



CKGSB

长|江|商|学|院

CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS



Asia Start (13th Batch)

AI + Digital China Expedition

17-21 November 2025

Asia Start | AI + Digital China Expedition



Asia Start is a **5-day immersive program** that takes you through a field learning journey in **Shanghai, Hangzhou, Guangzhou and Shenzhen**. 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 **Alibaba, Xpeng Motors, and Unitree Robotics**. 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 AI & 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 AI & Tech Company Visits:** Learn from behind-the-scenes dialogues with Asia's top tech giants and digital ecosystems, including Alibaba, Unitree Robotics, Meituan, Xpeng Motors, learning first-hand how they are shaping the future of the creator and shared economy, global e-commerce, supply chain, healthcare and electric vehicles, etc.
- **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: 17-21 November, 2025

Duration: 5 days

Location: Shanghai, Hangzhou, Guangzhou, Shenzhen

Fee: GBP 6,800

Contact: Ms. Jennifer Wang: jenniferwang@ckgsb.edu.cn

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

Get exclusive insights from 5 thought-provoking lectures by world-renowned faculty

- **Scaling And Innovations From China And Their Global Implications**- XIANG Bing, Founding Dean and Dean's Distinguished Chair Professor of China Business and Globalization, CKGSB
- **China's AI Strategy & Digital Marketing** - LI Yang; Associate Professor of Marketing, Executive Academic Director of EMBA Program, CKGSB; PhD, Columbia Business School
- **AI Driven Organizational Change** - ZHANG Weining, Associate Professor of Accounting, Executive Academic Director for Executive Education Programs and Executive Academic Director for MBA Program, CKGSB
- **Industry 4.0: AI-Powered Manufacturing & Automation** - GAN Jie, Professor of Finance and Director of Center on Finance and Economic Growth, CKGSB
- **Cross Cultural Management in the Chinese Context: How to turn differences into advantages** - JI Bo, Chief Rep. for Europe, CKGSB



Gain unparalleled access to 7 industry-leading innovators shaping tomorrow

- **Alibaba Group** - Alibaba is a global e-commerce giant with significant investments in AI through its Alibaba DAMO Academy, focusing on AI research and innovation.
- **Unitree Robotics** - Unitree Robotics is one of the world's leading manufacturers of consumer-grade quadrupedal robots. Its products are known for their high performance, flexibility, and relatively low cost, making them widely used in education, research, entertainment, industrial inspection, and more.
- **Meituan Big Data Center** - Meituan is a leading Chinese technology-driven retail company. Meituan's Big Data Center leverages advanced technologies to enhance AI inference performance and reduce service costs, supporting the company's diverse e-commerce operations.
- **XtalPi** (AI-driven drug discovery and material science) - Utilizes quantum physics and AI for pharmaceutical research. Collaborated with major pharmaceutical companies like Pfizer and went public on the Hong Kong Stock Exchange in 2024.
- **Xpeng Motors (Flying cars)** - XPeng is a trailblazing electric vehicle company at the forefront of AI-powered mobility, autonomous driving, and smart EV innovation. With rapid global expansion, award-winning models and strategic partnerships with giants like Volkswagen, XPeng showcases the future of intelligent transportation and offers an inspiring blueprint for tech-driven growth.
- **Hitachi Ltd.** - A Japanese multinational corporation participating in sustainable urban development projects within the knowledge city.
- **Sanofi** - A global biopharmaceutical company, operating an Innovation Hub to foster open innovation in healthcare. It has successfully integrated AI across its drug development, manufacturing, and operational processes.



