# THE RISE OF ASIA

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## Editorial

Author: RAGU Galéa

For the first edition of this magazine in the form of a Collective Interest Project (PIC) managed by the second year students of Master in Management and International Trade specialization Exchanges with Asia, we wanted to honor the students, alumnis and teachers of this master.

As suggested by Mr Khudori, we wish to pay tribute to the creator of this unique training in France, in 1990-1991: the visionary dean of the Faculty of International Affairs of the University of Le Havre at the time, Mr. Patrice Gélard.

Likewise, we pay tribute to the previous directors of the Exchanges with Asia specialization, Mr. Jean-Paul Barbiche (first director, 1990-1998), Mr. Robert Sheppard (Second Director, 1998-2004), as well as Mr. Guilhem Fabre.

Finally, we would like to thank our current master's director, Mr. Darwis Khudori, for agreeing to respond to an interview for this first magazine and his support in setting up this PIC.

This magazine concentrates the knowledge and skills of seven second-year students of the 2020-2021 master's degree who will soon be graduating, which is why the choice of the editorial style is on articles like testimonials from alumni and professionals, and mainly economic topics from Asia.

# 30th YEARS



## MASTER ASIE

— Université du Havre —

The Master in Management and International Trade, Exchanges with Asia, aims to train future graduates, able to integrate into small businesses as well as large firms, nationally and internationally.

The 2020-2021 academic year marks the 30th anniversary of the Asia Master, a course that has evolved a lot since its creation.

The master's degree trains students in marketing, management and business skills while relying heavily on an Asian cultural approach. It thus concentrates professional skills and cultural knowledge, that is to say know-how and interpersonal skills, in order to maintain the best possible relations with Asian partners.

The training is specifically oriented on the study of Chinese, Japanese, Korean, Indo-Malaysian and Russian cultures and languages.

Author: FOLLET Audrey





### **Darwis Khudori**

Professor in Oriental Language and Civilisation, especially of the Arab, Muslim and Malay-Indonesian World and Director of the Master's Degree in International Management specialised in Exchanges with Asia at University of Le Havre.

We interviewed Mr. Khudori, current Director of the Master on his feelings and his experience in this position.

Mr. Khudori already had a long and varied university career before acceding to this position. Indeed, he has both technical and scientific training as his first university degrees were engineer-architect-urban planner; and his last degree is a PHD in History with a specialization in Contemporary Arab and Muslim World History.

He started teaching at Le Havre Normandie University in 1995, as a teacher of Indonesian Language, at the same time as he was continuing his PHD studies in History at the University of Paris-Sorbonne (Paris IV). It is following this PHD and his qualification as a lecturer, that he was recruited as a teacher-researcher at the University of Le Havre in 1999.

He is the founder of the week of Asia which takes place every year at the University of Le Havre and Paris Sorbonne. This event is part of the cursus which differentiates from other formations.

1) Mr. Khudori, how did you become the director of this master?

Mr Khudori :” By an election among candidates within the Faculty of International Affairs. Note that the Master training (Bac + 4 & 5) did not yet exist.

I was elected as director of the MST (Master of Science and Technology / Bac + 3 & 4) trade with Asia, previously headed by Mr. Jean-Paul Barbiche (first director, 1990-1998) and Mr. Robert Sheppard (Second Director, 1998-2004). Above the MST, there was the DESS (Diploma of Specialized Higher Studies / Bac + 5) Commerce and Trade with Asia directed by Mr. Guilhem Fabre (first and last director, 1994-2005).”

2) What prompted you to become one?

Mr Khudori :”Several elements pushed me: my students (especially in Indonesian LV2, who were in the majority in MST Commerce with Asia), fellow teachers in training (especially previous directors), my desire to improve and promote training in the international (especially in Asia, Africa and beyond) and my own sense of responsibility (especially since the majority of students were in Indonesian LV2). Indeed, Indonesian was offered as a beginner LV2 in MST for students who have never learned an Asian language offered in the training (Chinese, Korean, Japanese, Russian). This is still the case until now.”

3) How long have you been director of the Master?

Mr Khudori :”Since the 2004/2005 school year.”

4) How was the first year?

Mr Khudori :”I experienced the university reform in Europe in 2004-2006: the harmonization of European university degrees in LMD (License, Master, Doctorate respectively Bac + 3 + 5 + 8);

the progressive merger of the MST Commerce with Asia and the DESS Commerce et Echanges with Asia in 2004/2005 and 2005/2006. Following the merger, I was elected director of M1 and M2 Exchange with Asia.”

5) What subjects have you taught as a teacher and director of the Asia Master?

Mr Khudori :”I teach the following subjects at the University of Le Havre: Language and Civilization of the Malay World; Introduction to the Malay World; Introduction to ASEAN; Asian regional culture and economy; History and news of Europe-Asia exchanges; News and projects of Europe-Asia exchanges; Methodology of thesis.”

6) How did this experience mark you?

Mr Khudori :”It is a hard but fascinating job, always in tension between academic / scientific and professional demands, students and teachers, France and the world (Asia and beyond). This training is unique in France, even in the world: training that combines the technical and cultural dimensions of Europe-Asia exchanges.”





7) What did you think you could improve for the training in order to always meet the expectations of the students?

Mr Khudori : "Not only the expectations of the students, but also those of the academic / scientific world and the working world. The diploma must be based on solid training, both scientific and professional.

We must constantly create a space and / or activities that allow interaction between students, researchers / academics and business professionals.

The importance of the thesis in human and social sciences (in order to train competence in scientific research) and of the internship in a company or an institution relating to companies (in order to acquire technical, managerial and intercultural skills) must be emphasized.

Apart from the traditional courses, the involvement of students in the annual international and interdisciplinary conference "The Rise of Asia" and the various PIC (Collective Interest Project) is an essential element in the training."

8) Could you estimate the success rate of outgoing students?

Mr Khudori : "If you mean the hiring rate after the M2 Asia diploma, in normal years (not pandemic like this moment), about 30% hired as a result of internship, and the others find employment in less than a year."

Thank you for taking the time to answer our questions.

