

Meet with **THOUGHT LEADERS.**
Engage with **BUSINESS LEADERS.**



CUTTING-EDGE INSIGHTS FROM CHINA

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Please visit our website
for information of fees and dates.

What to expect.

CONTENTS

- 04 OVERVIEW
- 04 WHO SHOULD ATTEND
- 06 PROGRAM BENEFITS
- 07 PROGRAM CONTENTS
- 08 COMPANY VISITS
- 10 WHAT PARTICIPANTS SAY
- 12 WORLD-CLASS FACULTY
- 14 ABOUT CKGSB
- 16 NOTABLE ALUMNI

Understanding China is essential
for you to lead the future growth
of your business globally.

OVERVIEW

CUTTING-EDGE INSIGHTS FROM CHINA

Cutting-edge Insights from China is a *four-day intensive English-language program* specially designed for senior executives and policy makers to stay ahead of the strategic development from China. To be taught by globally acclaimed professors from CKGSB, together with business leaders from established companies, unicorns and unicorns-to-be in China, the program will provide an immersive learning opportunity for you to dive deep into China and its future global implications. You will emerge with a savvier understanding of the new geopolitical, economic, technological and social uncertainties of the coming decade.

WHO SHOULD ATTEND

- Senior executives and high-potential leaders of global entities
- Successful entrepreneurs looking for disruptive ideas
- Senior diplomats and government officials working on relations with China



Past participants' positions

Chairman
Founder
CEO
Board Director
Managing Director
General Manager, China
Senior Vice President

Government & NGO

Ambassador to China
Member of Parliament
Executive Director

The rise of China has reshaped the global economic landscape. As the world enters into the 2020s, China is set to become:



Home to the world's largest middle class

which is projected to reach 550 million by 2022, expected to drive \$6 trillion growth in consumption in the period to 2030, comparable with the U.S. and Western Europe combined



One of the greatest sources of innovation around the world

with 209 new unicorns (private companies with evaluation of more than USD 1 billion) in 2019 alone and leading in key technologies for the 4th Industrial Revolution such as 5G and artificial intelligence (AI)



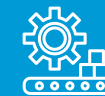
A global leader in R&D spending

with an annual growth of more than 17% since 2000



The largest digital economy

with massive amount of data on 900 million mobile internet users by 2023 and 430 million 5G users by 2025



One of the strongest manufacturing powers

that will take the lead, by 2025, in hi-tech development and production which now accounts for 20% of the world's manufacturing output



A top 3 financial market

worth \$4.5 trillion, to be further liberalized in 2020s

PROGRAM BENEFITS

The program will help you:

1

Gain systematic knowledge and balanced view on China through multiple perspectives

2

Understand China's globally influential national plans, such as 'The Belt and Road' initiative

3

Learn from the technological advancements and business model innovations from China

4

Access CKGSB's privileged network with select thought leaders and business leaders

5

Grasp the keys to navigate the complex global environment in the context of China-US trade tensions and the COVID-19 pandemic

6

Join a life-long learning platform and supportive community that keeps you connected with China
















PROGRAM CONTENTS



COMPANY VISITS

By visiting successful Chinese companies and interacting with their senior executives, you will gain first-hand insights into how leading Chinese companies achieve exponential growth in China and around the globe.

Examples of Visiting Companies:



Participants of Class 2019 on a company visit to ByteDance - the holding company of TikTok and the world's most valuable startup.



WHAT PARTICIPANTS SAY



The past few days have been an amazing learning experience for me, from the leading faculty to the insightful course content. The class mix and dynamics also stand out to me. The unique backgrounds and experiences of the participants bring a truly global perspective.

Rafael Russo

Senior executive from Google Brazil

CKGSB's approach is really new to me. We did not just learn content or business concepts by definition, instead professors explained what was happening in China through multiple lenses, so that we could easily understand how and why certain factors affect the Chinese economy.

Joan Elangovan

Executive Director of Asia Pacific Centre of Vancouver Economic Commission



When I was at Harvard Business School, 90% of my classmates worked at large companies, so their goal was to get promoted or get a better salary. As compared to HBS, where I was doing mostly case studies, CKGSB is unique in that it's mostly for entrepreneurs to learn practical and real skillsets that they can apply to their business immediately. It's experiential.

Joel Neoh Eu-Jin

Founder, Fave Asia

We all know that China is an exciting proposition for any business in growth mode. Understanding China business is very crucial for me, not only because I am assisting ADGM's team in the development of our China office strategy, but it is important for me in my current job as well as in future opportunities to understand the Chinese mindset and how to leverage it.

Mariam Al Mansoori

Strategy Director of Abu Dhabi Global Market



WORLD-CLASS FACULTY



"We live in a time when major forces are colliding and fundamentally changing the path of development for humanity. One of them is the re-emergence of China. Anyone wishing to become a leader of a global-minded company requires a thorough understanding of China's transformation and its impact on the world."

