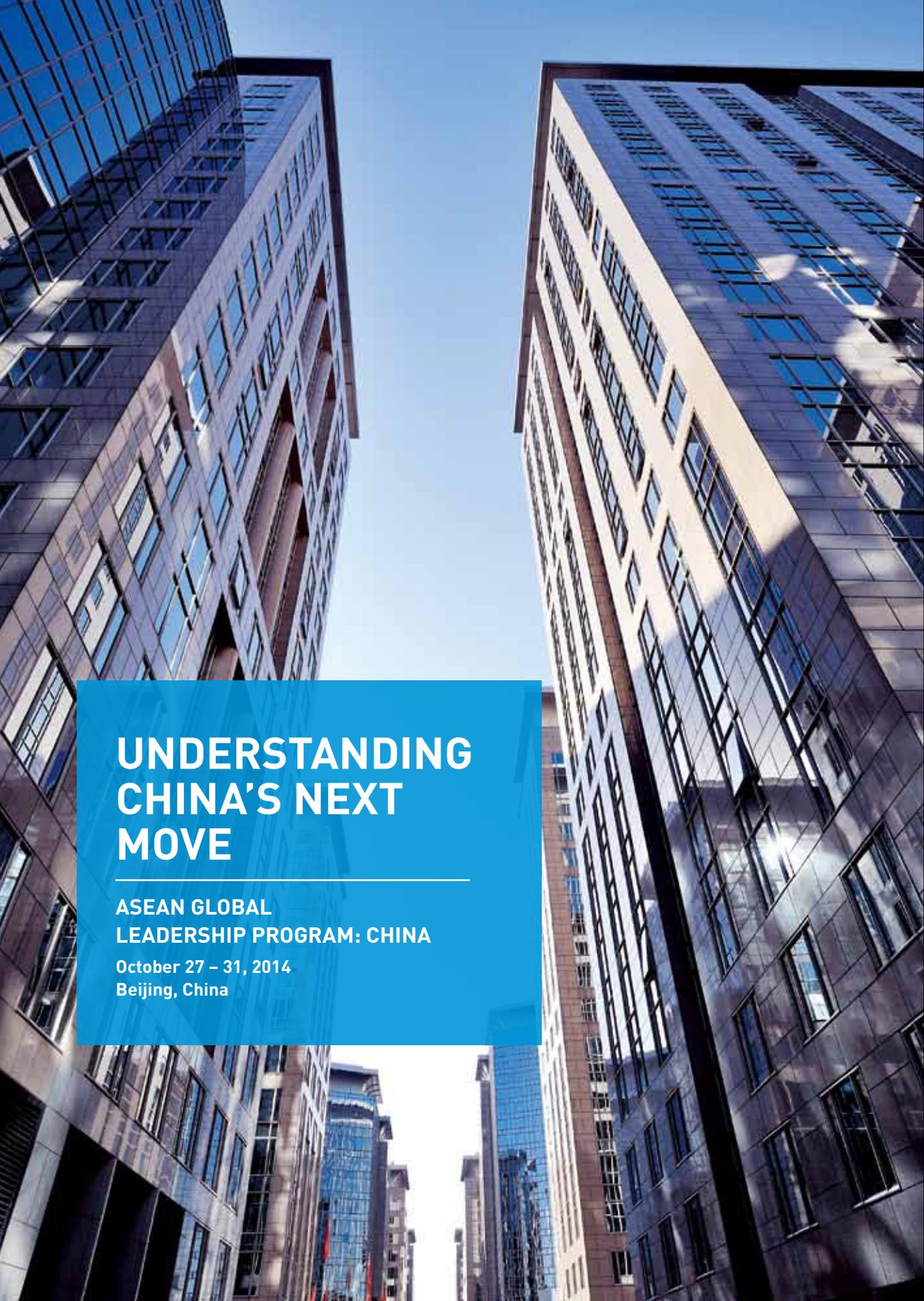


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# UNDERSTANDING CHINA'S NEXT MOVE

ASEAN GLOBAL  
LEADERSHIP PROGRAM: CHINA

October 27 – 31, 2014  
Beijing, China



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## PROGRAM OVERVIEW

With the shift of the world's economic gravity towards the East, countries in Asia continue to enjoy supercharged growth. At roughly \$7.9 trillion, China now accounts for more than one tenth of all global economic activity. It is the world's second largest economy and is predicted to surpass the United States in less than a decade.