Day 1: 17 November	Day 2: 18 November	Day 3: 19 November	Day 4: 20 November	Day 5: 21 November
Shanghai	Hangzhou	Guangzhou	Shenzhen	Shenzhen
Taichi			Taichi	Taichi
9:30-9:45 Orientation	High-speed train to Hangzhou	9:30-10:30 China-Singapore Guangzhou Knowledge City	9:30-12:00 AI Driven Organizational Change	9:30-12:00 Industry 4.0: AI-Powered Manufacturing & Automation
9:45-12:00 Scaling And Innovations From China And Their Global Implications XIANG Bing, Founding Dean and Dean's Distinguished Chair Professor of China Business and Globalization, Cheung Kong Graduate School of Business	10:00-12:00 Company Visit: Alibaba Group Alibaba is a global e-commerce giant with significant investments in AI through its Alibaba DAMO Academy, focusing on AI research and innovation.	10:30-11:30 Company visits: Sanofi A global biopharmaceutical company, operating an Innovation Hub to foster open innovation in healthcare.	ZHANG Weining, Professor of Accounting, Executive Academic Director for Executive Education Programs and Executive Academic Director for MBA Program, CKGSB (Advisor to Tencent, Alibaba, etc.)	GAN Jie, Professor of Finance and Director of Center on Finance and Economic Growth, CKGSB
12:00-12:45 Break	12:00-13:00 Break	12:00-13:00 Break	12:00-13:00 Break	12:00-13:00 Break
12:45-13:45 Cross Cultural Management in the Chinese Context: How to turn differences into advantages JI Bo, Chief Rep. for Europe, CKGSB 14:00-17:00 China’s AI Strategy & Digital Marketing <i>(Case Studies: Alibaba, Jd.com, TikTok, Temu, etc.)</i> LI Yang, Associate Professor of Marketing, Executive Academic Director of EMBA Program, CKGSB	14:00-16:00 Company Visit: Unitree Robotics Unitree Robotics is one of the world's leading manufacturers of consumer-grade quadrupedal robots. Its products are known for their high performance, flexibility, and relatively low cost, making them widely used in education, research, entertainment, industrial inspection, and more.	13:00-14:00 Company Visit: Xpeng Motors (Flying car) - XPeng is a trailblazing electric vehicle company at the forefront of AI-powered mobility, autonomous driving, and smart EV innovation. With rapid global expansion, award-winning models and strategic partnerships with giants like Volkswagen, XPeng showcases the future of intelligent transportation and offers an inspiring blueprint for tech-driven growth. 14:30-15:30 Company Visit: Hitachi Ltd. - A Japanese multinational corporation participating in sustainable urban development projects within the knowledge city. Bus travel from Guangzhou to Shenzhen 16:30-18:00 Cultural experience Hua Qiang Bei: World's largest electronics market	14:00-16:00 Company Visit: Meituan Big Data Center Meituan is a leading Chinese technology-driven retail company. Meituan's Big Data Center leverages advanced technologies to enhance AI inference performance and reduce service costs, supporting the company's diverse e-commerce operations.	14:00-16:00 Company Visit: XtalPi (AI-driven drug discovery and material science) Utilizes quantum physics and AI for pharmaceutical research. Collaborated with major pharmaceutical companies like Pfizer and went public on the Hong Kong Stock Exchange in 2024. Bus travel back to campus 16:00-16:30 Program Wrap Up
19:00-21:00 Networking Dinner	19:15-22:45 Flight to Guangzhou	19:00 – 21:00	19:00 - 21:00 Networking Dinner	



A man with dark hair, wearing a dark suit, white shirt, and patterned tie, is speaking into a microphone. He has a blue lanyard around his neck with a badge that says "CKI 2018". The background is blurred, showing rows of chairs.

COHORT
MARCH 2025

"It's one thing to read about China, another to watch it on television — but it's a completely different thing to experience it. The Asia Start program gives you not just the feeling, but the real-life experience. You also have the opportunity to meet CEOs from around the world, discuss different topics, and reflect on the lectures. I call it a true learning journey, especially through the meetings with companies. We discussed everything from different angles, economies, views, and experiences. It's a powerful process where you learn a lot from top CEOs and entrepreneurs, and it truly inspires you — what to do in your business, how to work, and how to develop your company."

Robert Maciąg
CEO, LSP Group

"It was a very eye-opening experience because of what's going on in China — how modern it is, how innovative, and how you can really feel the entrepreneurial spirit everywhere. You can see that the professors have enormous experience gained abroad, and they are bringing this experience back to China. It's a wonderful combination of knowledge, experience, and the way they deliver the messages — in a very simple, easy-to-understand way. At the same time, the ideas are fresh and new. What I enjoyed the most was the combination: having lectures that make you think, and then seeing it all in practice during the company visits. We also had the opportunity to meet representatives of respected companies at dinners in a more informal setting. All of this made the program very valuable to me."

