



China Learning Expedition Beijing and Shanghai | June 2014

OVERVIEW

With a massive consumer base spending heavily both at home and abroad, China represents a tremendous opportunity for companies seeking growth. But the path to profits is highly complex, fraught with potential pitfalls that are best avoided. In this immersive, interactive five-day program organized by The Drucker School of Claremont Graduate University and taking place in Beijing and Shanghai, Matt Pillar, a Harvard-trained China business expert, and a selected group of other highly experienced, well-regarded China experts present real-world observations on how to navigate this complex, fast-growing market and establish a platform for lasting success.

This program, including exclusive Gold Pass access to Mobile Asia Expo 2014 (<http://www.mobileasiaexpo.com>) provided by our industry partner, the GSMA, will engage participants in a review of cultural sensitivities, business customs, and the current economic environment, and then focus on a wide range of proven, time-tested business strategies and tactics to mitigate risk and build for success. The seminar lectures and group discussions have been designed to be focused, practical, and well-paced, drawing upon first-hand experience, ongoing research from primary and secondary sources in English and Chinese, and insights gathered from many years spent living, studying, and working on the ground in Beijing, Shanghai, Hong Kong, and throughout Southeast Asia.

Participants, joining a group of senior-level executives across multiple industries, will leave the program equipped with the confidence and basic knowledge necessary to better develop or refine an effective China market strategy for their own enterprise. The Drucker School will award a certificate of acknowledgment in China Business Strategy and class photo to each participant upon successful completion of the program.

TOPICS OF DISCUSSION

The program takes a practical approach to contextual learning with actionable strategies and tactics that enable executives to more effectively deal with the critical issues that foreign companies face in launching and building their businesses in China. Topics of discussion will include:

- **The China Market: Background, Socio-Economic Indicators.** A brief overview of the country, its people, major historical milestones, political leadership and initiatives, and socio-economic indicators;
- **The Business Environment: Unique Attributes, Major Trends.** The emergence of a global economic superpower, modernization trends and consequences, observations on how the China market is different and changing, and thoughts on constraints and weaknesses that may impact future growth;
- **Industry Sector Analyses.** Digital media, higher education, luxury goods, and travel and tourism;
- **Success Tips: Strategic and Tactical Considerations.** Guiding principles, cultural sensitivities, market entry and corporate positioning, government relations, staffing, team building, local vendors, strategic alliances, accounting and financial management, IP protection, consumer targeting, market segmentation, brand building, advertising and public relations, sales, and investments and M&A, among others; and
- **Participant Discussion: Executive Challenges.** Open, interactive discussion of various issues of importance to executives including cultural context in decision-making, balancing risk and opportunity, talent development, team building, business ethics, compliance, and protecting core assets and capabilities.

WHO SHOULD ATTEND

Individuals with interest in the mobile communications sector – including senior executives at for-profit businesses and NGOs, entrepreneurs, investors, and professional service providers – who would like to gain an in-depth, practical understanding of the current China market and ways to more effectively and successfully conduct business there. Group discussions on selected topics and networking opportunities with fellow participants in the program and at Mobile Asia Expo 2014, in general, make this a highly engaging and useful learning experience.

PROGRAM AGENDA

The program agenda will include a wide range of both formal and informal learning experiences, as follows:

