



Beijing, Chongqing & Guangzhou
July 12th - August 24th, 2018

CMBP 2018
Timetable

chinamedbusiness.eu



Giovanni Andornino

University of Torino

Giovanni is Assistant Professor of International Relations of East Asia at the University of Torino, where he heads the TOChina Centre, coordinating research, advanced training and track 1.5 networking with China. He is the Vice President of the Torino World Affairs Institute (T.wai), with responsibility over the “Global China” research program.



Enrico Fardella

Peking University & Torino World Affairs Institute

Enrico Fardella is Associate Professor of the History Department at Peking University and Executive Director of the Center for Mediterranean Area Studies at Peking University. Enrico is also the coordinator of T.wai’s research agenda on China’s role in the Mediterranean region and of the ThinkINChina forum in Beijing, as well as Deputy Editor of the e-journal OrizzonteCina.



Francesco Silvestri

Peking University & Torino World Affairs Institute

Francesco is Research Fellow at Torino World Affairs Institute. He holds a PhD cum laude in Politics (Sustainability track) from Sant’Anna School of Advanced Studies, a top ranking university in Italy, an MA in Global Studies (China track) from University of Torino, and an MA in China Studies from Zhejiang University.

Induction Days - BEIJING (July 12th - 13th)

Induction: the Program & Alumni

- China’s projection toward the Euro-Mediterranean region through the XXI century Silk roads (“One Belt, One Road initiative”)
- Current trends in outbound foreign direct investment and new business opportunities
- The political economy of China’s relations with the Euro-Mediterranean region

BEIJING
Induction Days

WEEK 1	VENUE	ACTIVITY	VENUE	ACTIVITY
Thursday July 12 th			17.00 Peking University SOE Auditorium	ChinaMed Symposium & Gala Reception CMBP team with PKU partners
Friday July 13 th	9.00 - 12.00 Peking University SIS Building	LECTURE Introduction: timetable; content; logistics arrangements; special lecture on China and the Med CMBP team	FREE TIME IN BEIJING	



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 16th - 21st)

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

WEEK 1	VENUE	ACTIVITY	VENUE	ACTIVITY
Monday July 16 th	9.00 - 12.00 Peking University SIS Building	INTERACTIVE Team Building and Hedblom Case Warm Up	13.30 - 17.30 Peking University SIS Building	LECTURE Problem definition and Problem Structuring
Tuesday July 17 th	9.00 - 12.00 Peking University SIS Building	LECTURE Prioritization	13.30 - 17.30 Peking University SIS Building	LECTURE Prioritization and Open Issues
Wednesday July 18 th	9.00 - 12.00 Peking University SIS Building	LECTURE Interviews - Writing a Storyline	13.30 - 17.30 Peking University SIS Building	LECTURE Synthesize the Results
Thursday July 19 th	9.00 - 12.00 Peking University SIS Building	LECTURE Public Speaking and Slides	13.30 - 17.30 Peking University SIS Building	INTERACTIVE Final presentation
Friday July 20 th	9.00 - 12.00 Peking University SIS Building	LECTURE Business Finance: Financial Documents	13.30 - 17.30 Peking University SIS Building	LECTURE Business Finance: Financial Documents
Saturday July 21 st	9.00 - 12.00 Peking University SIS Building	LECTURE Business Finance: Evaluation of Investments	13.30 - 17.30 Peking University SIS Building	LECTURE Business Finance: Examples and Exercises



Jeffrey Towson

Peking University

Jeff is Professor at PKU Guanghua School of Management, best-selling author and public speaker on Chinese consumers and digital China. According to LinkedIn, he is the #1 followed professor in China (+2.5M followers), LinkedIn Top Voice for 2016 and 2017 (#1 for Finance globally) and he has been one of Alibaba's 15 "Global Influencers" in 2017.



Qin Xuezheng

Peking University

Xuezheng Qin is a professor and assistant dean in the School of Economics at Peking University. He earned his bachelor degree from Peking University (2002) and his Ph.D. in Economics from the State University of New York at Buffalo (2009). Dr. Qin's primary research interests include health economics, economics of human capital, and applied econometrics.



Chen Yi

Peking University

Yi Chen, associated professor and assistant dean of the school of economics at Peking University. Dr. Chen got his Ph.D. degree in economics from University of California, Davis in 2011. His research fields are macroeconomics and international macroeconomics.

