

Matthew Harding
Chi Psi Summer Enrichment Scholarship Final Report
8/30/18

I have completed the Boston University London: Summer Internship Program and have returned to the best university, UNC, and the best brotherhood, Alpha Sigma of Chi Psi. This past summer was my first time traveling outside of the United States, and it was truly an eye-opening journey. I stayed in South Kensington and lived right across the street from the Natural History Museum and just down the street from the famous Harrods department store. The program was 12 weeks long and split into two parts: classes and internship. The first six weeks I took two classes: Economic Policy: A British Perspective and European Capital Markets. I had each class two times per week and each class period was four hours. The majority of the teachers are from England and teach at local universities in London. Nearly half of the kids in the program go to Boston University, and the other half go to various universities throughout the United States (eight kids go to UNC). During the final six weeks of the program I interned at a consulting firm called Allegra Strategies. I worked four days each week from 9 am to 6 pm.

In my Economic Policy course, I learned about Britain's economic history and how it developed prominent industries, such as steel. We also discussed different scenarios for Britain's economic future with Brexit looming in the shadows and models that the UK could adopt to structure its relationship with the European Union (ex. Norwegian Model). During one class period, my class took a field trip to Canary Wharf, which is regarded as London's financial district, and it contains some of the largest buildings in London (One Canada Square). I found the Canary Wharf field trip to be one of the most interesting parts of the class. It was developed in the mid 1980s and is private property, therefore, Canary Wharf employs its own security guards. The tube station (the train system in England) is public property so at the entrance/exit of the tube station in Canary Wharf there are two different types of security guards standing next to each other. While in Canary Wharf we went to the local Canary Wharf museum, which detailed the historical development of Canary Wharf. It was previously one of the busiest docks in the world, but it suffered when the port industry declined resulting in its transition to the financial district. In my European Capital Markets course we began each class by reading different headlines in the Financial Times that pertained to the course. Tesla was routinely in the headlines for not meeting their projected earnings and failing to meet production quotas (my professor hated Tesla and threatened to short the stock daily). In this class I learned about forward exchange rates, hedging, covered interest parity, arbitrage, purchasing power parity, treasury bills and short term yields, etc. During this class we went on a field trip to the City of London where we had a tour guide direct us around the city and give us a detailed description about numerous prominent buildings, such as the Bank of England.

My internship at Allegra Strategies confirmed my interest in the consulting industry. Allegra Strategies focuses on the food/beverage industry (specifically the coffee industry) and publishes the notable Project Café UK, U.S. and Europe. I had no prior experience in the coffee industry and had never even had a full cup of coffee. While interning I had the opportunity to conduct market research and analysis for client companies, such as Lavazza, and Project Café UK, U.S., and Europe. In 2018 Allegra Strategies will be producing the first Middle East Project Café Report. I provided key research for the first Middle East Project Café report by utilizing professional social media platforms to contact coffee executives in the Middle East. I also utilized professional social media platforms to increase survey responses for Project Café by

300%, which lead to more accurate statistics thus increasing report credibility in the UK, U.S. and Europe. One of the best experiences I had while interning was being able to attend a coffee conference hosted by Allegra Strategies. There were representatives from various coffee companies, such as Starbucks and Costa Coffee, as well as soft drink vendors, such as Coca-Cola. Representatives from various companies debated the future of the coffee market and how autonomous baristas will significantly change the coffee industry. After the debate, the CEO of Allegra Strategies, Jeffrey Young, took everyone at the conference on a tour of notable coffee shops around London. I tried my first cup of coffee (a flat white) at a Costa Coffee, which is the largest coffee company in the UK. In addition to my internship, I had to attend an internship seminar that met four times throughout the six weeks. This course was an extension of my Economic Policy course. I had to deliver two presentations: one giving a brief overview of Allegra Strategies and one detailing globalization and its advantages/disadvantages.

