



CK|G|S|B

长|江|商|学|院

CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS



Asia Start (12th Batch)

24-28 March 2025

Asia Start Program (12th Batch)



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 SenseTime residing at the Hong Kong Science Park (home of 13 unicorns and 2,000+ tech companies), learning first-hand how they are shaping the future of the creator and shared economy, global e-commerce, AI, and electric vehicles.
- **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

Webpage: <https://english.ckgsb.edu.cn/program/asia-start-program-for-entrepreneurs/>

Apply here:



Get exclusive insights from 6 thought-provoking lectures by world-renowned faculty

- **Economic Disruption, Digital Economy, and Market Expansion Strategies in/with Asia** - TAO Zhigang, Professor of Strategy and Economics and Associate Dean for Europe, CKGSB; PhD, Princeton University
- **Cross-Cultural Management: How to Turn Differences into Advantages**-JI Bo, Chief Rep. for Europe, CKGSB
- **Web 3.0 and the Omni-Channel Shift: The Future of Digital Retail** (*Case Studies: Alibaba, Jd.com, TikTok, Temu, etc.*) - LI Yang; Associate Professor of Marketing, Executive Academic Director of EMBA Program, CKGSB; PhD, Columbia Business School
- **Data-Driven Success: Digital-enabled Business Model** - SUN Tianshu, Dean's Distinguished Chair Professor of Information Systems, Executive Academic Director for Business Scholars Program and Director of the Center for Digital Transformation,, Senior Advisor to Alibaba CEO, CKGSB
- **Unicorn or Dragon? How to tap into Asia Market for Growth.**- JI Bo, Chief Rep for Europe, CKGSB
- **Smart Manufacturing & End-to-End Supply Chain Integration: Harnessing AI, Cloud, and Big Data** - ZHU Yang, Professor of Operations Management, CKGSB; PhD, University of Florida



Gain unparalleled access to 8+ industry-leading innovators shaping tomorrow

- **JD.com** - Leading e-commerce giant, renowned for its extensive product range and efficient logistics network and with net revenue of US\$152.8 billion for 2023.
- **TOJOY** - Global business accelerator that connects enterprises with investment opportunities and resources to foster rapid growth. TOJOY's BOSS Cloud digital ecosystem has 4.5 Million Users.
- **Tencent** - Technology conglomerate known for its innovative digital services, including social media, gaming, and financial technology. The company operates popular platforms like WeChat, which boasts over 1.2 billion monthly active users.
- **BYD (EV)** - A global leader in electric vehicles and batteries, producing over 1 million EVs annually and driving innovation in sustainable transportation and energy solutions.
- **Hua Qiang Bei**: World's largest electronics market.
- **Invest Hong Kong**- The government department dedicated to facilitating foreign direct investment into the hub of Asia Pacific-Hong Kong.
- **Hong Kong Science Park** - Innovation and technology hub, home of 13 unicorns and 2,000+ tech enterprises and companies from 26 countries.
- **SenseTime** - Leading artificial intelligence unicorn company, developing scalable and affordable AI software platform.

Showcase your business with 3 exclusive pitch opportunities

Pitch in front of the most influential ecosystem players to access to new funds, customer bases, manufacturers, distributors, and strategic partnerships. You will be prepared during 3i Pitch Workshop with the skills, strategies, and confidence needed to deliver compelling pitches and maximize their impact on this critical audience.



Day 1: 24 March	Day 2: 25 March	Day 3: 26 March	Day 4: 27 March	Day 5: 28 March
Beijing	Beijing	Shenzhen	Shenzhen	Hong Kong
Taichi	Taichi	Taichi	Taichi	Taichi
9:00-9:15 Orientation	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>)	9:00-12:00 Data-Driven Success: Digital-enabled Business Model	9:00-12:00 Smart Manufacturing & End-to-End Supply Chain Integration: Harnessing AI, Cloud, and Big Data	9:00-12:00 Company Visit: Invest Hong Kong
9:15-10:00 3i Pitch workshop Ji Bo, Chief Rep for Europe, CKGSB	LI Yang; Associate Professor of Marketing, Executive Academic Director of EMBA Program, CKGSB	SUN Tianshu, Visiting Professor of Information Systems CKGSB; Senior Advisor to Alibaba CEO, CKGSB	ZHU Yang, Professor of Operations Management, CKGSB	Learn all of the advantages and details around establishing your business in the hub of Asia Pacific such as: easy access to major markets, free trade policies, ease of business setup, and government incentives.
10:15-12:00 Economic Disruption, Digital Economy, and Market Expansion Strategies in/with Asia TENG Bingsheng; Professor of Strategic Management and Associate Dean for Strategic Research, CKGSB				
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
13:00-14:00 Cross-Cultural Management: How to Turn Differences into Advantages JI Bo, Chief Rep. for Europe, CKGSB	14:00-15:30 Company Visit: TOJOY (B2B) <i>Empowering SMEs through TOJOY's BOSS Cloud digital ecosystem with 4.5 Million business owners)</i>	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>	14:00-15:30 Company Visit: BYD (EV) - Sustainability in Action: How BYD Transformed the EV Landscape and Clean Energy Industry	14:00-17:00 Company Visit: Hong Kong Science Park (Home of 13 unicorns and 2,000+ tech companies from 26 countries)
15:00-16:30 Company Visit: JD.com (B2C) <i>Understanding China's largest online retailer by revenue. JD.com's net revenue for 2023 was \$152.8 billion, which is a 3.7% increase from 2022. JD.com is China's largest retailer by revenue and is ranked 52 on the Fortune Global 500.</i>	15:30-16:30 Pitch (Live streaming to 5.4 million TOJOY entrepreneurs)	15:30-16:00 Rapid scaling in Asia for exponential Growth. JI Bo, Chief Rep for Europe, CKGSB	16:00-17:30 Visit Hua Qiang Bei: widely regarded as world's largest electronics market	- Visit SenseTime - leading artificial intelligence unicorn company, developing scalable and affordable AI software platform - Visit of UK and European companies residing at HKSP.
17:30-18:30 Pitch <i>(Closed door pitch for customers, suppliers, distributors, investors)</i>		16:30-17:30 Pitch: Shenzhen Longhua International Cooperation Center		17:00-18:00 Closing Ceremony and Certificate Award
18:30-20:30 Networking Dinner with Chinese Chairman/CEOs (CKGSB Alumni)	18:00-21:00 Flight to Shenzhen	18:00 – 20:00 Networking Dinner with Chinese Chairman/CEOs (CKGSB Alumni)	18:00-19:00 Transfer from SZ to HK (Train)	<i>*Subject to change based on availability</i>



**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



**2019 MAY
COHORT**



“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



ZHU Yang

Professor of Operations Management, CKGSBGAN

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 SCHOOLS

MAEKYUNG MEDIA GROUP

Microsoft

Ministry of SMEs and Startups

保利资本 POLY CAPITAL

SDA Bocconi SCHOOL OF MANAGEMENT

商汤 SONARTEC

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



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

Follow us @CKGSB



Accurate at the time of production in April 2024

