

# CHINA START

For global start-ups and growth companies to **learn, partner and pitch**

**A Global Authority on China Knowledge and Network**

– Cheung Kong Graduate School of Business



# A Message from Program Director



"With the Chinese consumers' ever-increasing desire for western technologies, products and services, CKGSB has identified the abundance and diversity of innovation

and entrepreneurship, but equally, the lack of understanding about how to successfully integrate their business into China. China Start offers a solution for those who want to understand the Chinese market, grow their business, receive funding and partner with businesses and investors in the Chinese venture ecosystem.

China Start provides an elite standard of China venture ecosystem knowledge that will help participants to understand China and industry specific knowledge that is essential for successful integration into China. CKGSB's influential Chinese alumni base will develop participant's networks and partnerships with Chinese industry leaders, helping your business to meet the most relevant players. The program features investment pitching sessions with Chinese angels, VC and PE investors that can offer participants the possibility to acquire a substantial investment. Setting up a business in China has never been so easy with China Start!"

## Bo Ji

Chief Representative, GKGSB Europe,  
Assistant Dean, Global Executives Education

## WHAT

China Start is a 5-day China immersion program for start-ups and growth companies to learn China-specific knowledge, network with potential local partners and pitch for Chinese investment.

### AN OVERVIEW OF BENEFITS

#### • CHINA KNOWLEDGE

- Develop China-specific market knowledge
- Identify unique opportunities for your business with China
- Explore the commercial and cultural differences
- Formulate your competitive China entry strategies

#### • CHINA PARTNERSHIP

- Build relationship with potential local partners and investors
- Share and learn with your talented peer entrepreneurs
- Tap into CKGSB's some of the most successful entrepreneurs in the world

#### • CHINA FUNDING

- Meet with 100+ investors and angels
- Pitch to raise substantial funds at good valuations

## Highlights

- 1 Week
- 2 Accelerators
- 3 Cities: **Beijing, Shanghai, Shenzhen**
- 4 Pitches for investments & partners
- 5 Company Visits
- **After program support**

Investors  
**100+**



# WHO

## A COMMITMENT TO CAPTURE THE CHINA OPPORTUNITY

China Start Program has been designed for high-potential, globally minded executives, entrepreneurs and investors, who see their team or organization's future strategy closely aligned with the growing opportunities presented by China. This program is for individuals who have the hunger to acquire China-specific knowledge, global network and investment that will aid them in successfully delivering their China market entry strategies.

## Program Overall Satisfaction Rate

4.94  
5



# HOW

You will learn through interactive class discussions, real-life case studies, group exercise, company visits, cultural experiences, guest speakers and networking activities.

### DAY 1

Morning	Welcome and Orientation Chinese Cultural Management
Afternoon	Investment Pitch Workshop Company Visit-Sinovation Ventures Investment Pitch
Evening	Welcome Dinner

### DAY 2

Morning	Reflection Session China's Transformation and its Global Implications Pitch Workshop
Afternoon	Investment Pitch
Evening	Flight from Beijing to Shanghai

### DAY 3

Morning	Reflection Session Company Visit-Fosun Investment Pitch
Afternoon	Investment Pitch
Evening	Flight Flight from Shanghai to Shenzhen

### DAY 4

Morning	Business Model & Go to China Strategy
Afternoon	Company Visit - Tencent Investment Pitch
Evening	Networking Dinner

### DAY 5

Morning	Company Visit - 3 Nord Smart Home Farewell Lunch
Afternoon	Internet Marketing Go to China Strategy Presentation & Expert Advice Feedback and Program Evaluation End of Program-China Ready Awards



## YOUR JOURNEY WITH CHINA START

CHINA START

PARTNERS

FUNDING

GROWTH

EXIT OPTIONS

# Faculty



### Ji Bo

Program Director; Chief Representative, CKGSB Europe; Assistant Dean, Global Executive Education

Bo is an inspiring TEDx speaker, a Chinaprenuer, and game changer for global start-ups expanding into China. Bo oversees CKGSB's European office in London, whose goal is to help European businesses to understand China and do business successfully in this dynamic market. He has a strong background in both global business and executive education, having led divisions at Fortune 500 companies including Monsanto, Cargill, Pfizer, Wrigley and Mars.



### Xiang Bin

Founding Dean; Professor of China Business and Globalization; Director of the Center on China and Globalization; PhD, University of Alberta

Prior to joining CKGSB, Dr. Xiang was a Professor of Accounting at Peking University's Guanghua School of Management, where he pioneered the school's Executive MBA program. He was also one of the seven founding faculty members of China Europe International Business School (CEIBS) in Shanghai. Dr. Xiang also served on the faculty of the Hong Kong University of Science and Technology.



### Li Yang

Associate Professor of Marketing PhD, Columbia Business School

Dr. Li received his PhD from Columbia Business School and taught undergraduate and MBA classes before returning to China. His research focuses on big data marketing analytics, with emphasis on pricing, consumer choice, and competitive strategy. He has consulted for Tencent, Baidu and Yonghui Groups, and holds a US patent.



# Apply

<b>UPCOMING SESSION</b>	<a href="http://english.ckgsb.edu.cn/content/china-start">http://english.ckgsb.edu.cn/content/china-start</a>
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• <b>£4,800 for Start-up/Growth company.</b></li> <li>• <b>£10,000 for financial institution groups.</b></li> </ul> <p>(Contact us for group discount) (Tuition fee includes class materials as well as selected meals during the program)</p>
<b>LOCATION</b>	Beijing, Shanghai and Shenzhen.
<b>TRAVEL AND ACCOMMODATION</b>	The costs of travel and accommodation are excluded from the program fee. CKGSB will recommend hotels to participants with special corporate rate.
<b>PROGRAM LANGUAGE</b>	All materials and lectures will be delivered in English.

# Successful Story



## CONNECT4GLOBAL

- Met with 3nod
- Resulted: '90+ Sport' as an accelerator to help bridge and connect sports companies across Europe, China and South America



## EUROPASS

- Met with WeChat Pay at Tencent
- Resulted in first partnership to develop WeChat Pay for retailers in Europe
- EuroPass is now developing with Tencent a unique "WeChat refund solution" for Global Blue Tax – free shopping business



"Changed my life; business-wise and personally. Now I need to learn Chinese! 100% satisfaction, truly a great program."

**Aki Soudunsaari**  
Naava, Co-Founder & CEO  
Finland



"Thanks to China Start, we are very well prepared and ready to go on this huge and fascinating clean tech market. We are on the way to build a Joint Venture with Chinese partners. Step by step we enter the market with our Chinese partners."

**Matthias Zeller**  
Deutsche Energiesysteme GmbH,  
Head of Strategy and Communication  
Germany



"Thank you for inviting me to this program. It exceeded my expectations. I re-adjusted my thinking about China. Prof. Ji managed the program very well and we are looking forward to working with CKGSB in the futures."

**Rudi Kruger**  
iNDEXTInnovation, Founder & CEO  
South Africa



# About 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. Established in Beijing in November 2002 with generous support from the Li Ka Shing Foundation, CKGSB is an independent, non-profit business school. CKGSB pioneered the integration of the humanities into its curricula and CKGSB was the first Chinese business school to develop a philanthropy program.

## CHINA KNOWLEDGE

- 40+ full-time faculty members recruited from the world's leading business school
- More than 400 case studies of both China-specific and global issues

## 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 (more than 50% of CKGSB's 10,000 alumni have invested as an angel)

## CONTACT US AT:

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