



CK|G|S|B

长|江|商|学|院

CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS



Asia Start

24-28 March 2025

Asia Start Program



Asia Start is a **5-day immersive program** that takes you through a field learning journey in **Beijing, Shenzhen and Hong Kong**. It offers you a new perspective on scaling your business by focusing on the **digital innovation, Asia's economic disruption model, and market opportunities in Asia**. Asia is home to some of the world's most innovative companies and forward-thinking industries, with its digital economy is projected to reach US \$1.2 trillion by 2025. This offers tremendous learning opportunities for western entrepreneurs and executives. In the Asia Start program, you'll gain exclusive insights into the disruptive innovations and unique business models of Asia's leading companies, like **JD.com, BYD, and Tencent**. This experience offers behind-the-scenes **access to the strategies** and ecosystems that drive these industry giants, along with **networking opportunities** with influential executives, entrepreneurs, and investors, enabling valuable connections for exponential business growth in the region.

Who Should Attend?

Designed for founders, CEOs, corporate executives, and investors, this program is ideal for those seeking the latest insights into Asia's digital economy and economic shifts, expanding into new markets, adopting disruptive technologies, and advancing digital transformation strategies to achieve long-term, sustainable growth.

Typical profiles include:

Founder/Co-founder, CEO, Investors, Digital Transformation Leader, CTO, CDO, VP, Head of Strategy, BD Director, Director of Sales, General Manager, Advisor & Chief AI Officer

Benefits to Participants

- **In-depth Digital Insights:** Gain a comprehensive understanding of the digital landscape in Asia, focusing on the trends and the latest cases driving economic disruption and growth in China and the wider region. Learn from a team of experienced faculty members with deep industry expertise.
- **Exclusive Tech Company Visits:** Learn from behind-the-scenes dialogues with Asia's top tech giants and digital ecosystems, including JD.com, Tencent, TOJOY, BYD and the unicorn FinTech company Airwallex, learning first-hand how they are shaping the future of the creator economy, global e-commerce, AI, electric vehicles, and digital payments.
- **Pitching for Ecosystem Stakeholders:** Present your business to leading venture capitalists, private equities, seasoned advisors, corporate executives, and active angel investors in Asia. This opportunity connects you with influential ecosystem players to access to new customer bases, manufacturers, distributors, and strategic partnerships.
- **Strategic Partnership Opportunities:** Identify and establish key partnerships with leading companies, customers, suppliers, manufacturers and digital ecosystems across Asia to expand your global footprint.
- **Networking with Successful Entrepreneurs & Executives:** Build valuable relationships with Asia's disruptive innovators, gaining insights into their strategies for scaling businesses in a rapidly changing digital economy. Join Asia's influential and increasingly globally connected business community.