While China has certainly garnered the spotlight in recent years, the economic model that worked so well during the years of China's development now needs to change. China has begun to confront all sorts of challenges – demographic, social, environmental, economic, political, etc. Where is China heading under its new leadership?

"How the world's most populous country handles the many developmental challenges it faces, will go a long way towards determining what kind of world we inhabit," said Supachai Panitchpakdi, former Director General of the World Trade Organization. The continued rise of the Chinese economy means that switched-on business executives are increasingly keen to learn more about this country and how to engage with its irrepressible dynamism. But why listen to second-hand stories about China, when, with CKGSB, you can uncover the real China first-hand?

CKGSB is your pathway to business with China and the *Understanding China's Next Move* Program is the red carpet to success. This program provides the very latest insights to people such as yourself – global business leaders who have entered the Chinese market or plan to explore its opportunities.





## PROGRAM BENEFITS

By immersing participants into the market's realities, CKGSB helps explore the key elements of China's cultural and business environment. The curriculum covers a wide range of business areas, including the rise of China and its global impact, the development and globalization of Chinese companies and finance, strategy, innovation, and marketing. You will learn from CKGSB world-class faculty in the classroom and benefit from the rich experience of industry speakers. You will investigate various case studies and become involved in team projects, group discussions, company visits and cultural activities. You will also learn from and network with high-profile executives from China and around the world.

This program puts the paradigm changing developments of Chinese business into a global perspective and helps your understanding of:



- How to leverage China's opportunities in your company's global strategy
- How changes in Chinese economic policies are creating new business opportunities
- How the globalization of Chinese companies is affecting your operation in and with China
- How China is changing the rules of global business
- How key functional areas, such as global strategy, marketing, finance, human resources and supply chain management work in China – in reality

## PROGRAM DIRECTOR



*“Business leaders are expected to provide strategic leadership, sometimes even beyond one’s own expertise. You experience the tide of global change in ways few others do. To manage this tide, you must expand your existing foundation with skills that are timeless and flexible. China, as one of the crucial parts in emerging markets, plays an important role in this tide.*

*The program offers senior management both a detailed look and a broader context for China-related business issues facing global firms operating in and outside of China. We want to make sure that you not only understand what is occurring here right now, but also can predict where the opportunities are going to be in the days and years to come. From innovation to management, from finance to marketing, from strategy to social enterprise, CKGSB offers opportunities to gain a greater understanding of China and help you form business strategies for your organizations.”*



—Juliet ZHU



### Juliet ZHU

Program Director  
Professor of Marketing  
Ph.D., University of Minnesota

Juliet Zhu is a Professor of Marketing and Co-Director of the Branding Center at CKGSB. Prior to joining CKGSB, she was associate Professor of Marketing, and Canada Research Chair in Consumer Behavior at the University of British Columbia. She received her Ph.D. in Marketing from the University of Minnesota.

Professor Zhu has done extensive research on consumer behavior, creativity, and advertising. In 2010, she won the Sauder Junior Research Prize. In 2007, Professor Zhu received the Marketing Science Institute’s Young Scholar award, which identified 20 scholars from around the world as leaders of the next generation of marketing academics. Professor Zhu’s research has been published in leading journals such as Science, the Journal of Consumer Research, and the Journal of Marketing Research, and has been featured in media outlets such as the New York Times, the Wall Street Journal, The Independent, CBC, and Financial Times. She is currently an Associate Editor at the Journal of Consumer Psychology, and serves on the editorial board at the Journal of Consumer Research.

Professor Zhu has extensive experience in teaching and consulting. She teaches marketing management and consumer behavior in the undergraduate, MBA, and EMBA programs at CKGSB.

Professor Zhu’s research focuses on consumer information processing and psychology, design and structural effects of physical environment, self-regulation, and embodied cognition.

