



WIN IN CHINA

A serial China related seminars
for global executives to
learn, network and win in China



A global Authority on China Knowledge and Network



Why

With over 1.3 billion population and 1 billion cyber citizens, sharing the 1/5 of world GDP, China now is the second largest economy entity in the world. It is definitely a booming market and a blue ocean for global businesses, especially for start-ups and growth companies. Today foresighted leaders and entrepreneurs are making China as the key segment in their global business strategies. Chinese business models, consumer behaviours, cultural characters, e-commerce, and social media have changed tremendously since the last 30 years. Everyone is looking at this wonderland for unique business opportunities.

However, facing an exciting China, global leaders find it is difficult to understand a real China, as the way people doing business are so different with the west. Now expanding to China becomes a must but with challenges to implement.

“Win in China” serial seminar program is an unique opportunity to narrow down the gap between the difficulties and success in China. It equips you with deep insights about Chinese business models and China entry strategies. It helps you avoid failures, overcome difficulties and succeed in this dreamland. “Win in China” seminar prepares you well and brings you success in China.

What

“Win in China” seminars contain 6 modules:

- Cross Cultural Management in Chinese Context: How to turn differences into advantages
- Chinese Consumer Behaviors & Business Opportunities: Differences, Changes, Trends and Implications
- Digital Strategies in China: Social Media Marketing
- E-Commerce in China: Landscape, Ecosystem & Strategies
- Negotiating with the Chinese: Cultural Roots & Practical Recommendations
- Business Models and China Entry Strategies



Highlights

- Acquire CKGSB faculty's in-depth China insights
- Leverage influential power through networking
- Prepare you well to do business with a fast moving China
- Receive prestigious "China Ready" certificate

1 seminar 1 day with substantial gains
Delivered in 10+ countries with flexible choices

WHO

- You are CEOs, founders, head of international strategy and senior executives from startups, growth and large companies.
- You are new to Chinese market or have years of experience in exploring Chinese Market.
- You are seeking guidance on how to shape your China entry strategies to embrace new opportunities in this wonderland.

HOW

- One seminar one day intensively delivery in multiple countries.
- 6 seminars penetrating in several months
- You can take all the 6 seminars as a package or choose some of them based on your needs

Faculty

Bo Ji

An inspiring TEDx speaker, a China expert and an advocate of EU-China business.



Bo is currently the Assistant Dean of Global Executive Education & Chief Representative for Europe at Cheung Kong Graduate School of Business (CKGSB). He has an over-20-year successful business career in Global Business Development, Innovation, Strategy, Supply Chain Management, M&A, etc. He served as the senior manager at the headquarters of many fortune 500 companies such as Monsanto, Cargill, Pfizer, Wrigley and Mars. He is a well-sought conference speaker in Europe.

Combining his extensive business experiences and in-depth knowledge, Bo has been teaching EMBA/MBA students from many world's most prestigious business schools such as INSEAD, Esade, MIT, New York University, HKUST, Technology University of Munich, Tsinghua University and Zhejiang University etc.



Seminar 1: Cross Cultural Management in Chinese Context: How to turn differences into advantages

“Lead with a cross cultural mindset and turn the differences into advantages”



Overview

Cross Cultural Management in Chinese Context aims bringing new approaches to global leaders to analyze cultural differences, learn dynamic human behaviors in China and get a better way to lead effectively. Through analyzing different cultural dimensions, taking deep examinations in cultural roots, and gaining practical managing tools, you become the ambitious and intelligent leaders in Chinese market.

Benefits

- Understand, at a deep level, how different the East and West people behave in the way they do
- Identify the cultural roots behind the dynamic behaviors, getting to know how that shapes a global leader's philosophy
- Build the capability and confidence to manage and lead your team under complicated Chinese cultural contexts
- Become the most influential leader and bring your team advantages via your unique leadership philosophy

Seminar 2: Chinese Consumer Behaviors & Business Opportunities: Differences, Changes, Trends and Implications

Overview

This seminar is an exclusive and all-round introduction about Chinese consumers and its business opportunities. You will get answers on how do Chinese consumer behavior change, what are the behind reasons for that, in what ways will the changes influence businesses in China and how can you take actions to win in China.

“Advance your Chinese Consumer Knowledge and Drive the Business Adaptation”

Benefits

- Understand Chinese consumers through cultural reviews, knowing the roots of the consumer behaviors and picturing your customers exactly
- Equip with the concepts of middle class and consumption forces, letting you taste how your business could fit in the Chinese market
- Make use of e-commerce and social media, marketing your product in a new matrix era to get most optimized results
- Sharpen your strategies facing new consumption trends, going forward beyond your competitors in China





Seminar 3: Digital Strategies in China: Social Media Marketing Strategies

“Boost your online-offline growth through social media”



Overview

What is the best way to set up a corporate social media channel to connect your customers? Which metrics should you track for price changes? How could you monetize your platforms and make the most profits? Digital Strategies in China is your best tool to get quick knowledge and launch your digital marketing engine in China.

