



BUSINESS PROGRAM

BEIJING, XI'AN & SHENZHEN

July 13 - August 26, 2017

CMBP 2017

Timetable

chinamedbusiness.eu

Induction Days

DAY	VENUE	ACTIVITY	VENUE	ACTIVITY
Thursday July 13 th	9.00 - 12.00 Wudaokou, Beijing	Logistic arrangements (M. Poletti, K. Navaratne)	17.00 - 21.00 Yenching Academy Main Hall, Peking University	ChinaMed Symposium & Gala reception (G. Andornino, E. Fardella with Chinese and Italian authorities)
Friday July 14 th	FREE MORNING		16.00 - 18.00 Beijing SIS Building	LECTURE Induction: the 5 th edition of CMBP; PKU: Beijing, Xi'an & Shenzhen; TOChina Alumni (F. Silvestri, M. Poletti, K. Navaratne, G. Scardellato)
Saturday July 15 th	10.00 - 12.00 Beijing SIS Building	GUEST SPEAKER CMBP: the age of connectivity (P. Khanna)	15.00 - 17.00 Beijing SIS Building	



Vittorio De Pedys

ESCP Europe

A cum laude graduate in Economics, Vittorio De Pedys is Affiliate Professor at ESCP Europe - Torino campus, where he offers executive courses on Private Banking, Financial Markets and Corporate Finance, mostly tailor-made for key Italian and international banks. For ESCP Europe he also teaches at MBA seminars and executive management courses of Problem Solving & Decision Making. Furthermore, he is Adjunct Professor of Private Equity at the University of Rome (Tor Vergata), and teaches Finance at a number of international business schools. Valuing education being as a two-way process, Vittorio is also receiving training on Participants-Centered Learning from the Harvard Entrepreneurship Education Colloquium.

Throughout his 20 years-long business career Vittorio worked in banking and investment banking in Italy, the UK and the US: having started as a Treasury (BNL) and bond dealer (UniCredit), he later became Director of Proprietary Trading (Merrill Lynch), then Executive Director of the Smith Barney London Branch, Head of Finance at Banca Salento, and finally group CFO at Banca ICCREA. A certified financial analyst, Vittorio also works as a consultant for the Italian Banking Association.

Module 1 & 2 - BEIJING (July 17th - 22th)

PSDM & Business Finance

- Taking decisions in an executive and structured way
- Structuring the communication of the decisions
- Understanding the role and functions of a financial manager
- Learning how to calculate a company's cash flow at various levels (Operational Cash Flow, Free Cash Flow, Change in Cash) using company financial statements (Profit & Loss and Balance Sheets)
- Understanding the financial implications of managerial decisions and business strategies, and analyzing business performance indicators
- Working in team efficiently
- Analyzing dynamics and processes effectively
- Setting, communicating and working by priorities



Module 1 & 2 - BEIJING - Vittorio De Pedys

PSDM & Business Finance

DAY	VENUE		ACTIVITY	VENUE		ACTIVITY
Monday July 17 th	9.00 - 12.00 Beijing SIS Building	LECTURE	Team Building and Hedblom case warm up	13.30 - 17.30 Beijing SIS Building	LECTURE	Problem definition and problem structuring
Tuesday July 18 th	9.00 - 12.00 Beijing SIS Building	LECTURE	Prioritization	13.30 - 17.30 Beijing SIS Building	LECTURE	Prioritization and open issues
Wednesday July 19 th	9.00 - 12.00 Beijing SIS Building	INTERACTIVE	Case simulation: Arthur Keller	13.30 - 17.30 Beijing SIS Building	INTERACTIVE	Case simulation: Arthur Keller
Thursday July 20 th	9.00 - 12.00 Beijing SIS Building	LECTURE	Presentation and communication	13.30 - 17.30 Beijing SIS Building	LECTURE	Final presentation
Friday July 21 st	9.00 - 12.00 Beijing SIS Building	LECTURE	Business Finance: financial documents	13.30 - 17.30 Beijing SIS Building	LECTURE	Business Finance: examples and exercises
Saturday July 22 nd	9.00 - 12.00 Beijing SIS Building	LECTURE	Business Finance: valuation of investments	13.30 - 17.30 Beijing SIS Building	LECTURE	Business Finance: excel exercises



**Francesco
Rattalino**

ESCP Europe

A cum laude graduate in Economics from the University of Torino, Francesco Rattalino is Associate Professor of the Management Control Department at ESCP Europe Business School, and the Director General of the ESCP Europe – Torino Campus.