XIANG Bing *Founding Dean and Professor of China Business and Globalization, CKGSB*

FU Chengyu

Professor of Management Practice of Governance and Innovations at Large Corporations

Former Chairman of Sinopec Group
[Globalization of Chinese Companies](#)

LI Wei

Professor of Economics

Associate Dean for MBA & Director for CKGSB Case Center

Previously taught: Duke Fuqua, University of Virginia Darden

[The Re-emergence of China and Its Economic Outlook](#)

LI Yang

Associate Professor of Marketing

Academic Director for MBA

PhD, Columbia Business School

[Digital Marketing in China](#)

OU-YANG Hui

Dean's Distinguished Chair Professor of Finance

Associate Dean for EMBA

Previously taught: Duke University, University of North Carolina

Former MD at UBS and Nomura Securities

[Digital Currency and Its Applications](#)

TENG Bingsheng

Professor of Strategic Management

Associate Dean for CKGSB Europe and Asia

Previously taught: George Washington University

[Winning in China: Policies and Strategies](#)

XIANG Bing

Founding Dean

Professor of China Business and Globalization

[China's Transformation and Its Global Implications](#)

ZHANG Weining

Associate Professor of Accounting

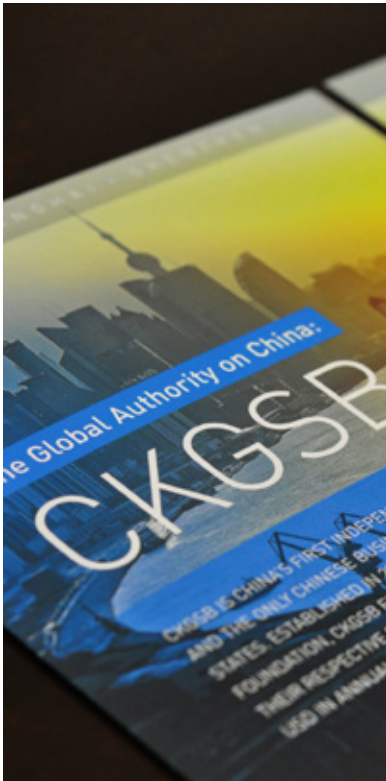
Academic Director for the CKGSB Chuang Community

Previously taught: National University of Singapore

[Technology-Driven Business Models](#)

** In alphabetical order by last name.*

ABOUT CKGSB



Cheung Kong Graduate School of Business (CKGSB) is the preferred choice of the most influential business leaders and the new generation of economic disruptors in China. Founded in 2002 with support from the Li Ka Shing Foundation, CKGSB is China's first independent, faculty-governed and non-profit business school with a mission to develop transformative business leaders for social and global good.

Sir Li Ka-shing (5th to the left in the front row) presented at the graduation ceremony of one of CKGSB's executive education programs



40+

Full-time resident professors, most of whom are Chinese natives once tenured at top international business schools, and sit on boards of **Fortune Global 500 Companies**

3

Professors became **Chief Strategy Officers** of Alibaba, Ant Financial, and JD.com - three most disruptive companies in China



20+

Research Centers to produce award-winning studies on China insights

100+

Papers published in 60 globally-renowned journals in the past five years



400+

Independent China-specific case studies on companies like Huawei and Ant Financial

NOTABLE ALUMNI

Charles-Édouard BOUÉE

Former CEO, Roland Berger

CHEN Yidan

Co-Founder, Tencent

FU Chengyu

Former Chairmen, Sinopec Group

Paul FANG

CEO, Midea

Sir Tom HUNTER

Founder, West Coast Capital

LIU Qing

President, Didi Chuxing

LI Dongsheng

Chairman and CEO, TCL

Jack MA

Founder and Executive Chairman, Alibaba

Ralf SPETH

CEO, Jaguar Land Rover

TAO Jingwen

President of Quality, Business Process and IT,
Huawei

ZHOU Hongyi

Chairman, Qihoo 360

It is a daunting challenge for a business school to bring so many truly A-list business leaders together, but CKGSB has managed to hit another homerun.

Jack MA

Founder and Executive Chairman, Alibaba



14,000+



Alumni, 50% of whom are at Chairman or CEO level

35+



Unicorns were created and developed at CKGSB in the past 5 years

25%



China's most valuable brands are led by CKGSB alumni

3,000+



Senior executives from overseas have attended executive education programs at CKGSB

CONTACT US!

Global Programs, CKGSB
Beijing Campus
Ms. Mara YUAN
ytyuan@ckgsb.edu.cn
+86 (10) 8537 8140



Wechat

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Graduate School of Business



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BEIJING

Oriental Plaza, Tower E3, 3F,
One East Chang An Avenue,
Beijing 100738, China
Tel | +86-10-85188858

SHENZHEN

Qianhai Enterprise Mansion
Building 30, Floor 1-3, 63 Qian-
wan First Road, Shenzhen,
Guangdong, China
Tel | +86-755-82835188

NEW YORK

230 Park Avenue, Suite 540,
New York, NY 10169
Tel | +646-6277724

SHANGHAI

Hongqiao Vanke Center,
T5 Building, 1-2F, 988 Lane,
Shenchang Road, Minhang
District, Shanghai 201107, China
Tel | +86-021-80120888

HONG KONG

Suite 3203, 32/F, Champion
Tower, 3 Garden Road, Central,
Hong Kong
Tel | +852-36980981

LONDON

DIFC Global, 11-12 St. James's
Square, London SW1Y-4LB, U.K
Tel | +44-20-71042380