China Learning Expedition						
Sunday June 8, 2014	Monday June 9, 2014	Tuesday June 10, 2014	Wednesday June 11, 2014	Thursday June 12, 2014	Friday June 13, 2014	Saturday June 14, 2014
8 AM	COFFEE, SNACKS	COFFEE, SNACKS	COFFEE, SNACKS	COFFEE, SNACKS	COFFEE, SNACKS	FLIGHTS HOME Various, Individual Participants
9 AM	INTRODUCTION, PARTICIPANT GOALS	CHINA EXPERT Q&A <i>Peter Schloss</i>	GSMA (GOLD PASS) MOBILE ASIA EXPO	GSMA (GOLD PASS) MOBILE ASIA EXPO	GSMA (GOLD PASS) MOBILE ASIA EXPO	
10 AM	PRESENTATION The China Market The Business Environment Guiding Principles	PRESENTATION Cultural Sensitivities Market Entry, Positioning Government Relations	ATTEND KEYNOTE PRESENTATIONS State of the Industry Mobile Broadband for All and/or EXPLORE THE EXPOSITION FLOOR AND PAVILIONS	ATTEND KEYNOTE PRESENTATIONS Digital Lifestyles CTO Roundtable, Mobile Retail and/or EXPLORE THE EXPOSITION FLOOR AND PAVILIONS	ATTEND EXPO SUMMITS Mobile Gaming Wearable Devices and/or EXPLORE THE EXPOSITION FLOOR AND PAVILIONS	
11 AM	TEAM CHALLENGE Culture and Context	TEAM CHALLENGE Risk vs. Opportunity				
12 PM	CHINA EXPERT Q&A <i>Bill Bishop</i>	CHINA EXPERT Q&A <i>Philip Qu</i>	MOBILE FORUM LUNCH (Optional)	MOBILE FORUM LUNCH (Optional)	FREE TIME, LUNCH BREAK	
1 PM	FREE TIME, LUNCH BREAK	FREE TIME, LUNCH BREAK				
2 PM	SECTOR ANALYSES Digital Media, Higher Education	FREE TIME, HOTEL CHECK-OUT	PRESENTATION Staffing, Team Building Local Vendors Strategic Alliances	PRESENTATION Accounting, Finance Consumer Targeting Marketing, Sales, PR	PRESENTATION China Business as a Growth Engine Creativity, Innovation, IP Protection Investments, M&A	
3 PM	CHINA EXPERT Q&A <i>Jeremy Goldkorn</i>	TAXI TO AIRPORT	CHINA EXPERT Q&A <i>Steve Mushero</i>	TEAM CHALLENGE Business Ethics, Compliance	OPEN DISCUSSION Mastering a <i>Fire Dragon Strategy</i>	
4 PM	FREE TIME, AFTERNOON BREAK	FLIGHT CHECK-IN	SECTOR ANALYSES Luxury Goods, Travel and Tourism	CHINA EXPERT Q&A <i>T.R. Harrington</i>	CLOSING COMMENTS, GROUP FEEDBACK	
5 PM	WALK TO DINNER, EXPLORE WFJ Apple Store (Asia's Largest) Oriental Plaza Mall (300+ Local, Global Brands)	GOURMET BOX DINNER		GSMA VIP COCKTAILS (Optional)	FREE TIME, AFTERNOON BREAK	
6 PM	COCKTAIL RECEPTION Crown Plaza Hotel	FLIGHT Air China #1855 PEK to SHA Departure: 5:30 PM Arrival: 7:40 PM	FREE TIME, AFTERNOON BREAK TAXI TO DINNER	FREE TIME, AFTERNOON BREAK	FAREWELL COCKTAILS Jumeirah Himalayas Hotel	
7 PM	WELCOME DINNER Xiao Wang Fu Crown Plaza Hotel (Beijing Duck)	DINNER Snack Street Wangfujing (Chinese, Regional)	DINNER Din Tai Fung World Financial Center (World's Best Dumplings)	DINNER The COOK Kerry Hotel (International Cuisine)	FAREWELL DINNER SHANG-HIGH Jumeirah Himalayas Hotel (Chinese, Shanghaiese)	
8 PM		TAXI TO HOTEL HOTEL CHECK-IN				
	SEMINAR LECTURES, PRESENTATIONS	GROUP DISCUSSIONS (INTERNAL)	CHINA EXPERT Q&A (SPECIAL GUESTS)	MEALS, SOCIAL TIME	TRAVEL	

PROGRAM LEADER

Matt Pillar is an accomplished executive with more than two decades of experience building businesses in Asia. He is Founder and Managing Director at Fire Dragon Enterprises (<http://www.firedragonllc.com>), a global strategic advisory firm focused on Greater China, and Drucker Senior Fellow with the Peter F. Drucker and Masatoshi Ito Graduate School of Management at Claremont Graduate University (<http://www.cgu.edu>).

Fluent in Mandarin Chinese, Mr. Pillar graduated with a Bachelor of Arts degree with Honors in East Asian Studies from Brown University; completed a rigorous course of study at Nanjing University in Nanjing, China; and received a Master in Business Administration degree with Honors from Harvard University, where case studies and lecture material which he co-authored and published have been taught in both the Harvard Business School executive education program and second-year MBA curriculum. He writes about China business and strategy at <http://www.climbingthegreatwall.com> and may be followed on Twitter at <https://twitter.com/firedragonllc>.

PROGRAM PARTNERS

Senior Lecturer. Rafael Suarez, Executive Director – Corporate Strategy and Education at The Drucker School of Claremont Graduate University. Former senior consultant at Monitor Group (100+ engagements).
For additional background, please refer to... <http://www.cgu.edu/pages/10309.asp>.

Industry Partner. The GSMA represents the interests of mobile network operators worldwide. Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators with 250 companies in the broader mobile ecosystem. The GSMA also produces industry-leading events such as Mobile World Congress and Mobile Asia Expo.
For additional background, please refer to... <http://www.gsma.com>.

SELECTED CHINA EXPERTS AND CORPORATE EXECUTIVES

In addition to seminar lectures, keynote presentations, and internal discussions and networking opportunities among the participant group, the program will include a selected number of Q&A sessions with invited China experts, in order to create a more interactive, richer learning experience.

Following are links to background information on those China experts expected to participate in this program.