Author:

MESSAOUDENE Naïma

1) Before becoming director of the Asia master's degree, what were you doing?

Mr. Barbiche : "I arrived at the Faculty of International Affairs in 1989. Previously, I was principal of the Henri Wallon college in Le Havre, where I had been appointed in 1984 - the same year as the creation of the University of Le Havre. I came from Paris. By training, I am an Anglicist. When asked if I spoke an oriental language because of my job, I would answer without hesitation "English, of course!"

2) How did you become the director of this master?

"It was the dean at the time, professor (of public law) Patrice Gélard who suggested that I supervise this new diploma, which was very innovative at the time, called "Trade with Asia". I immediately accepted, because I shared with him a great interest in the evolution of Asia. He graduated from INALCO (in addition to his legal specialty) and he was the main architect and designer of this training, created in 1989. He had ensured his year of implementation before entrusting it to me in 1990."



**Jean-Paul Barbiche**

Former Director of Master's Degree in Management and International Trade, Exchange with Asia

3) What made you want to become one?

"I (almost) always focused on international relations, geopolitics, globalization, migration, diasporas, colonizations, languages and cultures. It was an opportunity to develop this personal interest and applied research."

4) What subjects have you taught as a teacher and director of the Asia Master?

"My university doctoral research focused on the Commonwealth, and more specifically the British West Indies. This is how I discovered that the links between this region of America and Asia were many and very old, especially at the time of the abolition of slavery, because this gave rise to important transfers populations from Asia (India, China) to Guyana, Trinidad, Jamaica, etc ...

So I created a course on the English-speaking territories of Asia and the Pacific and the networks that these migratory movements had created: India , Pakistan, Bangladesh, Hong-Kong, Malaysia, Singapore, Australia, New Zealand, Hawaii, California, etc ... I also wanted to supervise the theses (Master 1 and internship). It is thanks to them that the students allowed me to complete my Asian culture.”

5) How long have you been the director of the Master?

“By combining the functions and responsibilities that were assigned to me (MST Asia, creation of the DESS, opening of Indonesian, passage to LMD, etc ...) this lasted until my election as dean of the faculty of International Affairs, from 1990 to 2000 - ten full years, while keeping a few hours of lessons during the dean. Teaching is a profession of dialogue and transmission that I really liked.”

6) How did this experience mark you?

“I felt like I shared the enthusiasm of the students who are embarking on this course. Indeed, I believe that you join it to realize dreams and passions, to discover cultures - sometimes that of your own roots - to engage in a dynamic, original professional life. I had the opportunity (the chance) to go to the internship locations, sometimes even to be hosted by a student on site, to negotiate partnerships that still last with universities, companies, various institutions, to participate to regional conferences, trade fairs, to carry out audits, to be associated with missions of the Chamber of Commerce and Industry of Le Havre. It was extremely enriching, for myself and also for the students I was responsible for.”

7) What did you think you could improve for the training in order to always meet the expectations of the students?

“The Master Asia clearly announces its specialization in international trade. So I took care to find professional speakers working with Asia.

Their first-hand experience is obviously very valuable, and I suspect it still is. Also, I tried to develop contacts with the embassies stationed in Paris. Several ambassadors came in person, sometimes one of their advisers, to present their countries and their development projects.

Two particularly important events took place. One was the show offered at the university by the Indonesian Embassy on the occasion of the 50th anniversary of the country’s independence in 1995. The second was, in 2001, the reception of 9 (on the 10, because one of them was prevented) ambassadors of ASEAN member countries on the occasion of the 10th anniversary of the creation of the diploma. Their presence underlined the particularly positive image that our training gave to the outside world. The influence in town and at the university was considerable.

I would also like to mention the idea of “Asia Week”, the objective of which was to promote the master’s degree in the university, among the population of Le Havre and beyond - through festive events, conferences , exhibitions, mini-festivals, the list is far from exhaustive. This is where a number of your Projects of Collective Interest (the famous PICs) were found.”

8.) How many students work in Europe and how many in Asia?

“I am unable to answer you. [...] What I have observed, however, is that a number of alumni find employment in Asia, then continue in Europe, and vice versa. I even know of some who settled in America. But one thing is certain, to maintain a sufficient level of the language, essential for professional success, you have to stay abroad for a minimum of time.”

Thank you for taking the time to answer our questions.

Author: RAGU Galéa





## South Korea:

# The Epicenter of the E-sports industry

Author: SANTIAGO Mickaël

### **E-sport represents \$1.1 billion dollars in 2019**

To begin with, it is important to highlight the figures to understand the place of E-sport in the global economy. These figures only show the competition between the players and all the work that revolves around it - it does not take into account the sale of equipment or video games.

According to Hitmarketjobs, in 2019, the total revenue generated by Esports stands at \$ 1.1 billion, and estimates indicate that this figure will increase further for the year 2020. There will be 22,500 job offers generated by E-sport in 2020, of which 17,500 will be full-time jobs. Professional players won \$ 214 million in prize pools - and this does not include salaries given by their teams.

There are more than 24,000 players who have received compensation through E-sport - and several hundred of them are already millionaires.

But where does the money come from to finance the teams? process is similar to sports - so it's mainly sponsorship. The teams are also franchised and often have a name referring to a company or a sponsor. There are the SKT, KT or Samsung telecom groups in Korea.

In Europe there are all the major computer stores such as LDLC, Fnatic Gear, Roccat ... In the United States, there are even NBA teams such as the Houston Rockets or the Cleveland Cavaliers who fund teams. These companies give resources to the teams at a financial loss. However, they benefit because it allows them to extend their communication, to stretch their brand image, as well as advertise indirectly.

## **South Korea is always one step ahead on E-sports**

How do we explain the fact that Korea has taken such a lead in this area? There are several factors - but the first is legitimacy.

While the whole world is still struggling today to legitimize this new discipline, these questions have never been a problem for Korea. The government itself invested in E-sports as early as 2000. The Ministry of Culture and Sports recognized the discipline as a sport, and they created the KESPA (Korean E-sport Association).

This new organization invested a lot of money at the start of the 21st century in stadiums and infrastructures to host events and competitions, even while the market was still very uncertain. The KESPA also created E-sports courses in universities, with scholarships for the best players.

