

China

NOW



DATE: TUESDAY 12 FEBRUARY 2019

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

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 wealthy 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. Its 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 morning of the course content delivering unparalleled insight on the Chinese economy, political environment and demographics so as to bring advisors completely up to date with the latest trends. He will also provide insight on the soft skills required to deal with Chinese professionals and business leaders: from cultural norms and practices to the art of negotiation.

During the afternoon, **Wealth X** will lead a session on the consumer trends & attitudes of UHNW / HNW Chinese consumers and how they differ from other countries. They are the global leader in providing intelligence and market research in the private wealth sector. Their analysis will include insight for professional firms on approaching the Chinese market.

In the second half of the afternoon, **Blake Noah** will lead a panel discussion on the challenges and opportunities of doing business in China. Blake is a specialist in the art & finance market and has been resident in Beijing and Shanghai for 8 years. He has extensive experience of working with intermediaries in the Chinese market, Hong Kong and Singapore.

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This one day course will be attended by 20 delegates at an exclusive private members club in Mayfair, 12 Hay Hill. There will be ample time for networking throughout the day and we anticipate that delegates will be coming from specialist firms in a range of jurisdictions: the UK, Switzerland, Channel Islands and Isle of Man. The course will qualify for 5 hours CPD credits.

By providing a forum for education and networking in the private wealth sector, delegates will finish the course with additional knowledge and the 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 100 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

9.00am - Refreshments

9.30am - 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.*

China's Micro Economy

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

- Huawei
- Alibaba
- Haier

11.30am - Break

11.45am - 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.*

1.00pm - Lunch

1.45pm - Wealth X - Understanding the Chinese UHNW / HNW consumer: *Wealth X will lead a session on consumer trends & attitudes of UHNW / HNW Chinese consumers and how they differ from other countries. Their analysis will include insight for professional firms on approaching the Chinese market.*

3.15pm - Break

3.30pm - Blake Noah - Panel discussion on the Challenges & Opportunities in China: *Blake Noah will lead a panel discussion on the challenges and opportunities of doing business in China. Blake is a specialist in the art & finance market and has been resident in Beijing and Shanghai for 8 years.*

5.00pm - Conclusions and Next Steps

6.00pm - Drinks Reception Commences

TICKETS

Course and Reception Tickets:

£1,250 + VAT

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

Reception Only Tickets:

£200 + VAT

[Click here to reserve your place at China Now](#)

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