

# ASEAN GLOBAL LEADERSHIP PROGRAM – CHINA

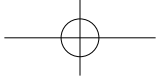
Shaping Your China Strategy in New Global Business

October 21 – 25, 2013

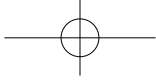


CK|G|S|B  
长|江|商|学|院  
CHEUNG KONG GRADUATE  
SCHOOL OF BUSINESS

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people management consulting  
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## PROGRAM OVERVIEW

With China and ASEAN having become centers of economic growth, the world is really looking at this region for continued development and prosperity. The relationship between China and South-East Asia has never been as important as it is today, and the strengthening of interregional economic ties is evidenced by rising trade and landmark achievements such as the launch of the China - ASEAN Free Trade Area (CAFTA) in 2010. CAFTA now holds the world's largest market with 1.9 billion consumers, producing a combined GDP of US\$9.4 trillion in 2011. Since 2009, China has overtaken the EU and Japan as ASEAN's largest trading partner, while ASEAN ranks as China's third-largest trading partner. Furthermore, today's interconnected world dictates that we see the ASEAN-China relationship from a global perspective.

The ASEAN Global Leadership Program—China aims to offer critical insights for ASEAN business leaders seeking to design strategies to reflect China's rising importance in global business. It consists of China-oriented classes and company visits that provide a close-up view of China's business landscape, as well as networking and learning opportunities with Chinese peer executives. It is an international experience focused on global strategy, marketing, business innovation and "co-opetition" with Chinese companies.

## PROGRAM BENEFITS

The program features a series of thought-provoking modules that address issues of concern to executives and government officials from ASEAN countries. The program includes lectures and dialogues with government officials and industry speakers, as well as networking events with Chinese C-suite executives.

This program puts the developments in Chinese business into a global perspective and helps participants understand:

- How to capitalise China opportunities in their company's global strategy
- How changes in Chinese economic policies are creating new business opportunities
- How the globalization of Chinese companies is affecting the ASEAN bloc
- How China's economic growth is influencing key markets in South-East Asia and around the world
- How China is changing the rules of global business
- How the key functional areas, such as global strategy, marketing, business innovation or supply chain management, work in China



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# FACULTY

## PROGRAM DIRECTOR

“ *This specially designed program offers critical insights for ASEAN business leaders seeking to formulate their strategies to reflect China’s rising importance in global business. It consists of China-oriented classes and company visits that provide a close-up view of China’s business landscape, as well as networking and learning opportunities with Chinese peer executives. It is a globally oriented international experience focused on global strategy, marketing, business innovation and co-opetition with Chinese companies.* ”

*I hope this specially designed program will be a thought-provoking and fruitful experience.*

—MEI Jianping



### MEI Jianping

Program Director  
Professor of Finance  
Director of the CKGSB Real Estate  
Research Institute  
Cheung Kong Graduate School of  
Business

Professor Mei Jianping is a professor of finance at CKGSB and director of the CKGSB Real Estate Research Institute. His major areas of research include international asset pricing and real asset finance.

Mei earned a Ph.D. in Economics from Princeton University and B.S. in Mathematics from Fudan University. He has taught at the University of Chicago, Princeton University, New York University, Tsinghua University, University of Amsterdam, Bocconi University, and Hong Kong University of Science and Technology.

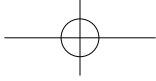
He has published over 30 articles in the American Economic Review, Journal of Finance, Review of Financial Studies, Journal of Financial Economics, Real Estate Economics, Journal of Real Estate Finance and Economics, and other academic journals. He has received several “Best Research Paper” awards from various academic organizations. His research has been covered extensively by major media in China, the U.S., U.K., Germany, Italy, Netherlands, Japan, Canada, Korea, Taiwan, and Singapore.

Mei has served as a consultant and financial advisor to some of the largest financial institutions in the world, including Prudential Insurance of America, Fidelity Investment, UBS Warburg, Asia Development Bank, NCH capital, Koo’s Group, and W.P. Carey. He provides international asset allocation and real estate investment research to top decision makers and their clients. He has advised several major Chinese asset management companies as well as the Yunan Investment Trust Company.

