



**Beijing, Chongqing & Shenzhen**  
**July 19<sup>th</sup> - August 23<sup>rd</sup>, 2019**

**CMBP 2019**  
**Timetable**

[chinamedbusiness.eu](http://chinamedbusiness.eu)



## **Giovanni Andornino**

University of Torino

Giovanni Andornino 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.



## **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.

**Induction Days** - BEIJING (July 19<sup>th</sup> - 20<sup>th</sup>)

## **Introductory Module**

- China's projection toward the Euro-Mediterranean region through the Belt&Road Initiative
- Assessing China's 40 years of Reform and Opening Policy



BEIJING  
**Induction Days**

WEEK 1	VENUE	ACTIVITY	VENUE	ACTIVITY
Friday July 19 <sup>th</sup>			19.00 Old Summer Palace	OPENING RECEPTION  Opening Dinner
Saturday July 20 <sup>th</sup>	9.00 - 10.00 Beijing SIS Building	LECTURE  Introduction of CMBP19 F. Silvestri, M. Poletti	13.30 - 15.30 Beijing SIS Building	LECTURE  China's economic growth & Reform in the New Normal Era  Chen Yi
	10.00 - 12.00 Beijing SIS Building	LECTURE  Reaching for global center stage: China's contested ambitions G. Andornino		
Sunday July 21 <sup>st</sup>	FREE TIME IN BEIJING		FREE TIME IN BEIJING	



**Walter  
Joffrain**

ESCP Europe

Senior Manager in a primary Italian Bank, Walter Joffrain has more than 20 years of experience in Corporate Finance & Investment Banking, Operations and Strategy.

Throughout his career, Walter has been Strategic Consultant in a worldwide Management Consulting Firm working in banking and insurance companies in Italy and Europe. He worked jointly with CEO and top management on special/strategic projects to improve organizational models, service levels and business strategies.

Walter holds a cum laude degree in Physics, a Ph.D degree in nuclear Physics and has been Fulbright Research Scientist at Massachusetts Institute of Technology (Cambridge, MA). He studied Active Teaching and General Management at Harvard Business School in Cambridge and Shanghai. Walter is the author of several books and publications in the field of finance, innovation and technology and he is Board Member of Companies and Foundations.

**Week 1** - BEIJING (July 22<sup>nd</sup> - 27<sup>th</sup>)

## **PSDM & Business Strategy**

- Taking decisions in an executive and structured way
- Working in team efficiently
- Structuring the communication of the decisions
- Analyzing dynamics and processes effectively
- Setting, communicating and working by priorities
- Developing a strategy for a company
- Maintaining the competitive advantage of a company



**Week 1** - BEIJING - Walter Joffrain

# PSDM & Business Strategy

WEEK 1	VENUE		ACTIVITY	VENUE		ACTIVITY
Monday July 22 <sup>nd</sup>	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 23 <sup>rd</sup>	9.00 - 12.00 Beijing SIS Building	LECTURE	Prioritization	13.30 - 17.30 Beijing SIS Building	LECTURE	Open matters' analysis
Wednesday July 24 <sup>th</sup>	9.00 - 12.00 Beijing SIS Building	LECTURE	How to make interviews	13.30 - 17.30 Beijing SIS Building	INTERACTIVE	Interviews - Role Play
Thursday July 25 <sup>th</sup>	9.00 - 12.00 Beijing SIS Building	LECTURE	Storyline	13.30 - 17.30 Beijing SIS Building	LECTURE	Public speaking and presentation
Friday July 26 <sup>th</sup>	9.00 - 12.00 Beijing SIS Building	INTERACTIVE	Final Presentations	13.30 - 17.30 Beijing SIS Building	LECTURE	Business Strategy: introduction
Saturday July 27 <sup>th</sup>	9.00 - 12.00 Beijing SIS Building	LECTURE	Business Strategy: competitive advantage	13.30 - 17.30 Beijing SIS Building	LECTURE	Business Strategy: execution



