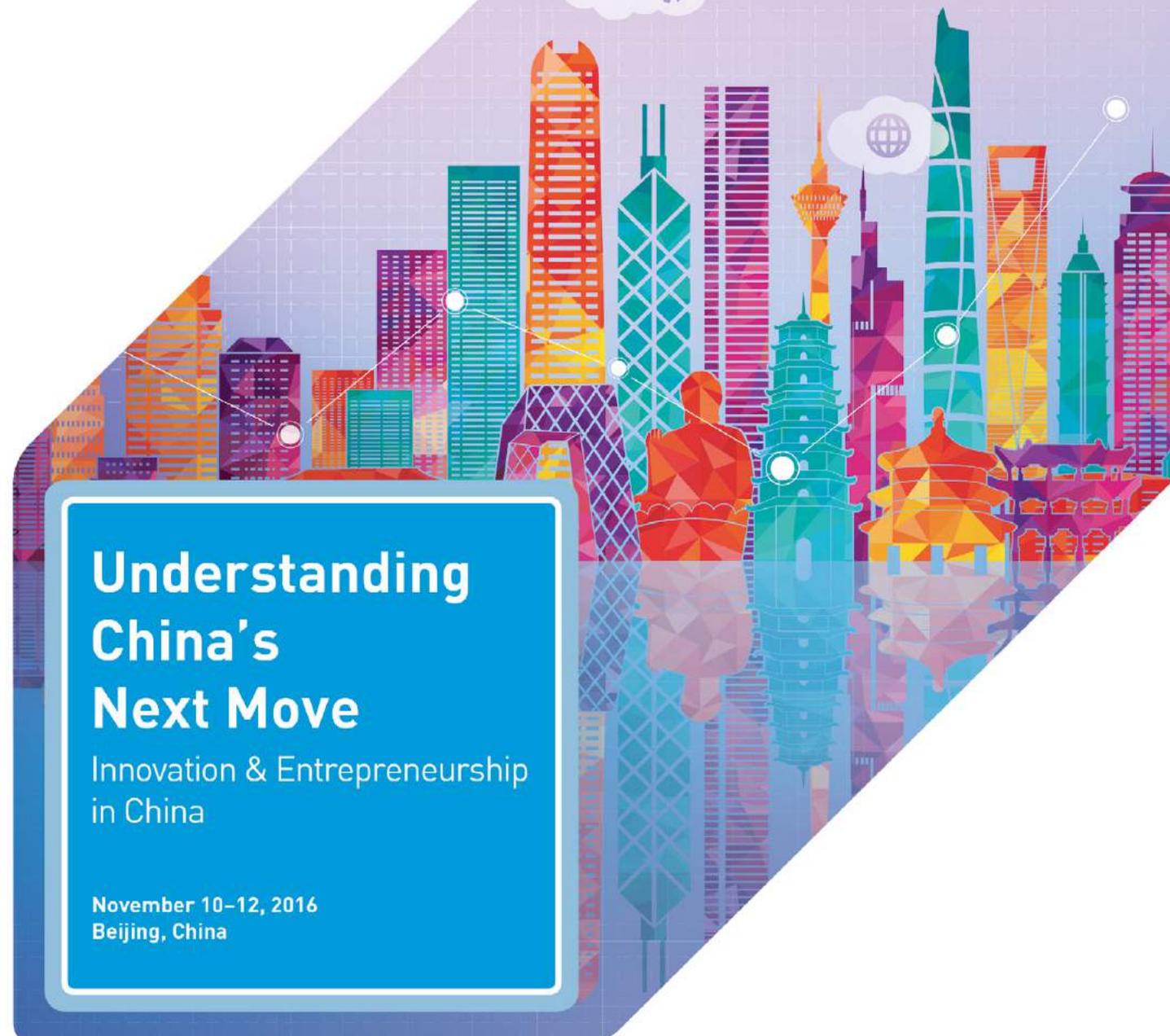


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Understanding China's Next Move

Innovation & Entrepreneurship
in China

November 10-12, 2016
Beijing, China



SRW&Co.

PROGRAM OVERVIEW

With a population of 1.3 billion, China has become the second largest economy and is increasingly playing an important and influential role in the global economy. China's economic performance over the past 30 years has been remarkable. It is a unique development success story, providing valuable lessons for other countries seeking to emulate this success.

In the next 15 to 20 years, China is well-positioned to join the ranks of the world's high-income countries. China's policy makers are already focused on how to change the country's growth strategy to respond to the new challenges that will come. Among the many strategies, innovation and entrepreneurship have been highlighted in China's 13th Five-Year Plan. Chinese Premier *Li Keqiang* **stressed the role of mass entrepreneurship and innovation** in fostering a new engine of growth, calling it a "gold mine" that provides constant source of creativity and wealth.