All these investments have proven to be profitable, so much so that E-sports have started to cross borders in the last 10 years.

However, the only country ready for this flourishing market was South Korea, - and this had a direct impact on how their teams performed. For instance, in the most watched competitive games like League of Legends or Starcraft, Korean teams have dominated the world for the entire past decade. Even foreign teams recruit Korean players because they are one step ahead on E-sports.

It is impossible to deny that E-sport is a growing market. This can be seen by the large sums of money that are involved, but also by the stadiums filled all over the world during competitions, such as Bercy in France or the National Stadium of Peking in China.

South Korea is the country that benefits the most from this trend. They are the benchmark in terms of events. Their players are in the best teams around the world and South Korea is highlighted every day as E-sport develops. These factors, inevitably, will be hugely beneficial for the South Korean economy.







## UNICORN IN INDONESIA

Author: MAHDJOUR Iliessa

In Business, there are start-ups that exceed a valuation of US \$1 billion. This title is awarded to them because of their fast growth in record time. However, this title is usually withdrawn after a few years for various reasons. For example, an IPO (Initial Public Offering) or a takeover by a larger company.

Who are they? In Indonesia, there are no less than 5 Unicorns. These fast-growing start-ups have emerged thanks to one criterion: Digital. Indeed, these five mastodons have taken advantage of the arrival of new technologies in Southeast Asia to create totally innovative services in this area

First, Tokopedia which is a company created in 2009 specializing in e-commerce. In 2019, the company had the most visited e-commerce website on a computer, giving them access to 25% of the market share. The company is now valued at 7.5 billion USD. Then we find Bukalapak, created in 2010. The activity of the company started by offering online sales spaces for small and medium companies. The success was almost immediate and after only 2 years the company became a Unicorn. In 2019 the company had more than 4.5 million small & medium company sellers, 70 million monthly active users and an average of 2 million transactions per day. The Indonesian platform has even launched its international operations. The company is using a new BukaGlobal application, in Indonesian language, to target Indonesian populations in 5 countries in the region: Singapore, Malaysia, Hong Kong, Taiwan and Brunei. It has also become the first Indonesian e-commerce player present abroad. Traveloka was created in 2012. The company provides air ticketing and online hotel reservation services. It has recently expanded into lifestyle products and services such as attraction tickets, activities, car rentals and restaurant vouchers.

They are now the leaders in ASEAN travel bookings and are valued at more than \$2billion. Some Unicorns may evolve to decacorn status. This happens when a start-up is valued at between 10 and 50 billion US dollars. This is the case of Gojek, created in 2010.

The start-up, created in 2015 as a motorcycle cab application, quickly grew into a "super-app" offering a wide range of services, such as package delivery, food and financial services, and is valued at more than 10 billion dollars. Gojek claims 170 million users in Indonesia and has expanded into four other countries in the region (Thailand, Singapore, Philippines and Vietnam).

In 2019, OVO became Indonesia's 5th largest unicorn. OVO is a fintech startup of the Lippo Group that develops a digital platform for simple payment services. It has a vast network of merchants (restaurants, entertainment, fashion, travel...) and can count on a user base of more than 100 million people. The company, only created in 2017, is today valued at 2.9 billion US dollars.

Thanks to these companies, the digital market in Indonesia is valued at more than 40 billion dollars. That's enough to attract the world's biggest investors.

Customs :

# BUSINESS CULTURE IN INDONESIA

Author: RAZAIMALATI NAVALONA Feno Valisoa

## Dress code

Most businesses have their own dress code. In any case, you should avoid showing up in jeans and t-shirts, unless you are expressly authorized to do. On a daily basis, opt for conservative and professional clothing, especially since most companies generally practice a "batik" day which usually falls on Thursday or Friday. This day aims to sensitize the population to the national cultural heritage, so the men wear a batik shirt and the women, a batik blouse or a dress.

## Social status and hierarchy

In Indonesia, everyone has their own status and place in society. When interacting with Indonesians in your workplace, pay close attention to their hierarchical position.

Respect those at the top more, although it goes without saying that you should respect your superiors and other high-level employees. Apart from that, you should also pay attention to the age of your coworkers. The older they are, the more you will have to respect them.

In Indonesia, people are not called directly by their first name. Instead, the following terms are used:

- Man older or older than you: Bapak / Pak,
- Woman older or older than you: Ibu / Bu,
- Male of the same age: Mas,
- Woman of the same age: Mbak

When in doubt, use "Pak" or "Bu" when speaking to people in the workplace. Only use Mas and Mbak for people who specifically ask you to call them that.

## Good manners

Politeness and respect are essential in Indonesia in general, and in the workplace, it helps maintain a harmonious, supportive and productive environment.

Employees are friendly to each other, even though they are not close friends. Every morning when you walk into the office, don't forget to say hello to everyone and smile. When you meet your coworkers, smile and give a slight nod.

You also need to have a good team spirit and be willing to help colleagues when they need it.

## Very important!

- Avoid openly expressing your dissatisfaction with your colleagues. To do this, have a quiet and private discussion.

- When you are complimented, don't forget to thank and return the compliment while remaining humble ... Quite an art!





# Furariman:

## A worrying trend in Japan

Author: SANTIAGO Mickaël

### What does “Furariman” stand for?

In Japan, women still struggle to gain acceptance in modern society - especially in the workforce. According to Organization for Economic Cooperation and Development figures, women work more than men - but most of this work is unpaid. On average, women spend 25 hours doing housework per week, often combining it with a part-time or full-time job.

Some men try to avoid domestic tasks by all means possible, resulting in a new phenomenon: Furariman. Furariman is a word which comes from a Japanese onomatopoeia “furari” - the sound of wandering people such as ghosts.

It corresponds to men who find activities outside of their home in order to avoid housework, an unusual way to perpetuate inequalities.

### Furariman example

In 2017, the famous Japanese TV channel NHK broadcasted a documentary about the daily life of a furariman. It described some of his activities after work, far from his home... we could see a man called “the husband” finishing his work at 6 p.m. However, before going home, he spent time in a park reading a book and eating a rice ball prepared by his wife for his supposed overtime. Then he went to a cafe until 7:10 pm. After that, he went to play baseball until 8 p.m. He told reporters that he did this out of respect for his wife. According to him, it gave her time to prepare food.

