CKGSB
长江商学院
CHEUNG KONG GRADUATE SCHOOL OF BUSINESS

CHINA START

For global start-ups and scale-ups to

Learn, Network and Pitch

A global authority on China knowledge, network and funding

A paradigm shift in global startup ecosystem

23 - 27 Nov, 2020

Beijing & Shenzhen

www.China-Start.org

A Message from Program Director

"With the Chinese consumers' ever-increasing desire for western technologies, products and services, CKGSB has identified the abundance and diversity of innovation and entrepreneurship, but equally, the lack of understanding about how to successfully integrate their business into China. China Start offers a solution for those who want to understand the Chinese market, grow their business, receive funding and partner with businesses and investors in the Chinese venture ecosystem.

China Start provides an elite standard of China venture ecosystem knowledge that will help participants to understand China and industry specific knowledge that is essential for successful integration into China. CKGSB's influential Chinese alumni base will develop participants' networks and partnerships with Chinese industry leaders, helping your business to meet the most relevant players. The program features investment pitching sessions with Chinese angels, VC and PE investors that can offer participants the possibility to acquire a substantial investment. Setting up a business in China has never been so easy with China Start!"

JI Bo
Founder of China Start,
Chief Representative for Europe,
Assistant Dean of Global Executive Education,
CKGSB

WHAT

China Start is a one-week China immersion program for start-ups and scale-ups to learn China-specific knowledge, network with potential local partners and pitch for Chinese investment.

AN OVERVIEW OF BENEFITS

• CHINA KNOWLEDGE

- Develop China-specific knowledge
- Identify unique opportunities for your business with China
- Explore the commercial and cultural differences
- Formulate your competitive China entry strategies

• CHINA PARTNERSHIP

- Build relationship with potential local partners and investors
- Share and learn with your talented peer entrepreneurs
- Tap into some of CKGSB's most successful entrepreneurs in the world

• CHINA LANDING

- Meet with 300+ investors
- Pitch to raise substantial funding at good valuations

Highlights

1 Week
2 Cities: **Beijing & Shenzhen**
3 Pitches for investment & partnership
4 Lectures
5 Company Visits

Investors
300+

- After Program support

WHO

A COMMITMENT TO CAPTURE THE CHINA OPPORTUNITY

China Start Program has been designed for high-potential, globally minded executives, entrepreneurs and investors, who see their team or organisation's future strategy closely aligned with the growing opportunities presented by China. This program is for individuals who have the hunger to acquire China's specific knowledge, global network and investment that will aid them in successfully delivering their China market entry strategies.

Program Overall Satisfaction Rate:

4.94 / 5

HOW

You will learn through interactive class discussions, real-life case studies, group exercise, company visits, cultural experiences, guest speakers and networking activities.

DAY 1: Beijing	
Morning	**Arrival Welcome** **Lecture:** Globalization and China's model of economic development: an historical and global perspective - Prof.XIANG Bing, CKGSB Founding Dean
Afternoon	**Company Visit & Investment Pitch: JD.com**
Evening	**Group Dinner** (culture exposure option)
DAY 2: Beijing	
Morning	Play Taichi **Lecture:** Winning Strategies and Reshaping Innovation in China - Prof. TENG Bingsheng
Afternoon	**Investment Pitch & Networking Session**
Evening	**Group Dinner**
DAY 3: Beijing	
Morning	Breakfast & Checkout **Lecture:** Internet Marketing in China - Prof. LI Yang
Afternoon	**Company Visit:** 4paradigm Unicorn Company
Evening	Flight from Beijing to Shenzhen
DAY 4: Shenzhen	
Morning	Breakfast & Bus transfer **Company visit: Tencent**
Afternoon	**Lecture:** Disruptive Technologies and Incubation in China - Prof. ZHANG Weining
Evening	**Investment Pitch & Networking Session**
DAY 5: Shenzhen	
Morning	Breakfast & Bus transfer **Company Visit: 3NOD & IDG Accelerator Visit**
Afternoon	**Expert Advisory Panel Session -** 'Go to China & Growth Strategy Presentation' **Feedback & Program Evaluation & End**

Faculty

CHINA START

PARTNERS

FUNDING

GROWTH

EXIT OPTIONS

XIANG Bing

Founding Dean; Professor of China Business and Globalisation; Director of the Centre on China and Globalisation; PhD, University of Alberta

Prior to joining CKGSB, Dr. Xiang was a Professor of Accounting at Peking University's Guanghua School of Management, where he pioneered the school's Executive MBA program. He was also one of the seven founding faculty members of China Europe International Business School(CEIBS) in Shanghai. Dr. Xiang also served on the faculty of the Hong Kong University of Science and Technology.