In promoting innovation and entrepreneurship, many Chinese companies have set up good examples and competitiveness both domestically and globally. MNC CEOs consistently report that the speed of technology innovation has turned established business models upside down in China. Chinese companies are using digital media, big data, and e-commerce in ways that often lead practice in Europe and the United States. They are not just competing with multinationals but are even beating them at their own game. MNCs, by contrast, are seen as often burdened by their experiences over the past 30 years in developed markets, and find themselves struggling to compete with local competitors and increasingly demanding customers. So how the rule of game has been changed in China by innovation? How could MNCs take the commercial battle with their Chinese counterparts?

As your pathway to business with China, 2016 CKGSB ***Understanding China's Next Move*** Program will focus on concepts and practice of **innovation and entrepreneurship in China**, and may inspire you with answers to the above puzzles. Innovation-themed topics ranging from globalization of Chinese companies, science & technology innovation, marketing innovation, as well as first-hand innovation cases from Chinese companies will be elaborated in width and depth by CKGSB's world-class faculty.

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. As innovation and entrepreneurship are becoming “twin engines” of China’s growth under its new normal, the 2016 AMP Program, focusing on the most up-to-date topic, is custom designed for you in addressing the challenges and seizing the opportunities in the fast-changing Chinese market.

—Juliet Zhu

Associate Dean of Asia and Alumni Affairs
CKGSB

CKGSB FACULTY MEMBERS



XIANG Bing

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



Juliet ZHU

Associate Dean of Asia and Alumni Affairs, Professor of Marketing, Co-director of the Branding Center, Ph.D., University of Minnesota



TENG Bingsheng

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

PROGRAM BENEFITS

By immersing participants into the China’s contemporary context with a global perspective, CKGSB helps explore the key elements of China’s social and business environment. **You** will learn from CKGSB’s 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.

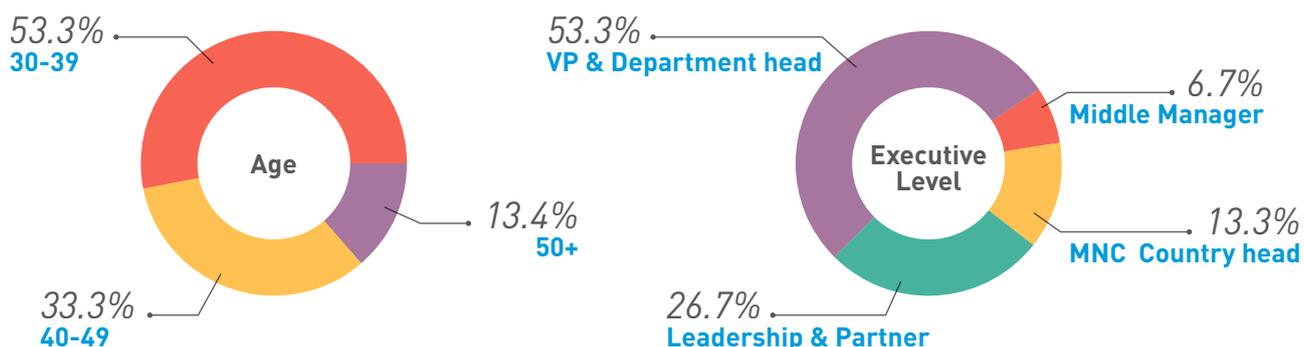
The 2016 program, themed at Innovation & Entrepreneurship in China, will help your understanding of:

- How to leverage China’s opportunities in your company’s global strategy
- How the innovation of Chinese companies is affecting your operations in, and with, China
- How entrepreneurship and lean start-up in China are creating new business opportunities
- How key functional areas, such as global strategy, technological innovation and supply chain management, truly work in China
- LAST BUT NOT LEAST, how to succeed in the world’s most dynamic market

