

Nyenrode China Seminars 2011

China; the new map for growth



“China is changing at an incredible pace. China is drafting a new map for growth which will affect international operating companies strongly. Uncertainty is one of its dominant features. It is necessary to distinguish the things that are changing from many elements in doing business that do not change in the short notice. This programme provides the participants with a deeper understanding of China's markets, the possibilities and the pitfalls of doing business in China”. Prof. Dr. Haico Ebbers

The Nyenrode Europe China Institute provides a yearly cycle of seminars about current and future developments in China's business landscape. For this we invite the best academics from China to the Netherlands. We go beyond do's and don'ts and will make sure that you understand the latest essential insights.

A number of prominent speakers are involved in the cycle of 2011 including Prof. Dr. Gan Yan, Prof. Dr. Sun Xiaoli, Prof. Dr. Willem Burgers, and prof. Dr. Tony Fang. Haico Ebbers, chairman of the Europe China Institute at Nyenrode Business University, will be the moderator during the following sessions.

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| • ‘Marketing effectively in China’ | June 15 or 16 |
| • ‘Chinese management; why are Chinese companies so successful?’ | September 7 |
| • ‘How to Master China's Cultural Change’ | November 24 |
| • ‘The Chinese government; changes and similarities’ | December 21 |

All seminars take place in the afternoon from 15:00 – 18:00 at Nyenrode in Breukelen. The investment for the four seminars is € 750,-. An individual seminar is priced at € 295,-. All prices include a break with a drink and bite. There is ample room for networking and sharing views and opinions. You subscribe by completing the subscription form on page 4 and sending it to eci@nyenrode.nl at least three days before the seminar (series) takes place. For more information please send an e-mail to eci@nyenrode.nl.

‘Marketing effectively in China’ by Prof. Dr. Willem Burgers - June 15 or 16

In China's new map for growth the Chinese government focuses more on the consumption of the rapidly growing middle class. The focus in this seminar is on how to reach and appeal to the new Chinese middle class. According to prof. Burgers: “The key component is that in many markets the Chinese consumer is making his or her first-ever purchase in the category. People are buying apartments for the first time; they are buying cars for the first time. People have very little context or idea on how to make these types of decisions. Marketing has a very important educational role to play, and communication strategies need to focus on providing helpful information”

Willem Burgers is professor marketing and strategic management at CEIBS (Shanghai) and NIMI (Chengdu). He won the 2008 and 2009 CEIBS Teaching Excellence Award. He also teaches marketing in executive programs at prestigious business schools in the US, Europe and Asia. His academic research and publications are centred on the areas of strategy, marketing, and international business. His publications have appeared in the Strategic Management Journal, the California Management Review, the Journal of Organizational Behavior and Human Decision Processes, the International Trade Journal, and the China Business Review. He is also the author of the best-selling *The Marketing You Never Knew* (2004) published in English, Chinese, Spanish, and Vietnamese, and of *Marketing Revealed* (Palgrave Macmillan, 2008).

'Chinese management; why are Chinese companies so successful?' by Prof. Dr. Gan Yan - September 7

As the Chinese economy transforms increasingly to a market economy the management of Chinese companies reacts and develops in its own way. In this seminar the emphasis is on this Chinese management style. Prof. Gan Yan: "You can learn more from Chinese management than you expect". The Confucian management practice of old friends, contractual relationships, and hand shakes differs a lot from the rule based management style in the West. These differences will stay for a long term but there are changes visible.

Prof. Dr. Gang Yan is the dean of School of international studies at Yunnan University in Kunming (China), P.R. China. He is probably best known internationally for his research on Chinese traditional management and internationalization education. He is an academic leader of Yunnan's universities in teaching and research. His latest work Chinese traditional management shat light on Chinese economic behavior, consumption psychology, business model and Chinese savior-vivre in business field.

'How to Master China's Cultural Change' by Prof. Dr. Tony Fang - November 24

The uncertain and fast changing Chinese environment impacts the competitiveness and strategic positioning of business. In this seminar we look at how to manage business in changing China; in particular with respect to cultural aspects.

Tony Fang is probably best known internationally for his research on Chinese business negotiating style and culture theory. His research and teaching interests include global cross cultural management, industrial marketing and purchasing/sourcing, international business negotiation, and China business studies. Tony Fang is the author of the books Chinese Business Negotiating Style (2000) and Doing Business in Today's China (2005). His academic writings have also appeared in the form of book chapters, book reviews, conference papers, and peer-reviewed articles published by, for example, Asia Pacific Business Review, Asia Pacific Journal of Management, and International Business Review.

'The Chinese government; changes and similarities' by Prof. Dr. Sun Xiaoli and prof. Dr. Manchuan Wang – December 21

This seminar focuses on the role of Chinese government. Currently, China has "too much" and "too little" state at the same time. Within the context of industrial policy, the State is very visible and interventionist. At the same time, the State is mostly absent in sectors such as health care and social security. Finding the optimum level of government intervention is a key factor in the transformation process of China. During the seminar, prof. dr. Sun Xiaoli and prof. Dr. Manchuan Wang will explain the main trends in government policy; in particular, the relationship between central and local government, which is a key factor for foreign companies in China.

Prof. Dr. Sun Xiaoli and prof. Dr. Manchuan Wang are both working at the Chinese Academy of Governance, an institute of public governance in Beijing. It is famous because of its policy papers and policy consultation. A large number of policy consultation reports are published which are seen as one of the most important reference material which leaders of the Central Committee and State Council have used to motivate policy decisions. Apart from the research and policy papers, the Chinese Academy of Governance is a training center. it trains a large numbers of high profile civil servants.

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Cancellation conditions

Till 5 days before the seminar (series) takes place you can cancel your participation without costs by sending an e-mail to eci@nyenrode.nl. When you cancel within 5 days you are obliged to pay the price of one seminar. When you are not able to attend, a colleague can replace you without extra charges. We would appreciate it when you inform us in advance.

The undersigned confirms his or her participation in (please clearly tick the box(es)):

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| <input type="radio"/> | 'Marketing effectively in China' | 15:00 – 18:00 | June 15 | € 295,- |
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