## 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.

**Week 2** - BEIJING (July 29<sup>th</sup> - August 2<sup>nd</sup>)

## Doing business across 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



Week 2 - BEIJING - Edoardo Agamennone

# Doing business across China & Europe

WEEK 2	VENUE		ACTIVITY	VENUE		ACTIVITY
Monday July 29 <sup>th</sup>	9.00 - 12.00 Beijing SIS Building	INTERACTIVE	Doing Business with China: personal introductions	13.30 - 17.30 Beijing SIS Building	LECTURE	Doing Business with China: Megatrends
Tuesday July 30 <sup>th</sup>	9.00 - 12.00 Beijing SIS Building	LECTURE	Investment vehicles: the theory	13.30 - 17.30 Beijing SIS Building	LECTURE	Investment vehicles: the practice
Wednesday July 31 <sup>st</sup>	9.00 - 12.00 Beijing SIS Building	LECTURE	Compliance and pitfalls	13.30 - 17.30 Beijing SIS Building	LECTURE	IPR and strategies
Thursday August 1 <sup>st</sup>	9.00 - 12.00 Beijing SIS Building	LECTURE	China going abroad: introduction	13.30 - 17.30 Beijing SIS Building	LECTURE	China going abroad: the anatomy
Friday August 2 <sup>nd</sup>	9.00 - 12.00 Beijing SIS Building	LECTURE	Preparation of China Projects	13.30 - 17.30 Beijing SIS Building	INTERACTIVE	Presentation of China Projects
Sat. August 3 <sup>rd</sup>	PREPARING TO LEAVE BEIJING			TRANSF.	Transfer to Chongqing	
Sun. August 4 <sup>th</sup>	FREE TIME IN CHONGQING			FREE TIME IN CHONGQING		



## Alessandro Arduino

Shanghai Academy of Social Science

Dr. Alessandro Arduino is the co – director of the Security & Crisis Management International Centre at the Shanghai Academy of Social Science (SASS-UNITO) and external affiliate at the Lau China Institute, King’s College London.

Dr. Arduino’s two decades of experience in China encompass risk analysis and crisis management. His main research interests include, Belt & Road Initiative security, China’s political economy and sovereign wealth funds.



## Jeffrey Towson

Peking University

Jeffrey Towson 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.

**Week 3** - CHONGQING (August 5<sup>th</sup> - 9<sup>th</sup>)

# Doing business with China & Digital Strategy

- Assessing a country’s prospects for global business and its competitiveness in the Belt and Road business and economic environment
- Mitigating risks
- Bringing together the best of current strategic thinking on digital transformation in China
- Covering major trends as urbanization, Chinese consumers, advancing innovation





**Week 3 - CHONGQING - Alessandro Arduino, Jeffrey Towson**

# Doing business with China & Digital Strategy

WEEK 3	VENUE	ACTIVITY		VENUE	ACTIVITY		
<b>Monday August 5<sup>th</sup></b>	9.00 - 12.00 Chongqing SoE Building	LECTURE	<b>Investing with China outside of China - Avoiding errors, discovering opportunities</b> A. Arduino	13.30 - 17.30 Chongqing SoE Building	LECTURE	<b>Chinese Macro Projects and Third Party Collaborations</b> A. Arduino	
<b>Tuesday August 6<sup>th</sup></b>	9.00 - 12.00 Chongqing SoE Building	LECTURE	<b>Sectors encouraged for exports to the Chinese market</b> A. Arduino	13.30 - 17.30 Chongqing SoE Building	LECTURE	<b>Online and Offline Market Integration</b> A. Arduino	
<b>Wednesday August 7<sup>th</sup></b>	9.00 - 12.00 Chongqing SoE Building	LECTURE	<b>Introduction to Digital China (Mobike, Ofo and Didi case study)</b> J. Towson	13.30 - 17.30 Chongqing SoE Building	LECTURE	<b>The Economics of Digital (e-commerce)</b> J. Towson	
<b>Thursday August 8<sup>th</sup></b>	9.00 - 12.00 Chongqing SOE Building	LECTURE	<b>Urbanization in China (Shanghai Disneyland case)</b> J. Towson	13.30 - 17.30 Chongqing SOE Building	LECTURE	<b>Chinese Brain Power (GM and Volkswagen case study)</b> J. Towson	
<b>Friday August 9<sup>th</sup></b>	9.00 - 12.00 Chongqing	COMPANY VISIT	<b>Company Visit</b> F. Silvestri	13.30 - 17.30 Chongqing	COMPANY VISIT	<b>Company Visit</b> F. Silvestri	
<b>Sat. August 10<sup>th</sup></b>	FREE TIME IN CHONGQING			FREE TIME IN CHONGQING			
<b>Sun. August 11<sup>th</sup></b>	TRANSF.	Transfer to Shenzhen			FREE TIME IN SHENZHEN		