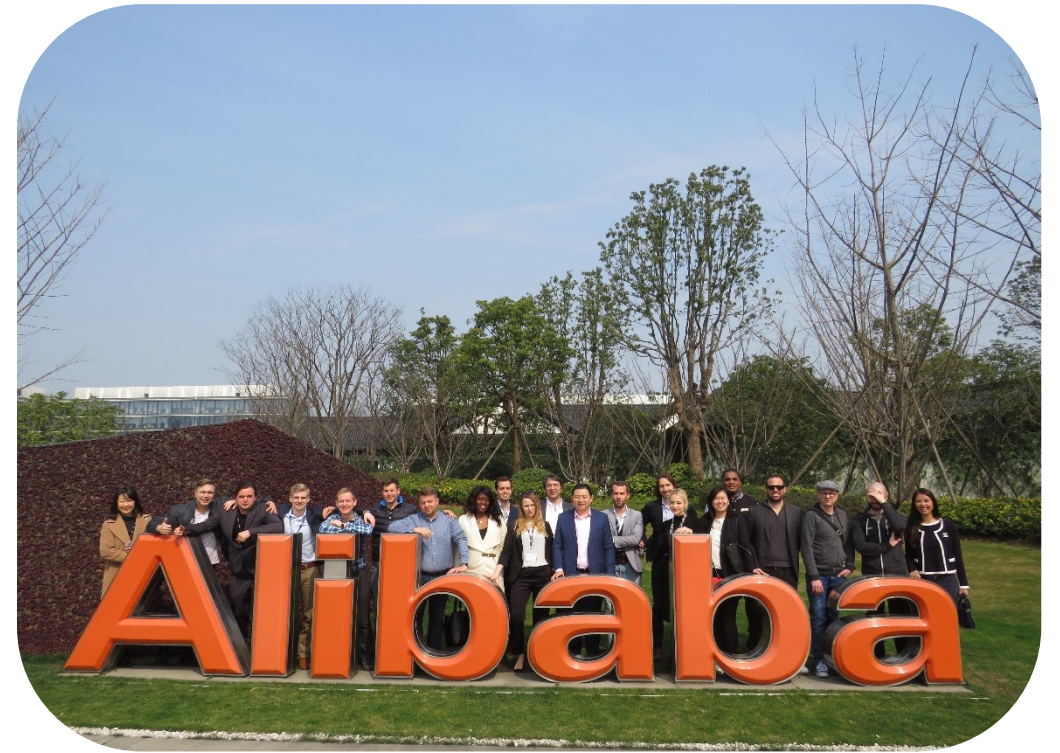
| | |
|------------------------|------------------------------------------------------------------------------------------------------|
| Date | 24-28 March, 2025 |
| Duration | 5 days |
| Location | Beijing, Shenzhen, Hong Kong |
| Fee | USD 8,000.00 (GBP 6,200.00)* |
| Program Manager | Ms. Jennifer Wang jenniferwang@ckgsb.edu.cn |

*Please contact the program manager for scholarships, group and alumni rates

*Subject to change without notice.

| Day 1 | Day 2 | Day 3 | Day 4 | Day 5 |
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| Beijing | Beijing | Shenzhen | Shenzhen | Hong Kong |
| Taichi | Taichi | Taichi | Taichi | Taichi |
| <p>9:00-10:00 Orientation & 3i Pitch workshop JI Bo, Chief Rep for Europe, CKGSB</p> <p>10:15-12:00 Economic Disruption, Digital Economy, and Market Expansion Strategies in/with Asia</p> <p>TAO Zhigang, Professor of Strategy and Economics and Associate Dean for Europe, CKGSB</p> | <p>9:00-12:00 Web 3.0 and the Omni-Channel Shift: The Future of Digital Retail (<i>Case Studies: Alibaba, Jd.com, TikTok, Temu, etc.</i>)</p> <p>LI Yang; Associate Professor of Marketing, Executive Academic Director of EMBA Program, CKGSB</p> | <p>9:00-12:00 Data-Driven Success: Digital-enabled Business Model</p> <p>SUN Tianshu, Visiting Professor of Information Systems CKGSB; Senior Advisor to Alibaba CEO, CKGSB</p> | <p>9:00-12:00 Smart Manufacturing & End-to-End Supply Chain Integration: Harnessing AI, Cloud, and Big Data</p> <p>SUN Tianshu, Visiting Professor of Information Systems CKGSB; Senior Advisor to Alibaba CEO, CKGSB</p> | <p>9:00-12:00 The Role of FinTech in the Thriving Digital Economy</p> <p>GAN Jie, Professor of Finance & Tech Innovation, CKGSB</p> |
| 12:00-13:00 Lunch Break | 12:00-13:00 Lunch Break | 12:00-13:00 Lunch Break | 12:00-13:00 Lunch Break | 12:00-13:00 Break |
| <p>13:00-14:00 Cross-Cultural Management: How to Turn Differences into Advantages JI Bo, Chief Rep. for Europe, CKGSB</p> <p>15:00-16:30 Company Visit: JD.com (B2C) <i>Understanding China's largest online retailer by revenue, 1.08 trillion yuan in 2023.</i></p> <p>17:30-18:30 Pitch <i>(Closed door pitch for customers, suppliers, distributors, investors)</i></p> | <p>14:00-15:30 Company Visit: TOJOY (B2B) <i>Empowering SMEs through TOJOY's BOSS Cloud digital ecosystem (18k companies)</i></p> <p>15:30-16:30 Pitch (Live streaming to 1.8million TOJOY entrepreneurs)</p> | <p>14:00-15:30 Company Visit: Tencent <i>Connecting win-win Ecosystems for everyone: from connecting people, services and devices, to connecting enterprises and future technologies.</i></p> <p>15:30-16:30 Pitch: Tencent Industry Accelerator: AI, SaaS, Blockchain, CloudNative, etc.</p> | <p>14:00-15:30 Company Visit: BYD (EV) - Sustainability in Action: How BYD Transformed the EV Landscape and Clean Energy Industry</p> <p>16:00-17:30 Hua Qiang Bei Visit: widely regarded as world's largest electronics market</p> | <p>14:00-16:00 Unicorn Company Visit: Airwallex - a global FinTech company that offers innovative cross-border payment solutions.</p> <p><i>Valued at over \$5 billion, it enables seamless international payments for businesses in more than 130 countries.</i></p> <p>16:00-18:00 Closing Ceremony and Certificate Award</p> |
| <p>18:30-20:30 Networking Dinner with Chinese Chairman/CEOs (CKGSB Alumni)</p> | <p>18:00-21:00 Flight to Shenzhen</p> | <p>18:00 – 20:00 Networking Dinner with Chinese Chairman/CEOs (CKGSB Alumni)</p> | <p>18:00-19:00 Transfer from SZ to HK (Train)</p> | |