# CKGSB FACULTY MEMBERS



**CHEN Xinlei**

Professor of Marketing  
Co-Director for CKGSB Branding Center  
Ph.D., University of Minnesota Minneapolis, MN, U.S.A



**LI Wei**

Professor of Economics and Emerging Markets Finance  
Director of CKGSB Case Center  
Ph.D., University of Michigan

**LIU Jing**

Professor of Accounting and Finance  
Associate Dean of Administration  
Ph.D., Columbia University



**TENG Bingsheng**

Associate Professor of Strategic Management  
Associate Dean of CKGSB European Campus  
Ph.D., City University of New York

**XIANG Bing**

Professor of China Business and Globalization  
Founding Dean  
Ph.D., University of Alberta



**Juliet ZHU**

Professor of Marketing  
Co-Director for CKGSB Branding Center  
Ph.D., University of Minnesota Minneapolis, MN, U.S.A.

# INDUSTRY SPEAKERS



**Eric DIENY**

Executive Vice President, DHR International



**Edwin KEH**

Lecturer, The Wharton School  
University of Pennsylvania  
Former Chief Operating Officer and  
Senior Vice President of Wal-Mart Global Procurement

# ILLUSTRATIVE AGENDA

During the one week *Understanding China's Next Move* Program, participants will experience an intensive curriculum that covers critical business topics. A sample program is indicated below:

Day 1	
Morning	Reemergence of China: Causes, Effects and Prospects Professor LI Wei
Afternoon	New Mindsets of Innovation in China Professor CHEN Xinlei
Evening	Welcoming dinner
Day 2	
Morning	Strategies for Entering the Chinese Market: Alliances and Acquisitions Professor TENG Bingsheng
Afternoon	Company visit to a multinational company
Day 3	
Morning	China's Economic Transformation: the Past, Present and Future Dean XIANG Bing
Afternoon	The Future of "Made in China" Edwin KEH
Day 4	
Morning	China's Reforms: Its Financial System and Policies Professor LIU Jing
Afternoon	Company visit to a Chinese company
Day 5	
Morning	Strategic Marketing in China Professor Juliet ZHU
Afternoon	Strategic Human Resources Management in China Eric Dieny ..... Program evaluation and certificate presenting
Evening	Farewell dinner

(The program schedule is subject to changes and those who have registered will be notified accordingly.)



## WHO SHOULD ATTEND

This program is aimed at senior executives and non-executives who are responsible for strategic leadership and improving their company's performance, especially for those planning to enter or expand their businesses throughout the Chinese market.

## PARTICIPANTS' VOICES

- ▶ "Being here for this program, I have the opportunity to enhance my leadership skills apart from taking a break to recharge my batteries."

**Cyrellus Harinowo**

**Commissioner PT Bank Central Asia Tbk, Indonesia**

- ▶ "The professors, based on their research and observation, gave insightful details on how Chinese business and economic models worked in the past, how they have changed and what lies ahead. It also presented helpful pointers for potential foreign investors to improve their success rate in this market"

**Kim Neng Hui**

**General Manager, UniqueMix (Penang) Sdn Bhd, Malaysia**

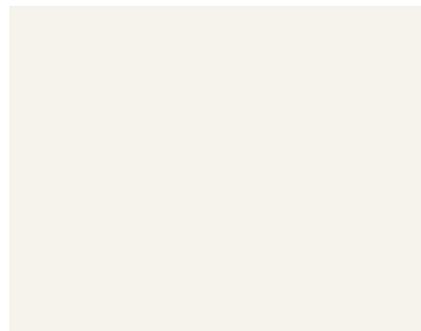


✎ “We could go and talk to the leading European business schools, we could go and talk to the leading US business schools. But if you want to get a view on globalization through a China lens then it is much more valuable for our senior management to come to Beijing to listen to the views of experts at Cheung Kong Graduate School of Business because that gives us the perspective we need to make very important decisions around our business.”

**Malcolm Sweeting**  
Senior Partner, Clifford Chance, UK

✎ “I was very impressed with the lectures by the faculty; they brought a terrific insight into business in China and were very, very knowledgeable and were able to give me a lot of key learnings which I’ll be able to apply to business in China. The faculty was excellent, the lectures were thought provoking, enlightening - they presented a great global mindset to the lecture and made it very relevant to myself.”