Mei has acted as faculty director for New York University’s numerous international residency programs. He served as an organizer for several investment conferences, including a post as chairman of the Greater China real estate investment session for the American Real Estate and Urban Economics Association. He is also a faculty sponsor of U.S.-China exchange program at the Stern Business School at New York University. The program has trained over 100 senior Chinese government officials and investment professionals.

Mei was a principal developer of the Mei Moses Fine Art Price Indices, which have been covered in the New York Times, Wall Street Journal, Financial Times, Barron’s, Los Angeles Times, BusinessWeek, Time, Forbes, and other world news media. The indices have been employed by several major U.S. and overseas banks in private banking transactions.

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## CKGSB FACULTY MEMBERS



**LI Wei**

Professor of Economics  
Cheung Kong Graduate School of Business



**LIAO Jianwen**

Professor of Managerial Practice, Strategy  
Innovation and Entrepreneurship  
Associate Dean of Executive Education  
Cheung Kong Graduate School of Business



**SUN Baohong**

Dean's Distinguished Chair Professor of  
Marketing, Associate Dean of Global Programs  
Director of the CIM Center  
Cheung Kong Graduate School of Business



**TENG Bingsheng**

Associate Professor of Strategic Management  
Associate Dean  
Cheung Kong Graduate School of Business



**XIANG Bing**

Professor of China Business and Globalization  
Founding Dean  
Cheung Kong Graduate School of Business



## INDUSTRY SPEAKERS



**Eric DIENY**

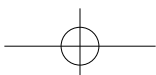
Executive Vice President, DHR International



**Edwin KEH**

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

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# PROGRAM

## ILLUSTRATIVE AGENDA

| Morning   | Afternoon  | Evening           |
|---|--|-------------------|
| <b>Sunday, October 20, 2013, Arrival in Beijing</b>   |  |                   |
| <b>Monday, October 21, 2013</b>   |  |                   |
| Reemergence of China:<br>Causes, Effects and Prospects<br>Prof. LI Wei                                    | The New Mindsets of<br>Strategic Innovation<br>Prof. LIAO Jianwen  | Welcome dinner    |
| <b>Tuesday, October 22, 2013</b>  |  |                   |
| Alternative Investment in China<br>Prof. MEI Jianping   | Company Visit<br>to Parkson China (TBC)  | Free Evening      |
| <b>Wednesday, October 23, 2013</b>  |  |                   |
| Emerging Market<br>Opportunities: Alliance and<br>Acquisition Strategies in China<br>Prof. TENG Bingsheng | The Future of "Made in China"<br>Edwin KEH, The Wharton School,<br>University of Pennsylvania  | Networking dinner |
| <b>Thursday, October 24, 2013</b>   |  |                   |
| Strategic Marketing in China<br>Prof. SUN Baohong   | Company Visit to a<br>Chinese company (TBD)  | Free Evening      |
| <b>Friday, October 25, 2013</b>   |  |                   |
| China's Development Model:<br>A Review<br>Prof. XIANG Bing  | Strategic Human<br>Resources Management in China<br>Industry speaker<br><br>China ASEAN Bilateral Trade<br>Rep from Ministry of Commerce<br><br>Program evaluation | Farewell dinner   |

This illustrative agenda may be subject to minor changes. The detailed program schedule will be firmed up in due course and those who have registered will be notified accordingly.

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# ASEAN Global Leadership Program-China

October 22- 26, 2012 | Beijing



## PROGRAM SYNOPSIS

During the one week ASEAN Global Leadership Program, participants will experience an intensive curriculum that covers critical business topics including:  
(In order of the lecture schedule)

### Reemergence of China: Causes, Effects and Prospects

This session presents a big picture view of China's economic reforms. The economic, political and cultural factors that have significantly shaped the reform process will be considered. The session will help program participants understand why China's reforms have been so successful and what is the main story behind them? The winners and losers of China's economic reforms and challenges and opportunities brought about by China's development will also be discussed.

