CKGSB
Advanced Management Program: China
Shaping the Future Together in the World’s Most Dynamic Market
Beijing
October 14 – 18, 2013
May 19 – 23, 2014
PROGRAM OVERVIEW

With the shift of world economic gravity to the East, countries in Asia continue to enjoy supercharged growth. At roughly $7.9 trillion, China now accounts for more than a tenth of all global economic activity. China is the world’s second largest economy and is predicted to become the world’s largest economy in less than a decade. China is in the spotlight.

The continuing rise of the Chinese economy means that switched-on business executives are increasingly keen to know more about the 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 by yourself?

CKGSB is your pathway to business with China and our Advanced Management Program the red carpet to success. Our Advanced Management Program-China provides the very latest insights to people such as you – 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 in the global economy, 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 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 understanding of:

- How to leverage China 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, business innovation and supply chain management work in China – in reality

Business leaders are expected to provide strategic leadership beyond their own areas of responsibility. This means anticipating global change and managing it on behalf of your organization. Without an understanding of China, it is almost impossible to offer the strategic leadership necessary for the 21st Century.

The program offers senior management both detailed insight and wider overview of the business issues facing global firms operating in China and those firms considering operations in China. At CKGSB, we look to design a program that ensures you not only understand what is occurring in today’s China but are also able to predict where China’s opportunities are most likely to emerge. From innovation and management to finance, marketing, strategy, and social enterprise, CKGSB offers opportunities to gain a greater understanding of China and its implications for your organization.
Jennifer HUANG
Program Director, Professor of Finance, Ph.D., Massachusetts Institute of Technology (M.I.T.)

As a business leader, you are expected to provide strategic leadership, sometimes even beyond your 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. From innovation to management, from finance to marketing, from strategy to social enterprise, CKGSB offers opportunities to gain a greater understanding of China and to help you form business strategies for your organizations.

FOR MORE INFORMATION: Please contact dyluo@ckgsb.edu.cn or call our English Information Line: +86 10 85186799
CKGSB FACULTY MEMBERS

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

LI Wei
Professor of Economics
Cheung Kong Graduate School of Business

TENG Bingsheng
Associate Professor of Strategic Management, Associate Dean
Cheung Kong Graduate School of Business

LIAO Jianwen
Dean’s Distinguished Chair Professor of Marketing, Associate Dean of Global Programs
Director of the CIM Center, 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

INDUSTRY SPEAKER

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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ILLUSTRATIVE AGENDA

During the one week CKGSB Advanced Management Program: China, participants will experience an intensive curriculum that covers critical business topics. A sample program is indicated below:

<table>
<thead>
<tr>
<th>Day 1</th>
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<tbody>
<tr>
<td><strong>Morning</strong></td>
<td>China’s Development Model: A Review</td>
<td>DeAN Xiang Bing</td>
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<td></td>
<td>&lt;CKGSB Faculty Lecture&gt;</td>
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<tr>
<td><strong>Afternoon</strong></td>
<td>Cultural Differences</td>
<td>TBC</td>
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<tr>
<td></td>
<td>&lt;Industry Speaker Lecture&gt;</td>
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<td></td>
<td>&lt;Culture Activity&gt;</td>
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<tr>
<td><strong>Evening</strong></td>
<td>Welcome Dinner</td>
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<tr>
<td></td>
<td>&lt;Networking Event&gt;</td>
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</table>

| Day 2                  | Reemergence of China: Causes, Effects and Prospects             | Prof. LI Wei                                                    |
|                        | <CKGSB Faculty Lecture>                                         |                                                                 |
| **Afternoon**          | China’s Financial Market                                       | Prof. Jennifer HUANG                                             |
|                        | <Industry Speaker Lecture>                                     |                                                                 |
|                        | <CKGSB Faculty Lecture>                                         |                                                                 |
| **Day 3**              | Emerging Market Opportunities: Alliance and Acquisition Strategies in China | Prof. TENG Bingsheng                                             |
|                        | <CKGSB Faculty Lecture with Case Studies>                       |                                                                 |
| **Day 4**              | New Mindsets of Strategic Innovation                            | Prof. Jon LIAO                                                   |
|                        | <CKGSB Faculty Lecture>                                         |                                                                 |
| **Day 5**              | Strategic Marketing in China                                    | Prof. SUN Baohong                                                 |
|                        | <Industry Speaker Lectures>                                    |                                                                 |
|                        | The Future of “Made in China”                                   | Edwin KEH, The Wharton School, University of Pennsylvania        |
| **Evening**            | Program evaluation and certificate presenting                  |                                                                 |
|                        | <Networking Event>                                             |                                                                 |

The detailed 5-day program schedule may be subject to minor changes and those who have registered will be notified accordingly.

