

**DYLAN CAMPBELL | HONG KONG, 2016**

- Government and Business Administration at The University of Texas at Austin
- Increased knowledge of global business practices
- Gained professional experience through business case work with real companies in Hong Kong
- Developed relationships with professors to provide professional and academic recommendations post-graduation

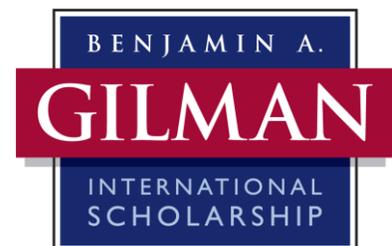


**Gilman Alumni Ambassador**

During his studies at the School of Business at The Chinese University of Hong Kong, Dylan took courses in both marketing and management. For one of his classroom capstone presentations, Dylan created a marketing plan for a local amusement park to fight competition and stimulate sales for the company. Additionally, Dylan was able to meet with representatives from the company outside of the classroom to discuss his ideas and receive feedback and recognition for his work.

Dylan's time in Hong Kong not only provided a new window into the practices of Asian business, but also how to find and build upon similarities in Eastern and Western practices to establish new, professional relationships. These experiences and interactions allowed Dylan to analyze the portfolios of domestic companies and potentially new international markets. Dylan will be working with a consumer products and goods company exploring areas to increase foreign direct investment in its products abroad.

“The most significant attribute I gained from my experience abroad was the ability to not only appreciate our differences amongst global cultures, but to build upon our similarities as well.”



[www.gilmanscholarship.org](http://www.gilmanscholarship.org)