Beijing

- Bill Bishop Digital media entrepreneur, advisor, independent investor, and noted China watcher
Profile: <http://www.linkedin.com/in/billbishop>
- Jeremy Goldkorn Founder and Editor-in-Chief at Danwei.com; noted China media and marketing expert
Profile: http://en.wikipedia.org/wiki/Jeremy_Goldkorn
- Philip Qu Attorney and Founding Partner at TransAsia Lawyers
Profile: <http://transasialawyers.com/professionals/philip-qu>
- Peter Schloss Senior Partner at Phoenix TV Media Fund; former Chief Counsel at STAR TV, TOM.com
Profile: http://en.wikipedia.org/wiki/Peter_Schloss

Shanghai

- T.R. Harrington Founder and CEO at Darwin Marketing, a leading SEM and SEO services agency
Profile: <http://www.linkedin.com/in/trharrington>
- Steve Mushero Co-Founder, CEO, and CTO at ChinaNetCloud, a leading cloud computing service
Profile: <http://www.linkedin.com/in/stevemushero>

SUGGESTED READING MATERIAL

Suggested reading material to be provided to participants in advance of the program will likely include:

- Barmé, Geremie R. and Jeremy Goldkorn. *China Story Yearbook 2013: Civilising (sic) China*. Canberra, Australia: the Australian National University, October 2013.
- Elliott, Mark, William Kirby, Arthur Kroeber, Evan Osnos, Deborah Seligsohn, Edward Steinfeld, and Xiaofei Tian. "Challenging, Changing China." *Harvard Magazine*, March-April 2010.
- Lieberthal, Kenneth G. *Managing the China Challenge: How to Achieve Corporate Success in the People's Republic*. Washington, District of Columbia: Brookings Institution Press, 2013.
- Roth, David, editor. *The Power and Potential of the Chinese Dream*. London, England: The Store, Global Retail Practice of WPP. February 2014.

HOTEL ACCOMMODATIONS AND AIR TRAVEL

Participants are responsible for arranging their own air travel, hotel accommodations, and China travel visas. For additional reference, domestic air travel from Beijing to Shanghai is estimated at USD\$200.

Our group meetings will be held at the following hotels with which we have pre-negotiated preferential group room rates, based on availability, as follows:

- **Crowne Plaza Beijing Wangfujing**

Address: 48 Wangfujing Avenue, Dongcheng District, Beijing, China 100006
Telephone: +86.10.5911.9999
Web Site: <http://www.ihg.com/crowneplaza/hotels/us/en/beijing/pegwf/hoteldetail>
Room Rate: CNY 750 (USD\$120) including service fees, breakfast, and Internet

- **Kerry Hotel Pudong Shanghai**

Address: 1388 Hua Mu Road, Pudong, Shanghai, China 201204
Telephone: +86.21.6169.8888
Web Site: <http://www.shangri-la.com/shanghai/kerryhotelpudong/>
Room Rate: CNY 1,650 (USD\$265) plus 15% per person per night, including breakfast and Internet

For assistance in confirming accommodations with pre-negotiated preferential group room rates at one of a number of other hotels nearby the Mobile Asia Expo, please refer to... <http://www.mobileasiaexpo.com/hotels/>

FEES, PAYMENTS, AND CANCELLATIONS

Special Inaugural Program Fee. USD\$2,500 per person includes (1) tuition and course material; (2) exclusive Gold Pass access to Mobile Asia Expo 2014 (USD\$1,500 value, in itself); and (3) logistics fee for meeting facilities, most meals, etc. *This is a 50% discount off of the original program fee – significant savings in overhead costs for our first program now passed on to our inaugural class!*

Payment, in full, is required upon commitment to attend the program. We accept payment by company check; bank wire transfer; or major credit card (American Express, Discover Card, MasterCard, Visa), the latter of which entails a 2.9% standard processing fee.

Cancellations must be received at least 45 days in advance for a full refund minus any credit card processing fees. Due to significant preparation work needed to organize the program, cancellation fees will be assessed as follows:

*Cancellations received 31 to 45 days prior to the program start date = 25% fee based on the total program cost.
Cancellations received 15 to 30 days prior to the program start date = 50% fee based on the total program cost.
Cancellations received less than 15 days prior to the program start date = full amount of the total program cost.*

To register for the China Learning Expedition, complete and submit the one-page application included with the program overview and confirm payment at <https://commerce.cashnet.com/ChinaLearningExpedition>.

For any questions or further information requests, please contact info@firedragonllc.com.

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Participant Application

GENERAL INFORMATION

Full Name _____

Preferred Name for Name Badge _____

Title or Position _____

Name of Company or Organization _____

Mailing Address (Work) _____

Telephone Numbers (Office, Mobile) _____

E-mail Address _____

Language Proficiency (Primary, Other) _____

Country of Citizenship _____

EXPERIENCE AND INTERESTS (FOR INTERNAL REFERENCE ONLY)

Please provide highlights of your personal and professional experience related to China and Asia, in general.

Please provide a brief description of your business unit and company or organization.

Please explain your company or organization's current activities and key objectives within the China market.

Please describe the main reason(s) for your interest in attending this program.

Signature of Applicant _____ Date _____

Submit completed participant application and separate, short biography for inclusion in internal class directory (1,000 words maximum) to the attention of Matt Pillar at info@firedragonllc.com.