Francesco earned his Ph.D. in Business Administration at the University of Torino: his current research interests include strategy execution, performance management and the public sector.

Francesco started his professional career as a Financial analyst at Ferrero International BV in the Netherlands; he then moved to the USA to work for Oracle Corp. as a Senior Financial Application Consultant. Back in Italy, prior to joining ESCP Europe, Francesco worked in the consulting industry as project manager and business developer for Motion International, assisting a wide range of clients such as Serono, Sorgenia, BT, Banca Intesa.

Module 3 - BEIJING (July 24th - 28th)

Strategy & Execution

- Defining the concepts of business administration, value creation and competitive advantage
- Understanding the fundamentals of organizational culture that influence strategic decisions
- Exploring the tools that are useful to analyze market trends and competition strategy execution with China: Chinese organizational culture and HR dynamics

Strategy & Execution

DAY	VENUE	ACTIVITY	VENUE	ACTIVITY
Monday July 24 th	9.00 - 12.00 Beijing SIS Building	The World we Live In and Where We are Going	13.30 - 17.30 Beijing SIS Building	The Strategic Process
Tuesday July 25 th	9.00 - 12.00 Beijing SIS Building	Executing Strategy Part. 1	13.30 - 17.30 Beijing SIS Building	Executing Strategy Part. 1
Wednesday July 26 th	9.00 - 12.00 Beijing SIS Building	Executing Strategy Part. 2	13.30 - 17.30 Beijing	Super Fit
Thursday July 27 th	9.00 - 12.00 Beijing SIS Building	Value Innovation & Entrepreneurship Part. 1	13.30 - 17.30 Beijing SIS Building	Value Innovation & Entrepreneurship Part. 2
Friday July 28 th	9.00 - 12.00 Beijing SIS Building	Leadership & Strategy Execution	13.30 - 17.30 Beijing SIS Building	Mandarin Capital Partners & Chinese investment in Europe (J.Gao)



**Roberto
Zuccato**
ESCP Europe

Roberto Zuccato is graduated in Economics from the University of Torino, with Executive training at the Darden School of University of Virginia. He is affiliate Professor of Brand Strategy and Innovation at ESCP Europe – Torino with courses in Brand Strategy, International Marketing, New Product Development and Sales & Negotiation. Roberto teaches in various MBA and Executive programs.

He studied Active Teaching and Case Writing at Harvard Business School in Boston and Mumbai. Roberto dedicated nearly 20 years in Sales and Marketing, working for Lavazza Coffee, Bacardi-Martini, FCA, Alfa Romeo and Maserati. As an International executive, his primary focus has been in premium consumer sectors where brand image and desirability are critical to growth and value creation.



**Qiu
Lingyun**
Peking University

Dr. Lingyun Qiu is Associate Professor of Information Systems at the Department of Management Science and Information Systems of Guanghua School of Management, Peking University. His current research focuses on electronic commerce, human-computer interaction, computer-mediated communication, and decision-support system. He holds a Ph.D in Management Information Systems and an MSc in Business Administration from the University of British Columbia, Vancouver, and a Master of Engineering from the Shanghai Jiaotong University.

At Guanghua School of Management Lingyun is also Associate Director of the Center for Innovation and Entrepreneurship and of the Business Intelligence Research Center.

Module 4 - BEIJING (July 31st - August 3th)

Sales, Marketing & E-commerce

- Building a customer-focused attitude
- Analyzing key marketing processes in Branding, Pricing and Product Management

- Understanding China's digital transformation
- Analyzing Internet's impact on productivity and growth