*Subject to change based on availability



**2019 MAY
COHORT**



“It has been enlightening, it has been challenging, it has been fascinating!”

—Francesco Ruospo
Chief Business Officer
AcademicLabs

“Joining China Start is my first time in China. I am super impressed of the country and the atmosphere. I really feel that myself, my company, our technology have the right stance here.”

Jan Grimbrandt
CEO and Chairman of the Board
BOSON ENERGY



2019 MAY
COHORT



“I think that this program with China Start is fantastic. We’ve learnt about Chinese market and also a lot about entrepreneurship here, known about how this market works. The potential of this market is absolutely astronomical.”

—Johan Staël von Holstein
Advisor
Starflow

“I grew up in China, and now I do come back and visit China now and then, but with CKGSB I was introduced to a whole new perspective of networking, pitching and entrepreneurship.”

GUO Yiwen (Eric)
CEO
Spark





“The program has very good lectures, very good presentations. We have been introduced to a lot of investors. Also, we had opportunities to present ourselves.”

–Thomas Tuerk

Global Head of Commercial Operations BOSON
ENERGY

“I am very glad to attend this program because China Start helped me improve my business and promoted Viume in China.”

Silvia Bardani
Founder & CEO
Viume





Our Differentiations

CKGSB faculty are uniquely positioned to understand and interpret digital transformation across US, China and Asia.

CKGSB professors combine management theory with deep industry experience to analyze technological trends and digital transformation with unique breadth and depth.

Three of our professors have become inaugural Chief Strategy Officers at leading digital giants Alibaba, JD.com and Ant Financial, following their tenure at CKGSB, and they continue to teach at our school.

CKGSB professors, like Sun Baohong and Sun Tianshu, possess invaluable expertise in digitalization, serving as leading advisors to Alibaba and formerly consulting Facebook and Adobe.



World-class Faculty

Most of our 55 world-class professors held tenured positions at world-leading universities – such as University of Chicago, Columbia University, Darden School of Business, University of Michigan, MIT, Wharton and Yale - prior to joining CKGSB. They provide a global perspective to our programs.

About CKGSB

Established in November 2002, Cheung Kong Graduate School of Business (CKGSB) is China's first privately-funded, research-intensive and not-for-profit business school.

Our mission is to cultivate transformative business leaders with a global vision, social responsibility, innovative mindset, and ability to lead with empathy and compassion.