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PROGRAM SYNOPSIS

During the 5-day Advance Management Program-China, participants will experience an intensive curriculum that covers critical business topics including:

(In order of the lecture schedule)

China Today: its Development Model and the Globalization of Chinese Companies

Three generations of Chinese entrepreneurs have driven explosive growth 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 an in-depth analysis of China’s paradigm shifting new business models – their challenges and limitations - the prevailing myths and realities that characterize China and the resulting implications for cross-cultural leadership.

Reemergence of China: Causes, Effects and Prospects

This session presents an overview 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 you to understand why China’s reforms have been so successful and the factors that underlie them. Winners and losers of China’s economic reforms will also be discussed.

China’s Financial Market

Chinese companies and financial institutions are increasingly expanding their presence in the global marketplace while foreign firms and investors continue to seek access to the ever-expanding Chinese market. This session will provide a brief introduction and analysis of China’s financial markets. Participants will review recent developments in China’s banking industry and stock, bond, derivative and private equity markets. The challenges and opportunities for foreign companies in these financial markets will be discussed.

Strategies for Entering the Chinese Market

Following China’s accession to the World Trade Organization, foreign companies have gained the opportunity to compete on an equal footing with domestic companies. But how can your organization successfully seize the business opportunities provided by the Chinese marketplace in the face of stiff domestic competition? One way is through mergers and acquisitions – the number of which has increased significantly in the last few years. But who are the main players? What are the motives and underlying logic of 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 they face (e.g. Joint Venture Management, entry timing and adaptation to the local environment).

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The New Mindset of Innovation
This session will focus on how companies from developing countries such as China innovate and emerge to become global competitors within a relatively short period of time. Featuring 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 develop and the most likely reactions of industry incumbents. The session aims to provide business leaders from developed countries with a framework to search for new growth opportunities.

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 first tier cities to significantly less developed rural areas. Since the implementation of the one-child policy, 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.

The Future of “Made in China”
For the last 30 years China has acted as manufacturer to 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 in the global marketplace. 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 Human Resources in China
This session will review the major Human Resources Management challenges that international companies face when developing their operations in China together with solutions to overcome these challenges. Insights into how Western executives can overcome cultural differences and work effectively with local teams in China are also featured.

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PARTICIPANTS’ VOICES

“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

“The layout of the place to begin with: the physical environment is excellent, the rooms, the way in which the rooms are apportioned, the facilities and so forth. The professionalism and helpfulness of the people: you walk in the door and it is immediately obvious that this is a very high quality, very professional organization and that comes through in almost everything that happens.”

Troy Hudgson
VP Marketing, Fonterra

“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

WHO SHOULD ATTEND

This program is aimed at senior executives and non-executives who have responsibility for strategic leadership and for improving their company's performance. The program is most applicable to public or private companies planning to do business in China.

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APPLICATION

You can register for 2013 CKGSB Advanced Management Program: China by contacting Ms. Rita LUO, Assistant Manager, Global Programs of CKGSB on dyluo@ckgsb.edu.cn To obtain an application form. Or you can fill out the enclosed application form and fax to +86,10,58186798.

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 for the 2013 program must be paid by 10 Sept., 2013.

For more information: Please contact Rita LUO at dyluo@ckgsb.edu.cn or our English Information Line: +86 10 8518 6799

ADMISSION QUALIFICATIONS

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

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LANGUAGE REQUIREMENTS
Participants must be fluent in English to complete reading assignments and participate meaningfully in discussions and working groups.

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 for the 2013 program is Sept. 10, 2013.

CANCELLATION POLICY
All notification of withdrawals must be sent in writing to Cheung Kong Graduate School of Business Global Programs at dyluo@ckgsb.edu.cn.

Due to the costs incurred for program preparation and administration, any cancellations are subject to penalty fees as described below (for the 2013 program):

<table>
<thead>
<tr>
<th>Time</th>
<th>Cancellation Penalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program withdrawal before Sept.10, 2013</td>
<td>10%</td>
</tr>
<tr>
<td>Program withdrawal before Sept.20, 2013</td>
<td>50%</td>
</tr>
<tr>
<td>Program withdrawal before Sept.30, 2013</td>
<td>90%</td>
</tr>
</tbody>
</table>

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

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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.

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 Rita LUO at dyluo@ckgsb.edu.cn.

For more information on the visas to China, please visit: http://www.china-embassy.org/eng/visas/
CKGSB Advanced Management Program: China

Oct.14-Oct.18, 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 ___________________
☐ 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 ___________________

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Since our founding in 2002, CKGSB has trained 2,500 Chairmen and CEOs who together lead companies that generate more than $1 trillion of annual revenue. If our alumni network were a nation it would be the world’s 16th largest economy.

Business leaders from China and around the world have made CKGSB their preferred choice for education that prepares them to meet the challenges of a world driven by emerging market growth. Our world-class faculty places China’s transformations in a global context with unrivaled business and cultural insights.

Now with our innovative global programs designed for senior business leaders you can be prepared for the next decade, which will define China and the global economy.

Find out how at global.ckgsb.edu.cn