**Craig Armstrong**  
Director of New Zealand Trade and Enterprises, New Zealand



## PROGRAM INFORMATION

Upcoming Session	October 27– 31, 2014
<b>Tuition</b>	<p>USD \$9,800 Tuition includes class materials as well as selected meals during the program</p> <p>For companies in Malaysia registered with PSMB (HRDF), this program is 100% claimable</p>
<b>Location</b>	<p>CKGSB Beijing Campus Oriental Plaza, 1 East Chang An Avenue, Dongcheng District, Beijing, P.R China</p>
<b>Travel and accommodation</b>	<p>The cost of travel and accommodation need to be borne by the participants.</p> <p>CKGSB will recommend the hotel, within walking distance to the campus. We suggest all participants make hotel reservations as early as possible in order to secure rooms during the autumn peak season.</p>



### APPLICATION

You can register for 2014 CKGSB Understanding China's Next Move Program by contacting Ms. Cindy CHEN, Assistant Manager, Global Programs of CKGSB at [qchen@ckgsb.edu.cn](mailto:qchen@ckgsb.edu.cn) Ms. Jolanda J. Sadrach, Partner of SRW&Co. at [jolanda\\_sadrach@srwasia.com](mailto:jolanda_sadrach@srwasia.com)

to obtain an application form. Alternatively, you can fill out the enclosed application form and fax to Cindy at +86-10-8518-6917 or Jolanda at +62-21-719-2532.

Once your application has been reviewed and accepted, you will receive an e-mail welcoming you to the program and the invoice. Please remember that all tuition and fees must be paid by **October 19, 2014.**

For more information: Please contact Cindy CHEN at [qchen@ckgsb.edu.cn](mailto:qchen@ckgsb.edu.cn) or CKGSB English Information Line: +86 10 8518 6799

### ADMISSION QUALIFICATIONS

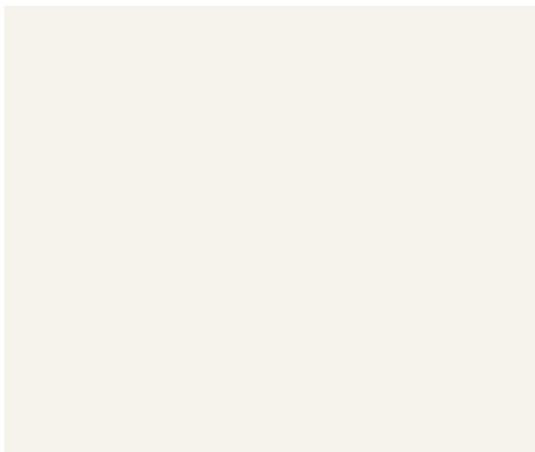
Successful candidates will be senior level executives who are responsible for strategic leadership and improving their company's performance.

### PROGRAM LANGUAGE

All materials and lectures will be delivered in English.

### DEADLINES

Qualified applicants are accepted on a first-come, first-served basis. Programs are often fully subscribed, so early registration is recommended. The application closing date is **October 14, 2014.**



## CANCELLATION POLICY

All notification of withdrawals must be sent in writing to Cheung Kong Graduate School of Business Global Programs at [qchen@ckgsb.edu.cn](mailto:qchen@ckgsb.edu.cn)

Due to the costs incurred for program preparation and administration, any cancellations are subject to penalty fees as described below:

Time	Cancellation Penalty
Program withdrawal before Sept.14, 2014	10%
Program withdrawal before Sept.24, 2014	50%
Program withdrawal before Sept.30, 2014	90%

CKGSB reserves the right to change the program faculty or teaching facility; once the detailed 5-day program schedule is finalized, those who have registered will be notified accordingly.

CKGSB reserves the right to cancel the program at its discretion. Upon cancellation, program participants will be notified in writing and a full-fee refund will be processed automatically. However, CKGSB will not be responsible for non-refundable travel arrangements and other logistical expenses incurred by the participant.

## VISA

If you require a visa, you will need to obtain an F business visa for this program. Please note that some embassies may ask that you apply for a student visa, but given that this program is non-degree and participants are visiting China for business purposes, the F business visa is the appropriate visa.