Module 3 - BEIJING (July 23rd - 27th)

Strategy & Execution

- Discussing opportunities and strategies for China's economy in the New Normal
- Bringing together the best of current strategic thinking on digital transformation in China
- Covering major trends as urbanization, Chinese consumers, advancing innovation



Module 3 - BEIJING - Jeffrey Towson

Strategy & Execution

WEEK 1	VENUE	ACTIVITY		VENUE	ACTIVITY
Monday July 23 rd	9.00 - 12.00 Peking University SIS Building	LECTURE	China's Economic Growth and Reforms in the New Normal Era X. Qin	13.30 - 17.30 Peking University SIS Building	LECTURE China's exchange rate policy and RMB exchange rate Y. Chen
Tuesday July 24 th	9.00 - 12.00 Peking University SIS Building	LECTURE	Urbanization in China	13.30 - 17.30 Peking University SIS Building	LECTURE Rising Chinese Consumers
Wednesday July 25 th	9.00 - 12.00 Peking University SIS Building	LECTURE	Manufacturing and Brainpower	13.30 - 17.30 Peking University SIS Building	LECTURE Cross-Border Deals and Strategies
Thursday July 26 th	9.00 - 12.00 Peking University SIS Building	LECTURE	The Economics of Digital Strategy	13.30 - 17.30 Peking University SIS Building	COMPANY VISIT JD.com
Friday July 27 th	9.00 - 12.00 Peking University SIS Building	LECTURE	Lessons from the Frontline: China's New Retail	13.30 - 17.30 Peking University SIS Building	LECTURE Lessons from the Frontline: China's Mobility and Transportation
Saturday July 28 th	9.00 - 12.00 Peking University SIS Building	GUEST SPEAKER	Industry Lecture: Automotive Y. Shacked, Nio Capital	13.30 - 17.30 Peking University SIS Building	GUEST SPEAKER Business Ethics Y. Shacked, Nio Capital



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.

Module 4 - BEIJING (July 30th - August 4th)

Marketing & Sales

- 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

Module 4 - BEIJING - Roberto Zuccato

Marketing & Sales

WEEK 3	VENUE	ACTIVITY	VENUE	ACTIVITY
Monday July 30th	9.00 - 12.00 Peking University SIS Building	LECTURE Building and Managing a Brand	13.30 - 17.30 Peking University SIS Building	LECTURE Pricing Management
Tuesday July 31st	9.00 - 12.00 Peking University SIS Building	LECTURE Product Management and Customer Satisfaction	13.30 - 17.30 Peking University SIS Building	LECTURE Sales Management and Sales Channels
Wednesday August 1st	9.00 - 12.00 Peking University SIS Building	LECTURE Sales Techniques	13.30 - 17.30 Peking University SIS Building	LECTURE E-commerce: the Future of Selling
Thursday August 2nd	10.30 - 12.00 Peking University SIS Building	GUEST SPEAKER Industry Lecture: outbound tourism Karim Alwadi	14.00 - 16.00 Peking University SIS Building	COMPANY VISIT InnoWay Meeting with companies
Friday August 3rd	9.00 - 12.00 Peking University SIS Building	GUEST SPEAKER Industry Lecture: Digital Marketing B. Teti	13.30 - 17.30 Peking University SIS Building	GUEST SPEAKER Industry Lecture: Big Data H. Lu, China Unicom Big Data



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 6th - 10th)

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

Module 5 - BEIJING - Edoardo Agamennone

Doing Business with China & Europe

WEEK 4	VENUE		ACTIVITY	VENUE		ACTIVITY
Monday August 6 th	9.00 - 12.00 Peking University SIS Building	LECTURE	Doing Business With China: Personal introductions	13.30 - 17.30 Peking University SIS Building	LECTURE	Doing Business With China: country-specific characteristics
Tuesday August 7 th	9.00 - 12.00 Peking University SIS Building	LECT. G. SP.	Investment Vehicles: the theory Industry Lecture: Interior Design Luca Chinello	13.30 - 17.30 Peking University SIS Building	LECTURE	Investment Vehicle: the practice
Wednesday August 8 th	9.00 - 12.00 Peking University SIS Building	LECTURE	Pitfalls	13.30 - 17.30 Peking University SIS Building	LECTURE	Synthesize the Results
Thursday August 9 th	9.00 - 12.00 Peking University SIS Building	LECTURE	China going abroad: introduction	13.30 - 15.00 PKU SIS Building 15.00 - 17.30	LECT. COMP.	China going abroad: the anatomy AIIB
Friday August 10 th	9.00 - 12.00 DayDayUp in Sanlitun	INTERACTIVE	China-projects preparation	13.30 - 17.30 DayDayUp in Sanlitun	INTERACTIVE	Start-up pitches @DayDayUp
Saturday August 11 th	FREE TIME IN BEIJING			TRANSFER	Transfer to Chongqing by plane	