Outside of classes and my internship, I was able to go to local museums (the science museum, natural history museum, etc.), eat at local pubs, and visit other European cities. I visited Amsterdam, Paris, and Dublin. I went to each of these cities with a group of friends in my program. In Amsterdam we stayed on a house boat in a local marina. While in Amsterdam I went to the Vincent Van Gogh museum, the Heineken Factory, the Red Light District, etc. In Paris we visited notable landmarks, such as the Eiffel Tower, Louvre Museum, Moulin Rouge, Arc de Triomphe, Notre-Dame and Sacre-Coeur. I found Paris to be unkempt, and the French people lived-up to their unfriendly reputation. In Dublin I visited the Guinness Factory, Temple Bar, St. Patrick's Cathedral, and Howth. I also found Dublin to be dirty, however, I thoroughly enjoyed visiting Howth. Howth is a seaside town that has miles of coastline that has been undeveloped where you can hike. Amsterdam was easily my favorite city out of the three due to its incredible history and one-of-a-kind architecture.

This summer was incredibly special. I am from Davie County, which is a small county outside of Winston Salem. Davie County lacks diversity and many people possess the same beliefs/views. This summer I gained a true global perspective that I otherwise wouldn't have. I am grateful I had the opportunity to study abroad in London, England, and I am especially thankful for the Chi Psi Enrichment Fund for assisting me in my journey. YITB

Pictures I have taken while abroad:



Trafalgar Square



Road to Westminster Palace



London Eye



Big Ben (unfortunately it is currently being restored)



Thames River



Van Gogh Sunflowers Painting (located in the National Gallery)



Harrods Department Store



Tower of London



Stonehenge



Bath, Somerset

Amsterdam:



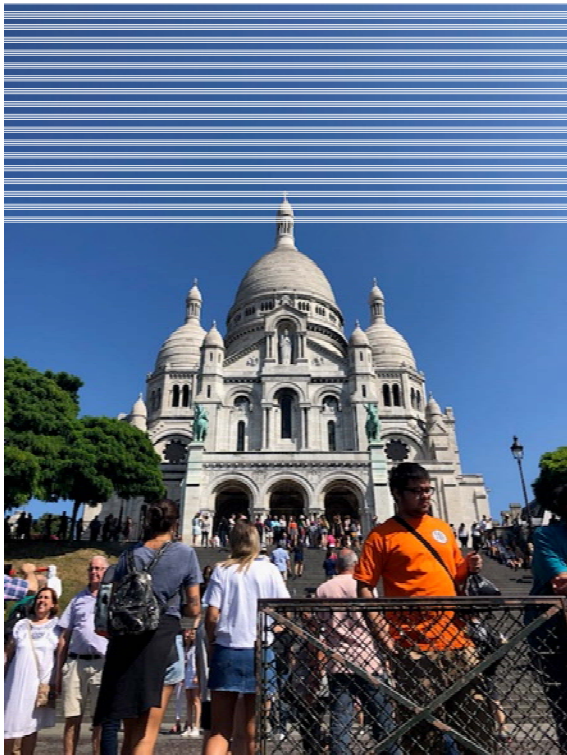
Heineken Brewery Museum

Boat Tour Pictures:





Paris:



Sacre-Coeur



Moulin Rouge





Eiffel Tower





Louvre Museum

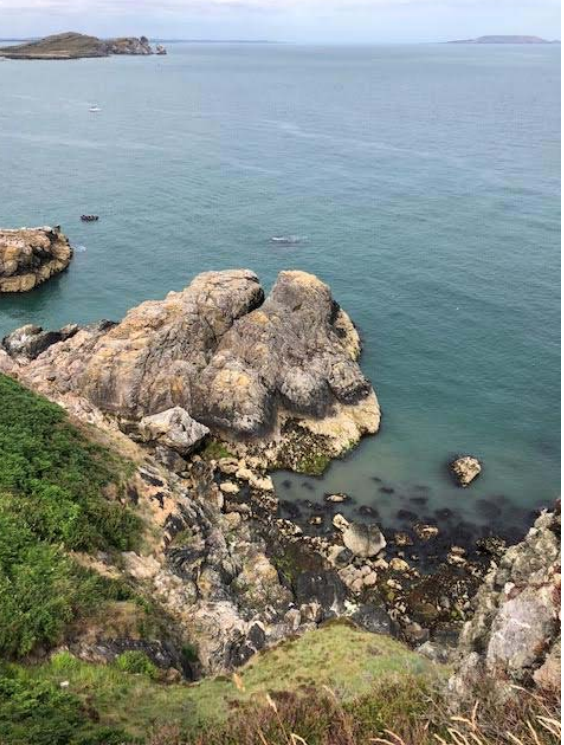


Notre-Dame



Arc de Triomphe

Dublin:



Howth



Heineken Factory



Temple Bar