Sales, Marketing & E-commerce

DAY	VENUE	ACTIVITY	VENUE	ACTIVITY
Monday July 31 st	9.00 - 12.00 Beijing SIS Building	LECTURE Building and managing a Brand (R.Zuccato)	13.30 - 17.30 Beijing SIS Building	LECTURE Pricing management (R.Zuccato)
Tuesday August 1 st	9.00 - 12.00 Beijing SIS Building	LECTURE Product management & customer satisfaction (R.Zuccato)	13.30 - 17.30 Beijing SIS Building	LECTURE Sales Management (R.Zuccato)
Wednesday August 2 nd	9.00 - 12.00 Beijing SIS Building	LECTURE Internet & China (Qiu Lingyun)	13.30 - 17.30 Beijing SIS Building	LECTURE E-commerce Innovation in China (Qiu Lingyun)
Thursday August 3 rd	9.00 - 12.00 Beijing	COMPANY VISIT La Galleria (with M. Zaccagnini)	FREE AFTERNOON	
Friday August 4 th	9.00 - 12.00 Beijing	VISIT Hike on the Great Wall of China (with Beijing Hikers)	FREE AFTERNOON	



Edoardo **Agamennone**

EDF & T.wai

Edoardo Agamennone has more than 10 years of experience in doing business with China, including 7 years in private practice with leading law firms in Europe and China and more than 3 years as legal in-house counsel. He currently works as Senior Legal Advisor of French energy firm EDF, based in Paris. His main areas of practice include M&A, corporate law, energy law, nuclear law and project finance. Throughout his career, Edoardo has advised Chinese, European and other national and multinational corporations on investment projects, ordinary and extraordinary corporate transactions in more than 30 jurisdictions worldwide.

Edoardo holds a LLB from the University of Rome III, a LLM degree in Chinese law from the University of Hong Kong and a PhD in financial and management studies from the School of Oriental and African Studies of the University of London. He is the author of several publications in the field of China's financial system, Chinese outward foreign direct investments, China-Europe and China-Africa commercial relationships, energy and corporate law.

Module 5 - BEIJING (August 7th - 11th)

Doing business with China & Europe

- Learning about the main legal and corporate structures to do business in and with China
- Uncovering the reality behind the main urban myths about doing business across China and the Euro-Mediterranean region
- Having a clear picture of the complex relationship between China's legal framework and the day-to-day commercial practice
- Understanding the difference between a business plan and a "China-plan"

Doing business with China & Europe

DAY	VENUE	ACTIVITY	VENUE	ACTIVITY
Monday August 7 th	9.00 - 12.00 Beijing SIS Building	LECTURE Doing business with China: personal introductions	13.30 - 17.30 Beijing SIS Building	GUEST SPEAKER WFOEs/How to enter the Chinese market (L. Chinello)
Tuesday August 8 th	9.00 - 12.00 Beijing SIS Building	LECTURE Investment vehicles & pitfalls	13.30 - 17.30 Beijing SIS Building	GUEST SPEAKER Strengthening relations between China & the Mediterranean (with G. Rollero)
Wednesday August 9 th	9.00 - 12.00 Beijing SIS Building	LECTURE Intellectual property rights & seeking justice in China	13.30 - 17.30 Beijing	COMPANY VISIT State Grid Corporation of China
Thursday August 10 th	9.00 - 12.00 Beijing SIS Building	LECTURE China's economic projection abroad	13.30 - 17.30 Beijing SIS Building	GUEST SPEAKER Helping Chinese companies go abroad (I. Kilicer Turker) (W. Tong)
Friday August 11 th	9.00 - 12.00 Beijing SIS Building	LECTURE Doing business with Europe: value propositions and approaches	13.30 - 17.30 Beijing SIS Building	INTERACTIVE Start-up presentations @ Day Day Up co-working space
Saturday August 12 th	TRANSFER	Check-out from the apartments in Beijing	TRANSFER	Transfer by night train to Xi'an in the late afternoon (arrival early next morning)



**Yahia
Zoubir**

Kedge Business School

Dr. Yahia H. Zoubir is Professor of International Relations and International Management, and Director of Research in Geopolitics at KEDGE Business School, Marseille, France. Prior to joining KEDGE in September 2005, he was Managing and Academic Director of the US Campus, Thunderbird Europe, France. He has also been international visiting faculty in numerous universities and business schools for the last 30 years, notably in China (Renmin University, Shanghai Jiatong University, and Shanghai University of Finance and Economics), the United States, European and Asian countries.

He has published more than a hundred scholarly works, including books, articles, and book chapters in international politics, foreign policy, governance, and security issues. His recent works include, *North Africa Politics: Change and Continuity* (2016); *Building a New Silk Road: China and the Middle East in the 21st Century* (2014). In addition to his publications, Yahia attends regularly major international conferences organized by academic institutions and international and regional organizations. He has also given lectures at universities and military academies, such as NATO College in Rome or the National Defense Academy, Center for Security & Strategic Research, in Riga, Latvia, and at the African Union.