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 - CHONGQING (August 13th - 17th)

Doing business across ChinaMed

- 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

Module 6 - CHONGQING - Yahia Zoubir

Doing Business across ChinaMed

WEEK 5	VENUE	ACTIVITY	VENUE	ACTIVITY
Monday August 13 th	9.00 - 12.00 Chongqing SOE Building	LECTURE Introduction: International Environment & Context of Management	13.30 - 17.30 Chongqing SOE Building	LECTURE Defining Culture: Conceptual Frameworks and Theories
Tuesday August 14 th	9.00 - 12.00 Chongqing SOE Building	LECTURE Theories of Communications	13.30 - 17.30 Chongqing SOE Building	LECTURE International Negotiations
Wednesday August 15 th	9.00 - 12.00 Chongqing SOE Building	LECTURE Management in the Southern Mediterranean & the Middle East	13.30 - 17.30 Chongqing SOE Building	INTERACTIVE Cross-cultural Management Roleplays
Thursday August 16 th	9.00 - 12.00 Chongqing	COMPANY VISIT Zhubajie F. Silvestri	9.00 - 12.00 Chongqing	COMP. Chang'an F. Silvestri
				G. SP. Industry: F&B Gianluca Luisi
August Friday 17 th Saturday 18 th	FREE TIME - OPTION TO GO TO CHENGDU		FREE TIME - OPTION TO GO TO CHENGDU	
Sunday August 19 th	TRANSFER	Transfer to Guangzhou by plane	FREE TIME IN GUANGZHOU	



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.

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Module 7 - GUANGZHOU (August 20th - 24th)

Cross-cultural Entrepreneurship & Negotiation

- Discovering the basic anatomy of all negotiations
- Learning the fundamental negotiations techniques and mistakes in China
- 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

Module 7 - GUANGZHOU - Edoardo Agamennone

Cross-cultural Entrepreneurship and Negotiation

WEEK 6	VENUE	ACTIVITY		VENUE	ACTIVITY	
Monday August 20 th	9.00 - 12.00 Guangzhou SOE Building	LECTURE	Negotiations: introduction	13.30 - 17.30 Guangzhou SOE Building	LECTURE	Negotiations: the “hardware”
Tuesday August 21 st	9.00 - 12.00 Guangzhou SOE Building	LECTURE	Negotiations: the “software”	13.30 - 17.30 Guangzhou SOE Building	LECTURE	Negotiations: the “software”
Wednesday August 22 nd	9.00 - 12.00 Peking University Building	LECTURE	Negotiations: contracts	13.30 - 17.30 Guangzhou SOE Building	LECTURE	Entrepreneurship: vision and conceptualization
Thursday August 23 rd	9.00 - 12.00 Guangzhou SOE Building	COMPANY VISIT	Delonghi; E-vape factory	13.30 - 17.30 Shenzhen	COMP. G. SP.	Shenzhen Stock Exchange Museum; ZTE Greta Scardellato, Alumni coordinator; Anna Romagnoli, Italian Chamber of Commerce of Hong Kong
Friday August 24 th	9.00 - 12.00 Guangzhou SOE Building	LECT. G. SP.	Personal entrepreneurship: the opportunities Industry: Startups Francesco Lorenzini	13.30 - 17.30 Guangzhou SOE Building	LECTURE	Final presentation and closing ceremony
Saturday August 25 th	FREE TIME IN GUANGZHOU TRANSFER TO HONG KONG (OPTIONAL)			FREE TIME IN GUANGZHOU		

Induction Days - BEIJING (July 12th - 14th)

Induction: the 6th edition of CMBP; PKU: Beijing, Chongqing & Guangzhou

Module 1 & 2 - BEIJING (July 16th - 21st)

PSDM & Business Finance

Module 3 - BEIJING (July 23rd - 28th)

Strategy & Execution

Module 4 - BEIJING (July 30th - August 4th)

Marketing & Sales

Module 5 - BEIJING (August 6th - 10th)

Doing business with China & Europe

Module 6 - CHONGQING (August 13th - 17th)

Doing business across ChinaMed

Module 7 - GUANGZHOU (August 20th - 24th)

Cross-cultural Entrepreneurship & Negotiation

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