Monika Jakubzyk,

Partner Associate, KPMG Poland





**COHORT
MARCH 2025**

"I believe in continuous learning, and I believe that in order to do good deals and make progress, you always need to better understand the other side. That's why I decided to join the program and take the maximum value from it. It's very fast-paced — I don't see many better ways to extract information and gain a real feeling for the Asian markets in just one week than Asia Start. The professors are extremely professional and experienced. They are not only academic; you can feel they come from the business world and show you how things work in practice, which is incredibly valuable. There is also a very good cohort — you make friends for life. I think this is very important, because business and life are about people before anything else. "

Miguel Martins Da Silva
Group Chief Supply Chain Officer, Dr. Max BDC

COHORT
MARCH 2025

"The connections with the companies here were, truly enlightening — the company visits were the best part of the experience. Coming from Brazil, we are geographically far away, and it had always seemed to me that it would be hard to enter the market and build good partnerships here. But now that I'm here, I realize we are more similar than I thought. I feel much more comfortable about building bridges between Asia, China, and Brazil."

Filipe Scarinci

Investor, RFA Holding & Drebes Scarinci Family Office





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.

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.

Highlighted Program Faculties



XIANG Bing

Founding Dean and Dean's Distinguished Chair
Professor of China Business and Globalization, Cheung Kong Graduate School of Business (CKGSB)



ZHANG Weining,

Associate Professor of Accounting,
Executive Academic Director for Executive Education Programs and Executive Academic Director for MBA Program, CKGSB



LI Yang

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



GAN Jie

Professor of Finance and Director of Center on Finance and Economic Growth, CKGSB

CKGSB Alumni Who Founded or Lead Selected Chinese Unicorns



Chen Yidan

Co-founder, Tencent –
Business Scholars Program



Cheng Wei

Founder and Chairman, Didi
– Business Scholars Program



Dai Shan (Trudy)

Partner of Alibaba Group, CEO
of Taobao and Tmall Group –
Business Scholars Program



Ding Shizhong

Founder and Board Chairman,
Anta – China CEO Program,
Business Scholars Program



Fan Min

Co-Founder, Ctrip.com
– China CEO Program



Huang Zheng (Colin)

Founder, Pinduoduo –
CKGSB-Tencent Program



Ji Qi

Founder, Ctrip.com
– China CEO Program



Liu Qing (Jean)

Co-founder and Partner, Didi
– Business Scholars Program



Lu Weibing

Partner and President, Xiaomi
Corporation – EMBA



Ma Yun (Jack)

Founder, Alibaba Group –
China CEO Program



Qu Fang (Miranda)

Founder, Xiaohongshu –
CKGSB-Tencent Program



Shen Ya (Eric)

Co-founder, Chairman and
CEO, Vipshop – EMBA,
Business Scholars Program



Sun Lijun

Partner of Alibaba Group,
President of Alibaba
Foundation – Business
Scholars Program



Yu Feng (David)

Co-Founder and CEO, Yunfeng
Capital – EMBA, China CEO
Program, Business Scholars
Program



Zhang Lidong

Chairman, ByteDance (China)
– EMBA



Zhou Hongyi

Founder, 360 Security Group
– China CEO Program

Our illustrious alumni network boasts numerous founders of unicorn companies, showcasing the remarkable entrepreneurial spirit and success cultivated at CKGSB.

- Some of these alumni's companies were unicorn companies while they were studying at CKGSB, and were listed later.
- Alumni are listed in alphabetical order by last name.

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

伟利资本
WEELI CAPITAL

SDA Bocconi
SCHOOL OF MANAGEMENT

商汤
SOLOLO

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 HOLDINGS



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Contact Us

Europe

Jennifer Wang

Jenniferwang@ckgsb.edu.cn;

+44 (0) 7717748855

Americas

Renee Rong | **xrong-bp@ckgsb.edu.cn;**

+1 (781) 3339055

Asia Pacific

Mara Yuan | **ytyuan@ckgsb.edu.cn;**

+86 (10) 85378140

South Korea, Japan and MENA

Madi Yoo | **madiyoo@ckgsb.edu.cn;**

+82 (10) 55056239

China

Jay Liu | **jayliu@ckgsb.edu.cn;**

+86 18511621611

english.ckgsb.edu.cn



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