Module 6 - XI'AN (August 14th - 16th)

Doing business in the Mediterranean region

- Grasping analytical tools and frameworks for understanding the regional business environment of the Southern Mediterranean
- Understanding the different “rules of the game” as they relate to how professionals operate and respond to the dynamics of the regional business environment of the Southern Mediterranean

Doing business in the Mediterranean region

DAY	VENUE	ACTIVITY	VENUE	ACTIVITY
Monday August 14 th	9.00 - 12.00 Xi'an GSM Campus	LECTURE Overview of the Southern Mediterranean	13.30 - 17.30 Xi'an GSM Campus	LECTURE The North-South divide of the Mediterranean
Tuesday August 15 th	9.00 - 12.00 Xi'an GSM Campus	LECTURE Communicating and Negotiating with the Southern Mediterranean	13.30 - 17.30 Xi'an GSM Campus	LECTURE Doing business in the Southern Mediterranean: Egypt; UAE; Israel
Wednesday August 16 th	9.00 - 12.00 Xi'an GSM Campus	LECTURE Doing business in the Southern Mediterranean: Algeria; Morocco; Turkey	13.30 - 17.30 Xi'an GSM Campus	LECTURE The United States, the EU and China in the Southern Mediterranean
Thursday August 17 th	9.00 - 12.00 Xi'an	VISIT The Terracotta Army	FREE TIME IN XI'AN	
Friday August 18 th	FREE TIME IN XI'AN		FREE TIME IN XI'AN	
Saturday August 19 th	TRANSFER	Flight to Shenzhen	FREE TIME IN SHENZHEN	



Edoardo **Agamennone**

EDF & T.wai

Edoardo Agamennone has more than 10 years of experience in doing business with China, including 7 years in private practice with leading law firms in Europe and China and more than 3 years as legal in-house counsel. He currently works as Senior Legal Advisor of French energy firm EDF, based in Paris. His main areas of practice include M&A, corporate law, energy law, nuclear law and project finance. Throughout his career, Edoardo has advised Chinese, European and other national and multinational corporations on investment projects, ordinary and extraordinary corporate transactions in more than 30 jurisdictions worldwide.

Edoardo holds a LLB from the University of Rome III, a LLM degree in Chinese law from the University of Hong Kong and a PhD in financial and management studies from the School of Oriental and African Studies of the University of London. He is the author of several publications in the field of China's financial system, Chinese outward foreign direct investments, China-Europe and China-Africa commercial relationships, energy and corporate law.

Module 7 - SHENZHEN (August 21st - 25th)

Cross-cultural entrepreneurship & Negotiation

- Discovering the basic anatomy of all negotiations
- Learning the fundamental negotiations techniques
- Developing the hard and soft skills necessary in all negotiations
- Learning about the cultural specificities of learning in the European and Chinese context
- Knowing how to negotiate a contract
- Meeting entrepreneurs and learning from their successes and mistakes in China

Cross-cultural entrepreneurship & Negotiation

DAY	VENUE		ACTIVITY	VENUE		ACTIVITY
Monday August 21 st	9.00 - 12.00 Shenzhen GSM Campus	LECTURE	Negotiations: introduction	13.30 - 17.00 Shenzhen GSM Campus	INTERACTIVE	Negotiations: hardware
Tuesday August 22 nd	9.00 - 12.00 Shenzhen GSM Campus	LECTURE	Negotiations: software	13.30 - 17.30 Shenzhen GSM Campus	INTERACTIVE	Negotiation scenarios: renegotiating the China-plans
Wednesday August 23 rd	9.00 - 12.00 Shenzhen GSM Campus	INTERACTIVE	Negotiations: contracts	13.30 - 17.30 Shenzhen	COMPANY VISIT	ZTE Corporation
Thursday August 24 th	9.00 - 12.00 Shenzhen	GUEST SPEAKER	Entrepreneurship: vision and conceptualisation (G. Lepkoff, Visit to E-Vapes factory)	14.00 - 16.30 Shenzhen GSM Campus	GUEST SPEAKER	Entrepreneurship 3.0 (F. Lorenzini, C. von Gumpenberg)
Friday August 25 th	9.00 - 12.00 Shenzhen GSM Campus	GUEST SPEAKER	Personal entrepreneurship: the opportunities (F. Zhou Fei, B. Teti, Y. Shacked)	13.30 - 17.30 Shenzhen GSM Campus	INTERACTIVE	Conclusion of the program - Business execution