The man was smiling and laughing during the whole report, and was not asking himself questions about the issues of sexism and the sharing of domestic chores. Everything he did was normal to him. At the end of this report, he confessed to his wife that he did not work overtime. She was aware and seemed to take the situation lightly. However, this documentary highlighted a still unknown trend, and the audience was shocked by this man’s attitude. This unusual documentary raised questions about the situation of women in Japan - a problem that still needs to be resolved in this modern society.



## FROM MYTH TO KING

Author: FOLLET Audrey & OZLÜ Manolya

### Tangun's myth: Legendary founder of Gojoseon

The ancestral legend of Tangun begins with his grandfather Hwanin (환인), god of the sky. Hwanin had a son, Hwanung (환웅), who wanted to live on earth among the valleys and mountains.

Hwanin allowed Hwanung and three thousand followers to descend Mount Paektu (백두산) where Hwanung founded the state of Shinshi (City of God). With his ministers of clouds, rain and wind, he instituted laws, moral codes, and taught humans many arts, medicine, and agriculture.

A tiger and a bear prayed to Hwanung to become human. Hwanung heard their prayers and gave them twenty cloves of garlic and a bunch of sagebrush, ordering them to eat only the sacred food and stay out of the sunlight for hundred days. The tiger gave up after about twenty days and left the cellar.

However, the bear remained and was transformed into a woman. According to the legend, the tiger and the bear represented two tribes which sought the favor of the divine prince.

The bear woman was grateful and made offerings to Hwanung. However, she was missing a husband and she became poor and began to pray under a divine birch to be blessed with a son. Hwanung, moved by her prayers, took her as a wife and she gave birth to a son, whom she named TangunWanggeom. He made Asadal (near present-day Pyongyang in North Korea) its capital and named the nation « Gojoseon ».

Tangun then reigned for 1,500 years, but King Wu of Zhou sent sage Jizi Xuyu to manage the occupation of Gojoseon. Tangun took refuge in the mountains and died at the age of 1908 years. According to Hanshu, the Book of Han, Jizi then brought into Gojoseon many aspects of civilization, including agriculture and silkworms.



## King Sejong The Great

King Sejong the Great (세종대왕) was the fourth king of the Korean Joseon dynasty (조선) from 1418 to 1450. King Sejong the Great mastered several languages and was an expert in linguistics. He was also the author of many poems such as "Songs of the Dragons Flying to Heaven" in 1445 and also "Songs of the Moon Shining on a Thousand Rivers" in 1447.

His organizational efficiency regarding the administration of the country was manifested particularly by the fact that he established the border of his kingdom on the Yalu River in order to mark the boundary between China and Korea.

As much as there are conflicts of interest between North Korea and South Korea that are still relevant today, there is one thing for which these two countries agree upon - a recognition of Hangeul (한글) day.

Indeed, during the Joseon dynasty (1392-1897), Koreans used the Hanja writing system (a traditional writing system consisting mainly of Traditional Chinese characters) but it was only accessible to people with a higher education, such as nobles and scholars. The majority of people at the time were illiterate.

The fourth king during this dynasty, Sejong the Great decided therefore to invent a writing system accessible to everyone. This system was known as Hunminjeongeum (훈민정음), and was composed of 17 consonants and 11 vowels, and later becoming known as Hangeul. This writing system is considered one of the most scientific in the world since it took King Sejong 12 years of research to create it.

Thanks to this new writing system, literary rates increased to some of the highest in the world in a very short time. Today, the Korean alphabet hangeul counts 14 consonants and 10 vowels. Because of this achievement, he was called King Sejong the Great.

세종대왕

## What is going on near Anguk Station?

Near Anguk station is located Gwanghwamun square (also known as Gwanghwamun Plaza). The first thing one can admire when you arrive at this square is the statue of King Sejong and Admiral Yi Sun Shin, with the magnificent Gyeongbokgung Palace and its Gwanghwamun gate in the background. Being the heart of Seoul, the city organizes different tours for tourists in order to visit the landmarks that one can see on this square.



Yi Sun Shin is considered the national hero of Korea. During Imjinwaeran (1592-1598), thanks to his military strategies, Admiral Yi repeatedly saved the Korean peninsula from Japanese invasions. He was also the one who invented the turtle ship in response to Japanese threats. This famous turtle ship stands in front of the statue of Admiral Yi Sun Shin.

Behind the statue of Admiral Yi, one can see the beautiful bronze statue of King Sejong. King Sejong is a huge part of Korean history. On the side of the statue, you can see all the characters of the Hangeul that were created during the Joseon period. He also invented a sundial, a rain gauge and an armillary sphere which are in front of his statue.



Behind the statues is Gwanghwamun. This is the main gate of the Gyeongbokgung Palace that was built during the Joseon dynasty and served as the home of Kings of the Joseon dynasty, the Kings' households, as well as the government of Joseon. One can see the three arched gates, with the middle entrance being wider than the other two because it was reserved for the king.