The seminar takes a close look at China's social media circle, giving you chances to discuss and learn from failure/success cases. In this way, you get deep understanding of how to plan your own digital marketing matrix.

Benefits

- Acquire comparative concepts of diverse social media platforms, figuring out which ones suit you in the best way
- Identify failed and successful cases in China, learning to avoid mistakes and taking advantage of your strengths
- Master your digital skills to reach Chinese customers, making profits starting from the first day

Seminar 4: E-Commerce in China: Landscape, Ecosystem & Strategies

“Leverage e-commerce innovations to boom your business”

Overview

E-Commerce in China seminar is the designed solution for companies which having ambition in the Chinese market and wanting to share a pie of China's growth bonus. The seminar will help you assess how your business should evolve to extract the most valuable strategies from digital technologies and e-commerce models. It contains a comprehensive discussion of the Chinese e-commerce landscape and strategies to adjust business models. There will also be a large selection of real-life case studies giving you a hint of success and inspire you to develop your own formula.



Benefits

- Achieve solid understanding of the e-commerce growth in China, which makes you fast and beyond your competitors
- Identify new products and markets to expand in your companies' China assembly
- Recognize new technologies and business models that could be generalized to your China entry strategies
- Adapt new e-commerce concepts and accelerate your business through e-commerce in China

Seminar 5: Negotiating with the Chinese: Cultural Roots & Practical Recommendations

“Build a win-win partnership through the art of negotiation”

Overview

China has become the world's second largest economy and the sizeable market share cannot be ignored. Companies with the ambition of global expansion, especially those who are eager to enter the Chinese market, should have a better understanding of how to negotiate with the Chinese. However, due to the cultural differences and shifting business dynamics, it is never easy for all business leaders. Effective partner communication and negotiation skills are more likely to influence a company's success in China.

The seminar helps you gain values and generate interests through introducing multiple frameworks and specific behavioral simulations in China. It guides you to leverage differences, complexity, uncertainty and conflicts during the negotiation process with Chinese. This seminar is the one will exactly benefit you while you are doing business with China.

Benefits

- Gain deep understanding of the Chinese and west negotiation patterns
- Identify the behind culture roots, letting you rethink your partner strategies
- Sharpen your negotiation skills through case studies and real-life applications
- Drive value creation through negotiating with Chinese for your business



Seminar 6: Business Models and China Entry Strategies

“Master Your China Vision and Win in the Chinese Market”

Overview

Within the booming Chinese market, there are always changes and challenges, making companies to rethink their China entry strategies. Business models and China entry strategies is your authoritative China guidance that helps you to learn the best tried-and-tested concepts in China. It also leads you to discover strategies that enable you to thrive in China.

The course contains a comprehensive discussion of business environment in China. There is also a large selection of real-life case studies of western companies failed in China, which could deepen your understanding on how to avoid mistakes. Finally, the course aims to find you the right China entry strategies and business models.

Benefits

- Clarify the real reasons behind the failures of some west companies: let the mistakes correct your strategies going to China
- Understand the unique Business models suitable in China, making it meaningful to your strategy planning, product designing, and market positioning
- Master your vision on China market, developing new approaches for your company to succeed in China



APPLY

Tuition

€600/person/seminar
(Contact us for group
and personal pack-
age discount)

Location

Multiple countries
(Contact us for the upcom-
ing session in your country)

Language

All materials and lec-
tures will be delivered
in English



Build your journey with 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. CKGSB inspires business leaders to consider the complete wealth cycle: from its creation and accumulation to its application for the common good. CKGSB pioneered the integration of the humanities into its curricula and was the first Chinese business school to develop a philanthropy program. Established in Beijing in November 2002 with generous support from the Li Kashing Foundation, CKGSB is an independent, non-profit business school.

CHINA KNOWLEDGE

- 40+ full-time faculty members recruited from the world's leading business school
- Most of the faculty act as the CSO of globally successful Chinese companies
- More than 400 case studies of both China-specific and global issues
- Faculty often invited as keynote speaker/panelist at influential forum and conferences (Including WEF, The Economist, FT and Bloomberg)

CHINA NETWORK

- More than 50% of CKGSB's alumni are at the CEO or Chairman level and, together, their companies accounted for 1/6 of China's GDP in 2014
- 1,000+ active angels from CKGSB's 10,000+ alumni

CONTACT US AT:

Ms. Lijuan Yu
Program Manager
Email: lijuanyu-pt@ckgsb.edu.cn
Tel: +44 (0) 20 7766 8201

