ASEAN GLOBAL LEADERSHIP PROGRAM: CHINA
Shaping Your China Strategy in New Global Business
October 21 – 25, 2013
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
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 chairmain 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.
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

XUAN 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

FOR MORE INFORMATION: Please contact qchen@ckgsb.edu.cn or call our English Information Line: +86 10 85186799
# PROGRAM

## ILLUSTRATIVE AGENDA

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

1. “Being here for this program, I have the opportunity to enhance my leadership skills apart from taking a break to recharge my batteries.”
   
   Cyrillus Harinowo
   Commissioner PT Bank Central Asia Tbk, Indonesia

2. “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
INFORMATION

Upcoming Session: October 21 – October 25, 2013

**Tuition:**
USD 9,800 (Net of any VAT)
Tuition includes class materials and some of the 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 cost of travel and accommodation need to be borne by the participants.
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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> “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
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 to request the application form. Or you can fill out the enclosed application form and fax to Cindy at +86-10-85186797.

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Cancellation Penalty</th>
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<tbody>
<tr>
<td>Before Sept. 17, 2013</td>
<td>10%</td>
</tr>
<tr>
<td>Before Sept. 30, 2013</td>
<td>50%</td>
</tr>
<tr>
<td>Before Oct. 7, 2013</td>
<td>90%</td>
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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

For more information on the visas to China, please visit: http://www.china-embassy.org/eng/visas/
Application Form

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 ___________________
□ 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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Over the past 10 years we’ve built
a community equal to
the world’s 16th largest economy.

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

China Insight, Global Impact. Shape Tomorrow Together.
CHINA INSIGHT.
GLOBAL IMPACT.
SHAPE TOMORROW TOGETHER.

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