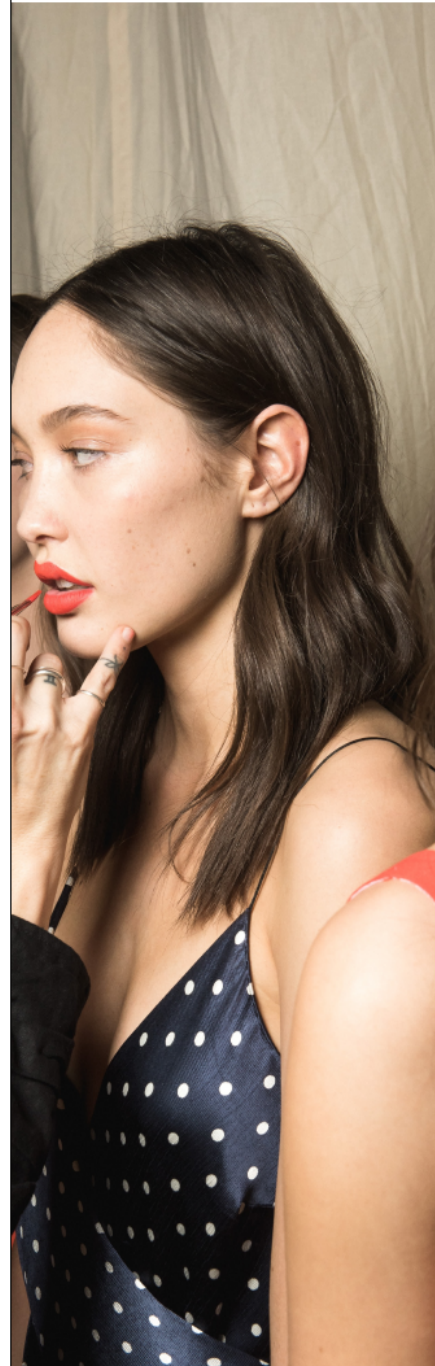
# SHANGHAI: THE CAPITAL OF FASHION IN ASIA

Author: PUTRI Tasya Anggita Rachmani



According to research by Global Language Monitor, a united states-based data research firm that catalogs trends in word usage, Shanghai is the reigning fashion capital of Asia, ranking 10th worldwide. Shanghai is gaining more and more credibility as a fashion city. So, if it is behind its western competitors, the city has firmly established itself as the capital of fashion in China – as well as Asia. Shanghai has become a hot destination for multinational brands, such as NET-A-PORTER, Lane Crawford, and Prada, seeking to engage a population with an increasing disposable income and craze for the latest lineups.

In world-class cities like Shanghai, shoppers have grown more sophisticated as they realize the only way to show their uniqueness and personality is through “ Shíshàng zhōng de gèxìng huà dāpèi rónghé hé pǐpèi” means “fashion with personalized mix and match”, not with accessories that everybody can wear. Shanghai’s taste for fashion is not new, the Shanghainese became interested in fashion in the early 1920s. In the 30s, Shanghai was already nicknamed “the little Paris of the Far East” for this reason. Between the 1950s and 1960s, Shanghai became China’s industrial center in the textile field. This is where all the trends were born.



Some styles of those periods have remained, like the famous “qipao”, a traditional Chinese dress in crepe or silk satin. This very glamorous dress was very fashionable in the 20s/30s and it influenced many modern pieces of high-end designers like Chanel, Ralph Lauren or even Gucci.

Shanghai held Fashion Week two times each year. Earlier this year, the coronavirus outbreak continues to take its toll on the fashion sector with the announcement of the temporary cancellation in many countries. But, In light of this pandemic, Shanghai Fashion Week brought its shows online, making it the world’s first fashion week event at this scale to go fully digital.

They worked in partnership with Alibaba Group, China’s biggest online commerce company operates on a number of e-commerce sites aimed at different types of sellers. More than 150 fashion brands were aired in Taobao Live, Alibaba’s streaming channel from 24-30 March 2020 where the customers can watch and buy directly from the live stream. From the show, they reportedly drew 11 million viewers and sold \$2.75 million worth of clothes and accessories direct to customers during the live stream.





# STREET FOOD IN ASIA

Author:  
FOLLET Audrey, GENIX Clotilde,  
RAGU Galéa & MESSAOUDENE Naïma

## Okonomiyaki

Okonomiyaki (お好み焼き) is a dish composed of a wheat-flour-based batter containing variable ingredients such as white cabbage, noodles, pork and sometimes mochi. In Japan, many variations exist.



## Ramen

Ramen (ラーメン) is a Japanese noodle soup. It consists of wheat noodles served in a meat or fish broth, and uses toppings such as eggs, nori (dried seaweed), scallions and many others. Every region of Japan has its own ramen, with some variation.



## Tteokbokki

Tteokbokki (떡볶이) is one of the most popular Korean street foods. It is made from small-sized rice cakes and paired with common ingredients such as fish, boiled eggs, and scallions. It is commonly seasoned with spicy red chili paste.



## Hoppang

Hoppang (호빵) is a convenience food version of jjinppang (steamed bread) and is typically filled with sweetened red bean paste. However, it can be filled with ingredients such as vegetables and meat. Before being sold in Korea, it was first created and sold on Japanese streets.



## Soto

Soto is a traditional Indonesian soup, which can be found all over the country, from Sumatra to Papua. It is a dish that is served in luxury restaurants but also in smaller warung (street restaurants). Soto consists of a broth, meat and vegetable, and can be served with rice, eggs, krupuk (shrimp chips), sambal (sauce made from chili peppers) and lemons. Depending on the region, the meat used is chicken, beef, or goat and the broth can be made from curry, coconut milk etc. The best-known form of this recipe is soto ayam, a very popular chicken soup in Java.



## Skewers with sate sauce

Satay, or sate in Indonesian, is a Southeast Asian condiment made from peanuts and soy sauce, which is used to season many dishes. In Indonesia, meat skewers with satay sauce are very popular in street food, and it is one of the most famous dishes in the country. These skewers are made from wooden or bamboo skewers, and different types of meat or fish which are sometimes marinated, and which are then cooked over charcoal and served with rice.



## Nasi Lemak

Nasi lemak is a dish of traditional Indo-Malay cuisine, it is also found in Singapore and Brunei. In Malay and Indonesian, nasi lemak literally means "rice in cream" because it's a coconut rice. Traditionally, this dish is served with cucumber slices, dried anchovies, water bindweed, roasted peanuts, sambal and pickled vegetables. It can also be served with meat, especially chicken and boiled eggs.



Nasi lemak can be eaten for lunch as well as for dinner. It is served either on a plate or wrapped in a banana leaf to which it is given a pyramidal shape, to take it away. Usually, we can find it in mamak (street food restaurants) but it can also be served in luxury restaurants.

## Roti Canai

Roti Canai is a dish of Indian-Malaysian cuisine. It is a popular Malaysian specialty both in the morning and at dinner. It looks like a pancake and it is served with a cup of sauce, usually curry. But it can also be served in a different way for example in the morning we can find it with chocolate or concentrate milk so it is called "roti susu". Roti Canai is usually served in mamak (street food restaurants) and it is really cheap. It can be served anytime in the day.