## **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.



## **Park Jooyoung**

Peking University

Jooyoung Park has more than 5 years of experience in conducting research in the field of Marketing and teaching China. She currently works at Peking University HSBC Business School (PHBS) as an assistant professor in management. Her primary research interests include consumer information processing, motivation, and online shopping. She has conducted several research projects in China, some of which aim to understand Chinese consumers and their shopping behavior. She teaches both an intro- and an advanced-level course in Marketing and has won an excellent teacher award in 2017 at PHBS.

**Week 4** - SHENZHEN (August 12<sup>th</sup> - 14<sup>th</sup>)

# **Sales & Marketing**

- Building a customer-focused attitude
- Analyzing key marketing processes in Branding, Pricing and Product Management
- Analyzing Internet's impact on productivity and growth
- Assessing Chinese customers' trends



## 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.



## Wang Chunyang

Peking University

Chunyang Wang is a well-respected authority on China's macroeconomy and finance industry. In a career spanning public service and academia he has established himself as widely sought-after speaker on the local and international banking industry as well as factors impacting exports.

Dr. Wang is an associate professor at HSBC Business School of Peking University. He is also a GlobalSource local partner in China.

**Week 4** - SHENZHEN (August 15<sup>th</sup> - 17<sup>th</sup>)

## Business Finance

- Learning how to calculate a company's cash flow at various levels, using company financial statements
- Understanding the financial implications of managerial decisions and business strategies, and analyzing business performance indicators
- Analyzing China's financial market



**Week 4 - SHENZHEN - Roberto Zuccato, Park Jooyoung - Vittorio De Pedys, Wang Chunyang**

# Sales, Marketing & Business Finance

WEEK 4	VENUE		ACTIVITY	VENUE		ACTIVITY
<b>Monday</b> August 12 <sup>th</sup>	9.00 - 12.00 Shenzhen PHBS	LECTURE	<b>Building and Managing a Brand</b> R. Zuccato	13.30 - 17.30 Shenzhen PHBS	LECTURE	<b>Pricing Management: Product Management and Customer Satisfaction</b> R. Zuccato
<b>Tuesday</b> August 13 <sup>th</sup>	9.00 - 12.00 Shenzhen PHBS	LECTURE	<b>Sales Management: Salesman qualities, Sales Channels, Salesforce organization</b> R. Zuccato	13.30 - 17.30 Shenzhen PHBS	LECTURE	<b>E-commerce: the Future of Selling</b> R. Zuccato
<b>Wednesday</b> August 14 <sup>th</sup>	9.00 - 12.00 Shenzhen PHBS	INTERACTIVE	<b>Teamwork presentations: Selling Role-plays</b> R. Zuccato	13.30 - 17.30 Shenzhen PHBS	LECTURE	<b>Chinese Consumer behaviour</b> Park Jooyoung
<b>Thursday</b> August 15 <sup>th</sup>	9.00 - 12.00 Shenzhen PHBS	LECTURE	<b>Business Finance: Income Statements, Balance Sheets, Cash Flow Statements</b> V. De Pedys	13.30 - 17.30 Shenzhen PHBS	LECTURE	<b>Business Finance: Financial Ratios</b> V. De Pedys
<b>Friday</b> August 16 <sup>th</sup>	9.00 - 12.00 Shenzhen PHBS	LECTURE	<b>Business Finance: the Capital of Companies</b> V. De Pedys	13.30 - 17.30 Shenzhen PHBS	LECTURE	<b>Business Finance: companies in action</b> V. De Pedys
<b>Saturday</b> August 17 <sup>th</sup>	9.00 - 12.00 Shenzhen PHBS	LECTURE	<b>Business Finance: Valuing Investments</b> V. De Pedys	13.30 - 17.30 Shenzhen PHBS	LECTURE	<b>Financial markets and investments in China</b> Wang Chunyang