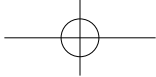
### The New Mindsets of Strategic Innovation

The module will focus on 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. Anchoring on the theory of disruptive innovation, we will discuss the context in which disruptive innovators emerge, the types of disruption they undertake, the process through which they will develop and the most likely reactions of industry incumbents. The session aims to provide business leaders from developing countries with a framework to enable them to search for new growth opportunities as well as disrupt industry incumbents that are suffering under the constraints of resources and technology.

### Alternative Investment in China

This session covers essential elements of emerging financial markets, securities and how the securities are valued and traded. Several outstanding problems with emerging market investment will be analyzed including political risk, currency risk, speculation crazes, market manipulation, different accounting rules and performance measurement.

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## Emerging Market Opportunities: Alliance and Acquisition Strategies in China

Following China's accession to the World Trade Organization, foreign companies have gained the opportunity to enter the Chinese business community and compete on an equal footing with domestic companies.

This session will study how to successfully seize business prospects provided by the Chinese marketplace. One of the main tools is through mergers and acquisitions. The number of such acquisitions has been increasing significantly in the last few years. Who are the main players? What motives and logic underpin such acquisitions? What main form do these acquisitions take? What are the obstacles along the way and how do firms overcome them? What are the consequences of these acquisitions for China and the rest of the world? Additional topics will include an overview of foreign firms in China and the strategic issues facing them (e.g., joint venture management, entry timing and adaptation to the local environment).

## The future of "Made in China"

For the last 30 years China has acted as the veritable factory of the world. By taking advantage of cheap labor, huge production capacity, and export-friendly government policies, Chinese manufacturers have dominated globally. However, in the last few years, with rising wages, a reduced supply of workers, and an

appreciating currency, China's export competitiveness has weakened. Often, China finds itself no longer the cheapest producer. At the same time China's domestic market has developed a tremendous appetite for consumer products and imports are growing faster than exports. Many global brands and retailers are rushing in to capture market share.

So what does the next decade look like for the Chinese supply chain? What are the new competencies needed to succeed in this environment? How do we make critical decisions for the future? What are the new challenges? We will review Chinese supply chain changes to date and suggest opportunities and trends for the future.

## Strategic Marketing in China

After 30 years of growth, China faces many challenges and opportunities regarding the scale, complexity and dynamism of its socio-economic development. The uneven distribution of population and regional differences has resulted in a hierarchical city structure, ranking from well-developed 1st tier cities to rural areas. Since the implementation of the one-child policy, the birth rate has declined, and as a result, the available labor force has decreased. The new generation of teenager consumers has created a huge market for family, personal and online shopping.

This session will examine various markets in China and differences among Chinese consumers. It will explore key factors that will influence the effectiveness of marketing strategy – media and advertising, distribution and retailing -- as well as opportunities and challenges for MNCs operating in China.

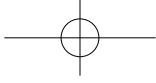
## China's Development Model: A Review

Compared with other major powers, Chinese entrepreneurs have been exploring their own forms of development for three generations since 1978. This session will study the new models and strategies that Chinese companies have adopted in the context of globalization. There will also be in-depth analysis of



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the challenges and limitations of these Chinese models, myths and realities, implications for leadership and recent trends, and relevant cultural dimensions.

### Strategic Human Resources in China

This session will review the major Human Resources Management challenges that international companies face when developing their operations in China, and solutions to overcome these challenges. Insights into how Western executives can overcome cultural differences and work effectively with local teams in China will also be shared.



## WHO SHOULD ATTEND

This program is aimed at senior executives who have responsibilities for strategic leadership and for improving their company's performance. This program is particularly relevant to CEOs, members of Boards of Directors, members of Boards of Commissioners and senior executives who are about to assume top management positions. The program is most applicable to public or private companies that aim to do business in China as it gives practical insights into competing and collaborating in China.