# PALM OIL IN MALAYSIA

Spokesperson:

Mr. Benjamin Loh, Sustainable Palm Oil Manager

Interviewer:

MESSAOUDENE Naïma



## Small introduction

This oil has been making a lot of talk lately due to controversies related to the environment, deforestation but also the destruction of habitat of animal species such as orangutans and Asian tigers. Malaysia and Indonesia are the two largest palm oil exporters in the world, exporting mainly to India, China and Europe. This oil affects several areas including the economy of several countries in terms of exports and jobs, the environment, health and also diplomacy. Palm oil is at the heart of the news in 2019 between Southeast Asia and the European Union.

## Malaysia - Petaling Jaya (July 20, 2020)

This oil is the most used in the world and it is found in many products. In addition, this oil remains the cheapest on the market and can be used for many purposes (food industry, biofuel, cosmetics, etc.).

Paradoxically, the economy of palm oil is seriously threatened even though it remains the most widely used oil in the world. I had the opportunity to interview the non-governmental organization World Wide Fund for Nature (WWF) in its branch in Malaysia.

Indeed, during the the first year of Master we have to write a thesis, the subject that I chose is as follows "": Palm oil in Indonesia and Malaysia: what are the arguments of the different stakeholders? "I was lucky to be in Malaysia at that time and to be able to carry out this interview with an NGO. The thesis being an important work during our first year of Master, it is therefore better to have solid elements to be able to do it properly.

**Question 1:** Could you give us some information about your organization and its main mission?

We are a Malaysian organization affiliated with the NGO WWF. We are part of the World-Wide Fund for Nature, which is one of the world's largest and most influential international nature conservation organizations. WWF has nearly 5 million regular supporters and an active global network in 100 countries / regions. Our early work focused on scientific research on important wildlife and natural habitats. This work was then extended to the management of protected areas. Today, WWF Malaysia's work covers a wider range of natural environmental issues including political work, environmental education, public awareness and awareness campaigns.



WWF-Malaysia currently manages more than 90 projects, including environmental education, political work with the local government, work with local communities to improve livelihoods and protect the environment and public awareness program. Areas we work on include sustainable production and consumption, with a focus on sustainable palm oil, responsible forestry (wood, pulp and paper), responsible rubber, water management and sustainable finance.

**Question 2:** What are the main challenges you encounter?

Our challenges are to raise awareness among local population and also to make sure that we can produce only certified palm oil in Malaysia.

**Question 3:** What responsibilities does Malaysia have as the world's second biggest producer of palm oil?

Malaysia is the second biggest producer of palm oil in the world, and WWF-Malaysia has the responsibility to ensure that palm oil is produced sustainably and responsibly so as not to harm or degrade the environment and ensure our fragile ecosystems and wildlife are protected and not adversely affected.

Palm oil cultivation and production, if done in an unsustainable manner, threaten the natural habitat of wildlife, and pose risks to fragile environments and biodiversity. WWF-Malaysia believes that responsible production and sustainable consumption of palm oil through its entire supply chain is vital to the maintenance of biological diversity, ecosystems and natural resources, protection and development of human and social rights, and the continued economic and financial growth and development of Malaysia. We also believe that the palm oil industry can develop sustainably without further damaging rainforests or harming communities and endangering wildlife. When cultivated properly and planted in the right places, the production of palm oil would not negatively impact the environment.

**Question 4:** Are you totally against palm oil plantations?

WWF-Malaysia is not totally against palm oil plantations but we are advocating for plantations to be sustainable-certified. Certification, complemented by strong governance, plays an important role in ensuring sustainable palm oil production. But certification addresses numerous issues faced by the palm oil industry,





WWF-Malaysia maintains that certification is not the conclusive answer to all environmental, social, and economic issues in the production of palm oil, nor is it the answer to all sustainability and conservation goals related to palm oil.

In line with WWF-International Global Network, WWF-Malaysia recognizes that the Roundtable on Sustainable Palm Oil (RSPO) certification is currently the only credible, independent, international and multi-stakeholder standard and certification scheme with the capacity to continue the supply of certified sustainable palm oil to the global market.

However, WWF-Malaysia also recognizes that RSPO should constantly strive to improve its governance.

**Question 6:** What is the position, in your opinion, of the Malaysian government?

The Government, as custodians of palm oil in Malaysia, should play an active role in the development and application of certification and its adoption of certified sustainable palm oil. As such, WWF-Malaysia welcomes and applauds the October 2018 announcement by the Minister of Primary Industries on halting oil palm plantation expansions to ensure Malaysia's forest cover remain above 50%.

**Question 7:** Are Malaysians sensitive and aware of what is happening in Malaysia with the cultivation of this oil?

Consumers, especially in Malaysia, are vastly unaware that their voice matters and they can affect change in the uptake, production and of course, the consumption of sustainable palm oil.

WWF-Malaysia encourages consumers to consume and support brands containing certified sustainable palm oil (CSPO).



If this is unavailable, consumers are encouraged to lobby their favorite brands such as Nutella, Indomie or Head&Shoulders to use certified sustainable palm oil.

One of the reasons which was cited by companies involved in the scorecard for not buying or producing CSPO was the lack of demand from consumers for companies to use CSPO in their products.

Consumer demand is one of the main motivators for companies to commit to sourcing sustainably, so more emphasis should be put on it to affect change.

**Question 8:** Do you have any future plans related with palm oil?

WWF-Malaysia is working with various stakeholders and government agencies to develop standards and planting procedures that ensure the sustainability of the palm oil production. In areas designated for palm oil plantations, we continuously recommend and advocate that palm oil producers in Malaysia continue to strive for greater sustainability in the production of palm oil. Our plan is to work with companies and businesses to focus on sustainable palm oil.



# Alumni Interview

Author: FOLLET Audrey

**Stéphane Leydier, graduated from MST Asia and DESS Asia respectively, promotions 97 and 98. foreign language: Japanese**

## 1. Why did you choose this master's degree?

Passionate about Japan from a very young age, I wanted to learn the language and travel there. In my career research, I discovered this master's degree that suited my desires. Being close to Le Havre, I followed the entire course there, starting with the DEUG AES.