There is a standard visa letter that can be sent to you to present to the embassy, if needed. If you would like to request this letter, please contact Cindy CHEN at [qchen@ckgsb.edu.cn](mailto:qchen@ckgsb.edu.cn)

For more information on obtaining Chinese visas, please visit:  
<http://www.china-embassy.org/eng/visas/>



# Understanding China's Next Move

October 27 – 31, 2014

Beijing, China

## Personal Information

First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_ Last Name: \_\_\_\_\_

Gender: M  F  Nationality: \_\_\_\_\_ Country of Residence: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ (mm/dd/yyyy) Work Telephone: \_\_\_\_\_ (area code) \_\_\_\_\_

Mobile: \_\_\_\_\_ E-mail: \_\_\_\_\_

Highest Degree: Ph.D  Master  Bachelor  Other 

Major: \_\_\_\_\_ University: \_\_\_\_\_

Graduation Year: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Native Language: \_\_\_\_\_

## Career

### ▣ Career Experience

Total Work Experience: \_\_\_\_\_ years Management Experience: \_\_\_\_\_ years

Current Title/Position: \_\_\_\_\_ Department: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Website: \_\_\_\_\_

Company Address: \_\_\_\_\_ (If different from above)

### ▣ Industry

Industrial Goods  Consumer Goods  Health and Biotechnology  Chemical  Government Consulting  IT Telecom  Logistic  Banking/Insurance 

Other (please specify): \_\_\_\_\_

### ▣ How did you hear about the program?

 Advertisement (Please specify media) \_\_\_\_\_ Course Information Package received by post Course Information received by e-mail CKGSB Forum, please specify city: \_\_\_\_\_ Recommended by CKGSB Account Manager Recommended by colleague or friend Search online (via \_\_\_\_\_) From CKGSB website (www.ckgsb.edu.cn) Others (please specify) \_\_\_\_\_

By submitting this application, I declare I understand and agree with the Cheung Kong Graduate School of Business Global Programs' cancellation policy. Applications cannot be processed without this agreement.

**Signature** \_\_\_\_\_

# HOW MUCH DO YOU REALLY KNOW ABOUT DOING BUSINESS WITH CHINA? WHY ARE YOU BLUSHING?

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What are the global implications of China's rise? How do Chinese companies compete, and what does this mean for your industry? And how should you modify your strategies to take account of competition within and outside of China?

These are probably the most pressing issues of the day for senior businessmen and women. Which is why many of them from industries around the world are turning to us: CKGSB, Cheung Kong Graduate School of Business.

Our alumni include over 2,500 Chairmen and CEOs, running companies that comprise 20% of China's most valuable brands, generate \$1trillion in revenue and account for 12.7% of China's GDP. And our world class faculty represent

many of the best minds from the leading U.S. and European business schools.

Now CEOs and senior executives around the world can gain the understanding needed to do business with China by attending one of our Executive Education programs, run by CKGSB, some of which are conducted in collaboration with top ranked business schools such as Columbia and IMD.

The courses are designed for executives who want to get the latest knowledge and share best practice on

how to do business with China, both from the Eastern and Western perspective.

For admission details or further information visit [english.ckgsb.edu.cn](http://english.ckgsb.edu.cn)



*The CKGSB main campus building in Beijing, China.*





- **Master of Business Administration**
- **Finance MBA**
- **Executive MBA**
- **Executive Education**
- **Doctor of Business Administration**

Course Hotline:+8610 8518 6799

Website:<http://english.ckgsb.edu.cn>

Email:[GlobalPrograms@ckgsb.edu.cn](mailto:GlobalPrograms@ckgsb.edu.cn)

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## MAIN CAMPUSES

### Beijing Campus

3F, Tower E3, Oriental Plaza  
1 East Chang'an Avenue  
Beijing 100738, China  
Tel: +86-10-85188858  
Fax: +86-10-85186800

### Shanghai Campus

Building No. 2, 2419 Hongjiao Road  
Shanghai 200335, China  
Tel: +86-21-62696677  
Fax: +86-21-62696255

### Shenzhen Campus

31/F, Tower A, East Pacific International Center  
7888 Shennan Road, Futian District  
Shenzhen 518040, China  
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Fax: +86-755-23946732

## GLOBAL OFFICES

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Fex:001-646-6277743

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