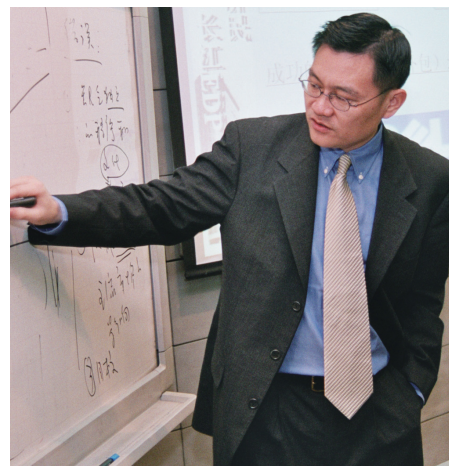
## PARTICIPANTS' FEEDBACK

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

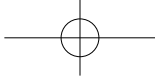
Cyrellus Harinowo  
Commissioner PT Bank Central Asia Tbk, Indonesia

▶ "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



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- ▶ "Strategic location, excellent facilities, world-class speakers, friendly supporting team."

Chong Hoi San  
Managing Director, ITS Management Sdn Bhd, Malaysia

- ▶ "The program gave me a great in-sight of economic development in China. The speakers are world-class; the content is solid. The coordinators were doing the great job. The program was well organized."

Tan Lay Guat  
Operation Manager, ITS Management Sdn Bhd, Malaysia

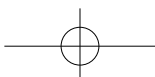


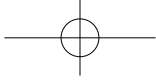
## INFORMATION

|                                 |  |
|---------------------------------|--|
| <b>Upcoming Session</b>         | <b>October 21 – October 25, 2013</b>   |
| <b>Tuition:</b>                 | USD 9,800 (Net of any VAT )<br>Tuition includes class materials and some of the meals during the program   |
| <b>Location:</b>                | CKGSB Beijing Campus<br>Oriental Plaza, 1 East Chang An Avenue,<br>Dongcheng District, Beijing, P.R China  |
| <b>Travel and accommodation</b> | The cost of travel and accommodation need to be borne by the participants.<br><br>We will recommend the hotel within walking distance to the campus. We suggest all participants make hotel reservations as early as possible to secure rooms during the autumn peak season. |



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## APPLICATION

You can register for 2013 ASEAN Global Leadership Program – China by contacting Cindy Chen, Assistant Manager, Global Programs of CKGSB at [qchen@ckgsb.edu.cn](mailto:qchen@ckgsb.edu.cn)  
 Jolanda J. Sadrach, Partner of SRW&Co at [jolanda\\_sadrach@srwasia.com](mailto:jolanda_sadrach@srwasia.com)  
 to request the application form. Or you can fill out the enclosed application form and fax to Cindy at +86-10-85186797 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 within 30 days upon the receipt of the invoice. **The payment deadline is September 13, 2013.**

### ADMISSION QUALIFICATIONS

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

### 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, 2013**

### CANCELLATION POLICY

All notification of withdrawals must be sent in writing to Cheung Kong Graduate School of Business Global Programs and sent to [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 |
|------------------------------|----------------------|
| <b>Before Sept. 17, 2013</b> | 10%                  |
| <b>Before Sept. 30, 2013</b> | 50%                  |
| <b>Before Oct. 7, 2013</b>   | 90%                  |

CKGSB reserves the right to change faculty or teaching facility, the detailed 5-day program schedule will be firmed up in due course and those who have registered will be notified accordingly.

CKGSB reserves the right to cancel the program at its discretion. In the unlikely event of program cancelation, the school is not responsible for non-refundable travel arrangements or other planning expenses incurred. Program participants will be notified in writing and a full fee refund will be processed automatically.

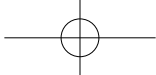
### VISA

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

We will issue visa letter to you 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 the visas to China, please visit: <http://www.china-embassy.org/eng/visas/>

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## 2013 ASEAN Global Leadership Program – China

Oct.21-Oct.25, 2013, 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 \_\_\_\_\_)

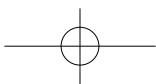
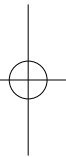
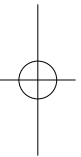
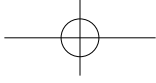
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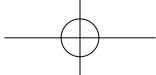
Others (please specify) \_\_\_\_\_

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 \_\_\_\_\_

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## CHINA INSIGHT. GLOBAL IMPACT. SHAPE TOMORROW TOGETHER.

### CAMPUSES

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