## 2. Can you tell us about your internship?

My first 3-month internship took place at Saint Gobain Japan in Tokyo. I got it through my aunt's professional network.

My main mission was to set up a monthly record of macroeconomic data on various markets (automotive, construction etc.) in Japan, Taiwan and South Korea.

I also made the accounting reconciliations between the head office and the Japanese subsidiary at the time of the balance sheet.

My second internship, obtained through a friend living there, took place in a French bakery chain in Nagoya for a period of 3 months. Co-manager of a new store in the central station, I was in charge of managing the presence of team members (60 people in all), the maintenance and replenishment of the store, daily orders to the factory etc

## 3. How has this master's degree helped you professionally?

The diploma is a rewarding passport which makes it possible to justify theoretical knowledge in international trade and can therefore be valued by companies. For my part, the master has prepared me well and many theoretical and practical aspects have participated for it: student exchanges with the University of Osaka, internships in Japan, richness of exchanges between passionate students, very broad content of the courses including culture, language etc.

## 4. What is your current job and how did you get there?

So I lived for 3 years in Japan shortly after graduating from university and since then I have been working in the international processed foods sector for about 20 years now.

After professional experiences in different types of structures including 7 years at Mitsubishi, I created a consulting firm two years ago and am therefore independent. At the heart of a professional network between Europe and Asia, my objective is to support companies in their international efforts, or to represent them in the marketing and sales function.

## 5. Do you still use today the language you have learned during your master's degree ?

I use Japanese almost daily in my professional activity. I am in fact in contact regularly through the telephone (and / or email) with various contacts and clients.



# Alumni Interview

## Alicia Hammer

Author: FOLLET Audrey & GENIX Clotilde

Hello everyone,

My name is Alicia Hammer and I did a 3 month internship with 地域ブランディング研究所 (Chiiki branding Kenkyushoo), a regional tourism institute based in Tokyo. The main activity of the company is to attract local and international tourists and to develop partnerships with local businesses in order to promote local traditions and crafts. My internship took place in the International Relations and Marketing department.

This internship was one of my best professional experiences, I really had the impression of being a full-fledged employee, because despite my lack of practical experience I was entrusted with many tasks and responsibilities

(registration and preparation for tourism trade fairs, creation of new partnerships with other tourism agencies, creation of brochures and catalogs, management of the presence on the Internet and social networks ...), while leaving me great freedom to act.

Thanks to the typical Japanese corporate culture, I was also able to participate in many activities with my colleagues outside of working time such as O-Hanami, company meals in the evening, wearing a Kimono, attending the sumo training and participate in the Sanja Matsuri festival.

My only regret is that I couldn't stay longer!





# Alumni Interview

## Yvanna Engoung

Author: FOLLET Audrey & RAGU Galéa

We collected the words of Yvanna Engoung, master's alumni who graduated in 2020, about her first experience abroad in Indonesia in 2018. Yvanna Engoung did her internship at the Java Paragon hotel, a starred hotel in Surabaya (Java) with a visa obtained through Universitas Airlangga of Surabaya.

The first contact with Indonesia :

“In the beginning of March [2018], I was contacted by the HR department of the Java Paragon, and they accepted me as an intern. I had to go through a designated sponsor for the administrative procedure which was Universitas Airlangga, so I sent my application for the internship program. In April, I received my acceptance letter from Universitas Airlangga, and as I was supposed to start my internship on May 1st, I booked my flight for April 29th. I sent all the documents required to Java Paragon and Universitas Airlangga so I could have all documents for the visa procedure.”

The first impression upon arriving in Indonesia :

“The first thing I noticed when I arrived in Indonesia was the weather, which is hotter and more humid than the weather in Europe during summer, and because when I left France the weather was still a bit cold it was very difficult to me to cope with the change of temperature.

I arrived in Surabaya on May 2nd at 6:00 pm and I was picked up by my buddy\* from Universitas Airlangga, she took me to my hotel and helped me check-in. I stayed in my hotel for 4 days while I was looking for a place to stay and I was able to witness the kindness of Indonesian people.”

[\* Universitas Airlangga buddies are volunteer students who take care of welcoming foreign students and helping with administrative procedures in the early days.]

The difficulty of finding accommodation in a new city :

“Indeed, I had to check-out from my hotel on May 5th because I was starting my internship the day after, and I wanted to be closer to my office. I was therefore in a hurry because I just had 2 days to find a place to stay but I didn't know the city so it was a bit complicated. I wrote a post on the Facebook group “Surabaya Expats” in which I explained my situation, and everybody tried to help me in their ways ! Somebody for example proposed me to stay at their house just for a few days to give me time to find a new home. I had so many propositions of houses but they were either too far from my internship or too expensive for me. Finally, this woman wrote to me and told me she could help me visit some “kost-kosan”\* and homestay; and in the meantime I found a small hotel not too expensive near my current hotel where I would stay for the first week. We spend the day looking at houses in the west area of Surabaya, and I was so tired because of the jet lag and frustrated at the same time because I couldn't find the perfect house.”

[\* kost-kosan are rented rooms sometimes with a private bathroom or kitchen, often used as accommodation for students or young workers.]

Discovering the kindness of the people and the perks of having a network :

“I started my internship the next day, and everybody was so nice to me. I explained my situation to the Director of Human Resources of the hotel, and he made some phone calls and found me a homestay. He talked to the owner of the homestay, gave me her number, and I talked to her and finally I took a room in her homestay. It was the perfect place for me because it was not too far from my office, and I had all the comfort of an hotel at a reasonable price. I had to eat out though, because my room didn't have a kitchen. It took me few days to adapt to the local food because it was too spicy, generally I eat a lot spicy but sambal was another level of spicy so I had to adapt.”

[\* sambal is a very popular and very spicy Indonesian chili sauce.]

Life in Surabaya:

“Living in Surabaya is quite cheaper compared to living in Jakarta. You can eat in warungs, food corners, restaurants in malls etc.