Highlighted Program Faculties



TAO Zhigang

Professor of Strategy and Economics and Associate Dean for Europe, CKGSB



Sun Tianshu

CKGSB Dean's Distinguished Chair Professor in Information Systems; Advisor to Alibaba; Formerly tenured at USC Marshall



LI Yang

Associate Professor of Marketing, Executive Academic Director of EMBA Program, CKGSB



GAN Jie

Professor of Finance & Tech Innovation, CKGSB

Our Differentiations



Unrivalled China Insights

Our faculty members – most of whom are Chinese by heritage – have an innate understanding of Chinese business and culture. This, combined with the school's in-depth research and access to China's most influential alumni, allows CKGSB to offer unsurpassed insight into China's transformation and its global implications.



RCEP and Asia's Perspective

We provide increasingly sought-after and on-the-ground knowledge and the necessary ecosystem for you to leverage Asia's opportunities to boost intra-regional trade and investment, and business growth, particularly amidst global uncertainties and a slowing global economy.



Unparalleled Alumni Network

CKGSB offers a life-long learning platform with access to an elite business network of:

- 22,000+ alumni, more than half of whom are at the CEO or chairman level and, collectively, lead one-fifth of China's most valuable brands
- 1,188 founders of unicorn and soon-to-be-unicorn companies
- 4,000+ global senior executives at multinational companies



"Top-of-the-Pyramid" Approach

Since its establishment, CKGSB has focused on companies' top decision-makers, such as chairmen and CEOs of the most influential companies and iconic entrepreneurs, which few other educational institutions have been able to serve. Companies' leaders need to understand and navigate through the global complexities brought by technological disruptions and geopolitical instability.



Social Purpose and Social Innovation

Going beyond the boundaries of business schools, CKGSB strives to inspire business leaders not only to learn how to better compete and collaborate, but also to focus on why they do business and what to do with their wealth for the greater public and global good. We do so by integrating the humanities into business curricula, introducing mandatory community work and incorporating a prerequisite social innovation module across all degree programs.

Our Global Unicorn Programs

Understanding how unicorns reach success and how their lessons can be applied to other enterprises is particularly important for founders and decision-makers of start-ups and large businesses alike, who are looking to build new revenue, bolster resiliency, and find growth opportunities.

CKGSB is the first business school, since 2015, to offer specialized programs tailored for unicorn and soon-to-be-unicorn founders.

We aim to build a global ecosystem that fosters a new generation of unicorns with a renewed and enhanced emphasis on global responsibility, social purpose and long-term perspective.

A Global Unicorn Ecosystem

In collaboration with esteemed institutions, such as Columbia Engineering, UC San Diego, Stanford, and SDA Bocconi, we are spearheading initiatives in AI, digital transformation, sustainability, healthcare and technology innovation, to offer founders of growth-stage startups the knowledge, network and strategies that they need to scale up.



1,188

founders of companies with at least Series A funding studied at CKGSB

151

founders of unicorn companies

41

unicorn companies listed on CB Insights (2017-2022)

70%

founders gained series A financing upon joining the program

Since 2015, we have been partnering with some of the most prominent Chinese and Global Fortune 500 companies, like Alibaba, Amazon, Baidu, ByteDance, JD.com, SenseTime, Tencent, Microsoft (China), and leading venture capitals, to develop unicorn and soon-to-be-unicorn companies.



Selected Partners

Alibaba

蚂蚁集团 ANT GROUP

Baidu 百度

bilibili

ByteDance

COLUMBIA ENGINEERING

ESCP BUSINESS SCHOOL

ESMT BERLIN

IDG Capital

JD.COM

JOHNS HOPKINS CAREY BUSINESS SCHOOL

MAEKYUNG MEDIA GROUP

Microsoft

Ministry of SMEs and Startups

伴利资本 PEEL CAPITAL

SDA Bocconi SCHOOL OF MANAGEMENT

商汤 SENSMATIC

SEOUL METROPOLITAN GOVERNMENT

SoftBank

Stanford Center for Professional Development

Stanford | Doerr School of Sustainability

Tencent

UC San Diego

WHAMPOA

YF CAPITAL 云锋基金

越秀金控 YUEXIU FINANCIAL GROUP



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