

# China

NOW



DATE: TUESDAY 12 FEBRUARY 2019

**Latest Insight on China for the  
Private Wealth Sector**

# China

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**This one day course is designed for Senior Executives in the private wealth sector with a focus on dealing with UHNW clients in mainland China and connected international markets of Hong Kong & Singapore. It is specifically designed for those offering services to wealth families in Asia: in law, fiduciary, property, aviation, wealth management. The course is hosted by PCD Club in conjunction with a leading Business School from China, CKGSB.**

Cheung Kong Graduate School of Business (CKGSB) is China's first independent, faculty governed and non-profit business school. Founded in 2002 with support from the Li Ka Shing Foundation, CKGSB is a world-class business school in China that aims to develop current and future leaders with a global vision, a humanitarian spirit and an innovative mindset. Over the past 15 years, CKGSB has developed into a prominent business school with 45 full-time professors, who have earned their PhDs or held tenured faculty positions at leading business schools such as Harvard, Wharton and Stanford. More than half of the 11,000 CKGSB alumni are at the CEO or Chairman level and, collectively, lead one-fifth of China's most valuable brands. In 2011, the alumni group's combined companies raked in \$1 trillion in revenue, accounting for 12.7% of China's GDP. It's network in China is immense: if CKGSB's alumni network were a nation, it would be the 16th largest economy on earth.

Assistant Dean of CKGSB and Chief Representative in Europe, Bo Ji, will lead the course content delivering unparalleled insight on the Chinese economy, political environment and demographics to bring advisors completely up to date with the latest trends. He will also provide insight on soft skills required to deal with Chinese professionals and business leaders: from cultural norms and practises to the art of negotiation. The conference will also qualify for 5 hours CPD credits.

The course will be attended by 20 delegates for the day at an exclusive private members club in Mayfair, 12 Hay Hill. There will ample time for networking throughout the day and we anticipate delegates coming from specialist firms in a range of jurisdictions: the UK, Switzerland, Channel Islands and Isle of Man. By providing a forum for education and networking in the private wealth sector, delegates will finish the course with additional knowledge and contacts to drive their business forward.

The training will close with a networking reception on the top floor of 12 Hay Hill for up to 150 guests. CKGSB will provide a keynote speaker for the reception and extend the invitation to their London based network to give guests the opportunity to network that evening with those actively involved in business in China from the UK.



Bo Ji, Assistant Dean of CKGSB

## AGENDA

### 9.30AM - REFRESHMENTS

### 10.00AM - WELCOME & INTRODUCTIONS

**China Now: China's Macro Economy; Political Environment; Demographic trends.** *An overview of China's Macro Economy and new business opportunities that have arisen from the Belt and Road Initiative.*

### 11.30AM - BREAK

### 11.45AM - CHINA'S MICRO ECONOMY

*3 case studies of Chinese companies from different sectors with an international focus:*

- Huawei
- Alibaba
- Haier

### 1.00PM - LUNCH

### 1.45PM - SOFT SKILLS

**Win in China: culture, business practice and negotiation.** *Learn to negotiate confidently with the Chinese by understanding their culture roots & elements that shapes their behavior.*

### 3.15PM - BREAK

### 3.30PM - GUEST SPEAKER TBA

**Insight on the private wealth sector in China** from expert guest speaker.

### 5.00PM - CONCLUSIONS AND NEXT STEPS

### 5.30PM - DRINKS RECEPTION COMMENCES

**Pricing - £1,250 + VAT**

*(£1,000 + VAT for Prime / Corporate Members)*

**BOOK YOUR PLACE**

## SPONSORSHIP

Sponsor opportunities are available for the drinks reception. We are seeking 4 complementary sponsors for the drinks reception who will receive the following benefits:

- Two delegate places at the course.
- Ability to invite 15 guests to the drinks reception.
- Branding on PDF invites & registration page.
- Branding at the event.
- Photography from the event.
- Speaking opportunity following the Keynote address from CKGSB.
- Specific introductions to CKGSB alumni at the event.

**Cost per sponsors slot - £5,000 + VAT.**



**BECOME A SPONSOR**