I tried local food when I was with my friends from Surabaya,



but when I was alone I mostly ate in McDonald's, Pizza Hut, Burger King and KFC. "

[\* warungs are street food stalls in the street].

"For transportation, I mostly used Grab [taxis] because it's cheaper than any other transports and it's more appropriate. The best way to go somewhere is by using a motorcycle because of the huge traffic jams, but I was mostly using grab motor because as foreigner, people were always looking at me in the street and malls, taking picture of me or touching me. So I was afraid of taking motorcycle, it was more convenient for me to be in car than on a motorcycle although going somewhere by car can be very long and stressful if you are in a hurry."

[\* Grab is a popular transportation app in Southeast Asia similar to Uber. In Indonesia we mostly use scooter and car grabs.]

Discovering the city and the region on her free-time:

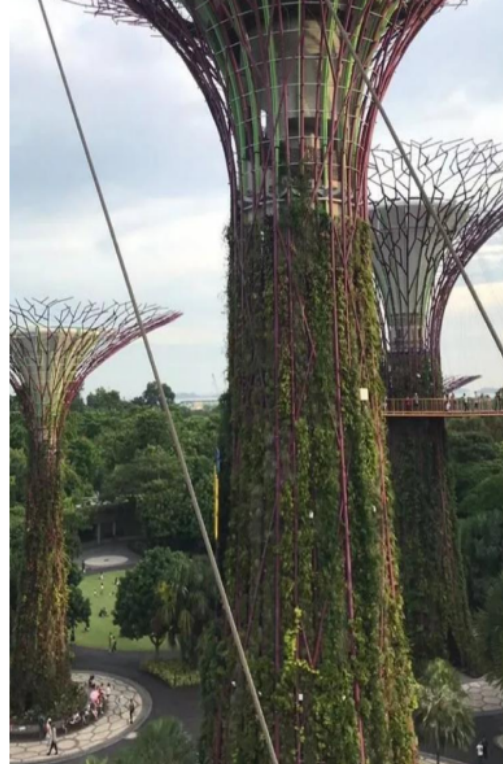
"There are a lot of malls in Surabaya, they are very big and like "a city in the city". You can find anything there, from supermarkets, restaurants, to clothes shops, movies theaters, playroom facilities etc. I used to go to Pakuwon Mall and Ciputra World Mall with my friends,

and because I'm a very curious person on weekends I was always looking for new places to discover alone or with my Indonesian friends. I visited places in Surabaya like Kenjeran Park, House of Sampoerna Museum, or out of the city like Gili Labak, Bali etc. For a French people living in Surabaya, the cost of living is much lower than in France so I was able to do many activities. However, you have to pay attention to your expenses, because you can easily spend too much if you are not careful."

What shocked her in Indonesia :

"I found it very awkward that although the city of Surabaya is very huge and modernized, the streets are not very adapted for pedestrians, sometimes there're no pavements at all or they are completely destroyed so you better walk on the side of the road, which is very dangerous.

Surabaya as well as Indonesia in general is very urbanized and modern, you can notice it through the giant malls and huge buildings, but also notice the lack of development in some areas like the lack of modern public transportation or the slums cities that border those giant buildings or rich mansions. There also a constant problem of pollution, in the air due to traffic jams I assume and plastic pollution, some streets smell very bad because of sewers clogged because plastics bottles or watercourses in the town that doesn't have any more but have."





## SUMMARY OF ASIA WEEK 2021

**30th**  
Anniversary  
MASTER ASIE  
Special sessions  
ALUMNI AND  
BUSINESS  
WITH ASIA

**THE RISE OF ASIA**  
IN GLOBAL HISTORY AND PERSPECTIVE  
**LA MONTEE DE L'ASIE**  
EN HISTOIRE ET PERSPECTIVE GLOBALES

**60 years after Belgrade:  
what non-alignment  
in a multipolar world  
and for a global future?**

**60 ans après  
Belgrade :  
quel non-  
alignement dans  
un monde  
multipolaire et  
pour un avenir  
mondial ?**

**CONFERENCE PROGRAMME**

**INTERNATIONAL AND INTERDISCIPLINARY WEBCONFERENCING**  
Paris, Université Paris 1 Panthéon-Sorbonne, February 10, 2021  
Le Havre, Université Le Havre Normandie, February 11-12, 2021

**CHAC** Centre d'études de l'Asie contemporaine  
**GRIC** Groupe de recherche Identités et cultures

In collaboration with  
Master's Degree in Management and International Trade – Exchanges with Asia  
Bachelor's Degree in Applied Languages – English and Asian Languages  
Université Le Havre Normandie

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Author: FOLLET Audrey  
& MESSAOUDENE Naïma

This year was held like previous years, the Asia Week organized by the first-years and supervised by the second-years. During this Asia Week, several projects are to be prepared: show, cooking, exhibition and finally conferences. All students, including first and second year, must participate, although the involvement is different between the first and second years, since it is a Project of Collective Interest (PIC). However, given the current sanitary situation, Asia Week had to be revamped. Indeed, apart from the conferences; the rest of the projects had to be canceled due to COVID-19. The lectures were able to take place virtually, and many students joined this PIC to attend lectures and subsequently report back.

Our job during these 3 days of conferences was to listen to the speakers present the different themes and then make a report. During the PIC Conference, we were able to address many varied subjects.

The conferences focused mainly on the NAM (Non-Aligned Movement), all the countries and continents that were part of the Non-Aligned Movement were represented during the various interventions. Since we are doing a master's degree in "Management and International Trade with Asia", we had several conferences on business in Asia with lecturers from Indonesia, Singapore, and Vietnam. But during the week many other themes came up that were as interesting as Business in Asia, such as ecology, arms control, gender in India, ICT & media, etc.

During those 3 days, we learned a lot about many new subjects and we are happy that we were able to take part in this new project "conferences reports", that didn't exist last year before the COVID-19 pandemic. Thanks to these conferences, we were able to see also how the world is changing and especially the business world, and more even so with the COVID-19 pandemic.

We really enjoyed taking part in this project and it's a shame that usually not all students can attend the conferences!