## 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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**Week 5** - SHENZHEN (August 19<sup>th</sup> - 23<sup>rd</sup>)

## Cross-cultural Entrepreneurship & Negotiation

- Discovering the basic anatomy of all negotiation
- Learning the fundamental negotiations techniques
- Meeting entrepreneurs and learning from their successes 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



**Week 5** - SHENZHEN - Edoardo Agamennone

# Cross-cultural Entrepreneurship & Negotiation

WEEK 5	VENUE		ACTIVITY	VENUE		ACTIVITY
<b>Monday</b> August 19 <sup>th</sup>	9.00 - 12.00 Shenzhen PHBS	LECTURE	<b>Negotiations: introduction</b>	13.30 - 17.30 Shenzhen PHBS	LECTURE	<b>Negotiations: the “hardware”</b>
<b>Tuesday</b> August 20 <sup>th</sup>	9.00 - 12.00 Shenzhen PHBS	LECTURE	<b>Negotiations: the “software”</b>	13.30 - 17.30 Shenzhen PHBS	LECTURE	<b>Negotiations: the psychology</b>
<b>Wednesday</b> August 21 <sup>st</sup>	9.00 - 12.00 Shenzhen PHBS	LECTURE	<b>Negotiations: contracts</b>	13.30 - 17.30 Shenzhen SIS Building	LECTURE	<b>Entrepreneurship: vision and conceptualisation</b>
<b>Thursday</b> August 22 <sup>nd</sup>	9.00 - 12.00 Shenzhen PHBS	LECTURE	<b>Entrepreneurship: execution</b>	13.30 - 17.30 Shenzhen PHBS	COMPANY VISIT	<b>Company Visit</b>
<b>Friday</b> August 23 <sup>rd</sup>	9.00 - 12.00 Shenzhen PHBS	LECTURE	<b>Personal entrepreneurship: the opportunities</b>	13.30 - 17.30 Shenzhen PHBS	INTERACTIVE	<b>Final presentations of China Projects</b>
<b>Saturday</b> August 24 <sup>th</sup>	<b>TRANSFER TO HONG KONG (OPTIONAL)</b>					

Induction Days - BEIJING (July 19<sup>th</sup> - 20<sup>th</sup>)

**Induction: the 7<sup>th</sup> edition of CMBP; PKU: Beijing, Chongqing & Shenzhen**

Francesco Silvestri - Martina Poletti

**Reaching for global center stage:  
China's contested ambitions**

Giovanni Andornino

**China's economic growth &  
Reform in the New Normal Era**

Chen Yi

Week 1 - BEIJING (July 22<sup>nd</sup> - 27<sup>th</sup>)

**PSDM & Business Strategy**

Walter Joffrain

Week 2 - BEIJING (July 29<sup>th</sup> - August 2<sup>nd</sup>)

**Doing business across China & Europe**

Edoardo Agamennone

Week 3 - CHONGQING (August 5<sup>th</sup> - 9<sup>th</sup>)

**Doing business with China & Digital Strategy**

Alessandro Arduino - Jeffrey Towson

Week 4 - SHENZHEN (August 12<sup>th</sup> - 17<sup>th</sup>)

**Marketing, Sales & Business Finance**

Roberto Zuccato & Park Jooyoung - Vittorio De Pedys & Wang Chunyang

Week 5 - SHENZHEN (August 19<sup>th</sup> - 23<sup>rd</sup>)

**Cross-cultural Entrepreneurship & Negotiation**

Edoardo Agamennone

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