Guest speakers

Guest speakers are selected based on their capacity to offer first-hand perspectives on doing business with China in key sectors. The list of Guest Speakers is periodically reviewed. Each of them is crucially involved in the development of dynamic businesses and may have to cancel his or her participation to the program due to last-minute professional commitments. CMBP Directors are pleased that the track-record for Guest speakers in the previous editions is >90% regular attendance as planned.



Luca Chinello - General Manager, **Viabizzuno China**

Luca is a manager with an extensive expertise in restructuring and starting-up businesses. After 8 years spent in Europe working in asset management and private equity, and having gained an MBA from the University of Hong Kong, in 2012 Luca launched the operations and opened the Chinese market for Viabizzuno, a top-end Italian lighting firm. In this role he has managed and currently manages an important number of landmark architectural and design projects in China and the Far East. Luca has an extensive knowledge of how to re-adapt a successful business model in a complex sector (architecture/design) to the peculiarities of the Chinese market.



Ipek Kilicer Turker - General Manager, **Tuneline Consult**-Sponsorship & Collaboration Manager, **Tsinghua X-Lab Coach Center**

After a bachelor degree at Duke University, Ipek worked as an investment banker for Wells Fargo in the United States and Morgan Stanley in Turkey. Prior to moving to China, she took business development roles for GMR and Limak Groups in the Turkish infrastructure sector. She later earned an EMBA jointly organised by INSEAD and Tsinghua University. Ipek is now the General Manager of Tuneline Consult, a boutique consulting firm providing investment advisory services to Chinese private and state-owned enterprises active in energy, railway, construction, oil and gas, logistics and infrastructure. Ipek is also the Sponsorship and Collaboration Manager – Tsinghua X-Lab Coach Center, an initiative by Tsinghua University focusing on innovation and entrepreneurship education, new venture nurturing and development.



Gregory Lepkoff - Founder, **Green I-guys**

Gregory is a serial start-upper with 10 years of experience in China and several successful start-ups launched in diverse fields such as agriculture, machineries, food products and e-commerce. He is the co-founder of Green iGuys Inc., an e-commerce and manufacturing consulting company based in New York. He is currently based in Shenzhen from where he supervises the manufacturing of a diverse range of products sold online worldwide.



Yair Shacked - China Vice-General Manager, **Orbotech**

Yair has more than 15 years of experience in marketing, project management, engineering and sales, with a focus on the bio-medical and hi-tech sectors. A former medical officer of the Israeli army and an EMBA-graduate at Tsinghua/INSEAD, Yair is currently the vice-general manager for China of Orbotech, a company listed at NASDAQ and a global market leader in developing machineries for the manufacture of the world's most sophisticated consumer and industrial electronics.



Christopher Von Gumpenberg - Automotive Consultant & Entrepreneur

After his university studies in Austria, Christopher worked in Germany and China as engineering-consultant for the Daimler Group. He lived for three years in Beijing and then moved to Shanghai to pursue a variety of business ventures. He currently works as freelance consultant assisting luxury car brands on their development in China and is preparing the launch of different ventures in the home automation and consumer products industry.

Induction Days - BEIJING (July 13th - 15th)

ChinaMed Symposium & Gala reception

Induction: the 5th edition of CMBP;
PKU: Beijing, Xi'an & Shenzhen; TOChina Alumni

CMBP: the age of connectivity

Introduction to the
Belt and Road Initiative

Module 1 & 2 - BEIJING (July 17th - 22nd)

PSDM & Business Finance

Module 3 - BEIJING (July 24th - 28th)

Strategy & Execution

Module 4 - BEIJING (July 31st - August 3th)

Sales, Marketing & Consumer behaviour

Module 5 - BEIJING (August 7th - 11th)

Doing business with China & Europe

Module 6 - XI'AN (August 14th - 16th)

Doing business in the Mediterranean region

Module 7 - SHENZHEN (August 21st - 25th)

Cross-cultural entrepreneurship & Negotiation

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