TENG Bingsheng

Professor of Strategic Management
Associate Dean for Asia and Europe
PhD, City University of New York

Teng Bingsheng is a Professor of Strategic Management at CKGSB and the Associate Dean for CKGSB Europe and Asia. He formerly served as a tenured Professor of Strategic Management at George Washington University (GWU), where he was a doctoral advisor and lead professor of the departmental doctoral program.

GAN Jie

Professor of Finance;
Associate Dean for Technology Innovation and Entrepreneurship;
PhD, Massachusetts Institute of Technology

Prior to joining CKGSB, she served as a professor (with tenure) at Hong Kong University of Science and Technology and an assistant professor (tenure track) at Columbia Business School. Her research and teaching were featured in major media outlets, such as Wall Street Journal, Financial Times, and the Economist.

Apply

UPCOMING SESSION	www.China-Start.org
TUITION	• **£6,800 for Start-up/Scale-up.** • **£10,000 for financial institution groups.** Tuition fee includes: • 5 nights' hotel stays / accommodation; • Domesctic flight within China; • Teaching materials; • Selected meals during the program; • Taichi lessons and outfit.
LOCATION	Beijing and Shenzhen
PROGRAM LANGUAGE	English

Successful Story

PERFECT SCORE

- Met 600+ Investors
- Resulted in 10 Million RMB investment via China start program from the investors four months after the program

MERGE VR

- Resulted in successful follow-up meetings with Tencent and Fosun immediately after China start week
- The NDA will be signed with Tencent and Fosun to enter into next phase of potential investment and partnership

CONNECT4GLOBAL

- Met with 3nord
- Resulted: '90+ Sport' as an accelerator to help bridge and connect sports companies across Europe, China and South America

EUROPASS

- Met with WeChat Pay at Tencent
- Resulted in first partnership to develop WeChat Pay for retailers in Europe
- EuroPass is now developing with Tencent a unique "WeChat refund solution" for Global Blue Tax — free shopping business

"The program is filled with very interesting and practical lectures, delivered by some of the world's top authorities on Chinese business; but what sets it apart is the really high-level networking. We had direct access to some of the best and most dynamic Chinese companies today."

——**Jorge Cortell**
Founder and CEO of
Kanteron System S.L.U
Spain

"I think this program is fantastic, we've learnt a lot about the Chinese market, entrepreneurship here, a lot of understanding about how this market works and normal potential of it. So, it has been a fantastic trip. We've got a lot of connections here, we just need to manage small percentage of it then this market's potential is absolutely extrordinary."

——**Johan Staël von Holstein**
Advisor of Starflow
Sweden
(serial entrepreneur, created 3 unicorn companies)

"The program is **ABSOLUTELY ESSENTIAL** for any western company looking to do business or raise capital in China. More than half of alumni from my cohort have offers of investment or partnership, including my 13 year old daughter who not only found a manufacturer, distributor and marketing partner, but also 2 investors for over $1M USD!!"

——**Alan Smithson**
CEO of MetaVRse
Canada

About CKGSB

CKGSB aims to cultivate business leaders with a global vision, a humanistic spirit, a strong sense of social responsibility and an innovative mind-set. Established in Beijing in November 2002 with generous support from the Li Ka Shing Foundation, CKGSB is an independent, non-profit business school. CKGSB pioneered the integration of the humanities into its curricula and CKGSB was the first Chinese business school to develop a philanthropy program.

CHINA KNOWLEDGE

- 40+ full-time faculty members recruited from the world's leading business school
- More than 400 case studies of both China-specific and global issues

CHINA NETWORK

- More than 50% of CKGSB's alumni are at the CEO or Chairman level and, together, their companies accounted for 1/5 of China's GDP
- 1,000+ active angels (more than 50% of CKGSB's 15,000 alumni have invested as an angel)

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