WHO SHOULD ATTEND

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

2015 CLASS PROFILE



PROGRAM MATRIX *

Day 1	
Morning	China's Development Module and Globalization of Chinese Companies: Chinese entrepreneurs have only been exploring their own way of development for three generations since 1978. This session will study the new models and innovative strategies that Chinese companies have adopted in the context of globalization. There will also be in-depth analysis of the Chinese model's challenges and limitations, myths and realities, implications for leadership and recent trends, and the relevant cultural dimensions.
Afternoon	Lean Start-up: Lean Start-up is a rising concept that entrepreneurs use continuous innovation to create radically successful businesses. Putting this fashionable concept into China's context, the session elucidates the business strategy of emerging Chinese enterprises who aim to change the way that companies are built and new products are launched. The interesting case study might provide some good inspirations of new forms of innovation and entrepreneurship in today's diversified Chinese market.
Evening	Welcome Dinner
Day 2	
Morning	Business Model Innovation in the Internet Era: Based at the review on the development of internet in China, the session showcases the significant business model innovation brought about by technological transformation, especially big data and search engine.
Afternoon	Company Visit: Internet based companies
Evening	Networking Dinner
Day 3	
Morning	Innovation from Chinese Companies: After years of contact with the West as OEM/ODM, Chinese companies are engaged in more value added innovative activities. Are these outliers or the shape of things to come? This session will focus on the various issues of how companies from developing countries such as China innovate and emerge to become global competitors within a relatively short period of time. By looking into the cases of some "fuzzy" Chinese companies, the session is aimed to provide a framework to search for new growth opportunities under the time of mass entrepreneurship and innovation in China.
Afternoon	Panel Discussion: Entrepreneurship & Wrap-up and Certificate Presenting

* The program is subject to change.

PARTICIPANTS' VOICES

"I'm very impressed with CKGSB professors. They are very knowledgeable and practical. They can answer every question in-depth. It shows that they really know what's going on and they have a lot of contact with the industry participants or government officials so that they can get inside information and share with us. The classmates are very sophisticated. They know what's going on. They just wanted to enhance the knowledge, to have more inspiration from different angles. I find the networking very good and dynamic."

— **Bessie Chong** (2015 participant)

Director of Group Training and Talent Management, Esquel Group, Hong Kong

"This class is fantastic. I was really looking for professors that can take both inside out and outside in approach in teaching and with a global view as well. Here in CKGSB, it's a positive surprise but it was also part of my expectation. I think that's the uniqueness because the class is almost real-time. I spent a lot of time on emails after class because I literally had no time as I was quite fascinated by the class. It's energizing to be able to pull yourself out from very busy day to day work and focus on listening and learning something new. I find the program fit into a large group of audience, both MNCs trying to rethink their strategy in China market and new entrant in the market."

— **Silvia Ding** (2015 participant)

Managing Director of South China, Maersk Hong Kong Limited

"The program is very informative and educational, it is very helpful for us to think and plan ahead. CKGSB's data collection and research methodology are well-recognized. Also the pool of students gives a very good representation of the business community here. I would recommend this course to people who are new to China, people who don't have a clear picture of what's going on in China, people who are focused on daily operations of business. Those people from executive level will really benefit from this course."

— **Duanzhi She** (2015 participant)

Vice President, Government & Public Affairs, Nike Greater China

PROGRAM INFORMATION

Upcoming Session:	November 10–12, 2016
Tuition	USD \$5,000 Tuition includes class materials as well as selected meals during the program
Location	CKGSB Beijing Campus Oriental Plaza, 1 East Chang An Avenue, Dongcheng District, Beijing, P.R. China
Travel and Accommodation	The costs of travel and accommodation need to be borne by the participants. CKGSB will recommend a hotel within walking distance of the campus.
Program Language	All materials and lectures will be delivered in English.

APPLICATION

You can register for 2016 CKGSB Understanding China's Next Move Program by contacting **Ms. Winda Marliana**, SRW&Co. at +62-813-8468-3340 (HP), winda_marliana@srwasia.com (Email) / **Mr. Ivan TANG**, Program Manager, Global Programs of CKGSB at haotang@cckgsb.edu.cn to obtain an application form.

ABOUT CKGSB

As a world-class business school from China, Cheung Kong Graduate School of Business (CKGSB) aims to develop current and future leaders with a global vision, a humanitarian spirit and an innovative mind-set. Established in Beijing in November 2002 with generous support from the Li Ka Shing Foundation, CKGSB is China's first faculty-governed, non-profit, independent business school.

Over the past 13 years, CKGSB has developed into a prominent business school with 45 full-time professors, who have earned their PhDs or held tenured faculty positions at leading business schools such as Harvard, Wharton and Stanford. Their research have provided the basis for over 300 case studies of both China-specific and global issues. CKGSB also stands apart for its unmatched alumni network. More than half of the 8,000 CKGSB alumni are at the CEO or Chairman level and, collectively, lead one-fifth of China's most valuable brands. Together, their companies shape over \$1 trillion in annual revenue, demonstrating the school's impact and influence.

In addition to its main campus in the center of Beijing, CKGSB has campuses and teaching facilities in Shanghai, Shenzhen and New York, as well as offices in Hong Kong and London. The school offers innovative MBA, Finance MBA, Executive MBA, Dual-Degree EMBA with IMD, Korean EMBA, Finance EMBA, Doctor of Business Administration and Executive Education programs.

MAIN CAMPUSES

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