



China Discovery Program

China Discovery Program 2012

April 22.-29. 2012

This newly designed program focuses on senior managers who want to learn more about doing business in Asia, namely in China. It is also an excellent introduction for executives whose companies have already links to China, but want to expand and update their views.

The program involves faculty from leading universities in Shanghai, Chengdu as well as local entrepreneurs who are willing to share their experiences with the CDP participants.

The Asia Module is organized by Brain Connection GmbH Wangen and Singapore – organizers of the former ISEP Asia Module of ETH Zurich. In order to keep the program cost low, we refrain from expensive marketing and publications.

We are looking forward to providing an interesting and challenging learning experience to our participants.

A handwritten signature in black ink that reads "H. Jäger".

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A handwritten signature in blue ink that reads "Frauenfelder".

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General Information

Target participants:	Senior Managers who want to familiarize with China business culture Participants come from Western International companies as well as their Asian locations
Program topics:	Familiarize and Introduction into current Chinese economy and business environment, Asian growth markets Experience cross-cultural management and differences between Chinese and Western business culture Compare the recent developments between Shanghai and developing areas of South Western China (Sichuan province), Chengdu in particular Learn about Chinese innovations: will they overtake the West? Intellectual Property in Asia
Dates:	April 22 – 29, 2012 (to be confirmed) Shanghai: 3 days Chengdu (Sichuan): 3 days (excl. travel days)
Fee:	6000 CHF (Early Bird discount: 10%) includes hotel accommodation, local transports, meals (excl. free evenings), lectures and entrance fees, domestic flight Shanghai – Chengdu (Economy class, one way)

Program

(subject to changes and confirmation)

Partner University:	 <p>SCHOOL OF MANAGEMENT FUDAN UNIVERSITY</p>	Fudan School of Management, Shanghai
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Day 1	Sunday Individual arrival
Afternoon:	Walking tour old and new Shanghai, the Bund
Evening:	Welcome dinner at local restaurant
	Introduction into program, participants

Day 2	Monday, Fudan school of Management, Shanghai
Morning:	Transfer to Fudan School of Management lectures: - Doing business in China - Marketing in China - Economic role of China - China legal system & IP
Afternoon:	cont. lectures
Evening:	visit Yu Garden, dinner

Day 3	Tuesday, Visits of Western International companies in Shanghai Area
Morning:	Briefing & Company Visit
Afternoon:	Company visit in Shanghai Area
Evening:	Entrepreneur panel

Day 4	Wednesday, Financial topics
Morning:	Meeting with Bank representative: China banking System
Afternoon:	Transfer to airport, flight to Chengdu
Partner University:	UESTC University of Electronic Science and Technology of China Chengdu, Sichuan P.R.C.



Day 4	Wednesday
Afternoon:	Transfer/Flight to Chengdu transfer from airport, hotel check-in
Evening:	dinner at UESTC restaurant
	Introduction of program by faculty of UESTC University of Electronics and Technology of China
Day 5	Thursday,
Morning:	Lectures: - Economic role of South-West China - Innovation trends in China from developing to leading innovation
Afternoon:	Company visit in Chengdu Area (to be arranged by UESTC)
Evening:	Introduction into VOLVO Project (tbc) Preparation of next day project work (group work)
Day 6	Friday,
Morning:	“East meets West”: - workshop on VOLVO business case, - investment opportunities in China Discussion with government officials, development incentives, etc.
Afternoon:	Company visits in Chengdu Area (to be arranged by UESTC)
Evening:	project work with mixed groups (Western/Chinese) with EMBA participants of UESTC
Day 7	Saturday,
Morning:	Case presentations by groups
	Panel discussion with local entrepreneurs from EMBA
Afternoon:	Workshop with EMBA students (company presentations by Western and Chinese participants)
Evening:	Farewell Dinner
Day 8	Sunday,
morning	Visit to Panda Sanctuary, local Sightseeing
Afternoon/evening	Individual return flights
End of China Program	

Logistics

- Hotel:** 4-star hotels in Shanghai, University hotel in Chengdu (3-star)
All meals (excl. free evenings) and local/domestic transports included
- Visa:** Chinese visa required for all participants, visa fees to be obtained and paid by participants
Different nationalities: refer to Chinese consulate/embassy regarding your specific visa requirements
Visa applications need to be done by participants in country of residence or by your travel agent. ISEP-CDP can assist, if required.
- Flights:** **Individual travel arrangements by participants:** to Shanghai and return from Chengdu
Domestic flight Shanghai – Chengdu arranged by organizers and included in program fee.

Registration Deadline: **Feb 15, 2012** **final deadline**
Dec 31, 2011 **for Early Bird discounted fee**
The China Module needs a minimum of 12 participants,

Payment terms:

- China Module: CHF 6000 **Mar 15, 2012**
CHF 5400 **Jan 31, 2012**
for Early Bird discount (participants registered by Dec 31, 2011)
- Registration Fee: CHF 500 on registration (will be deducted from final invoice)
- Bank Account: CREDIT SUISSE AG
8070 Zürich
CH98 0483 5050 8120 4100 1
Brain Connection Frauenfelder + Partner GmbH
Hegnaustrasse 60
CH-8602 Wangen bei Dübendorf
Konto 80-500-4

Cancellation Policy by signing the registration the applicant agrees to the cancellation policy:

The registration fee of CHF 500 is non refundable. Cancellations within eight weeks before the start of the program will incur a fee of one-third, within four weeks, fifty percent of the total cost. Cancellations less than one week or no show are subject to full payment. Companies can send a replacement participant at no additional cost.

Registration

ISEP – China Discovery Program

Last Name: _____

First Name: _____

Company Name: _____ Division: _____

Position or Title: _____

Business Address: _____ Phone: _____

_____ Fax: _____

_____ Email: _____

Home Address: _____ hand phone: _____

Country of citizenship: _____ Date of Birth (dd/mm/yy): _____

China Visa required: yes/no _____

We will request a one page CV of all participants describing their current responsibilities in the company and the educational background.

I/we agree to the terms and conditions.

Signature of applicant/ company _____ Date: _____

Please send/fax/email to

BRAIN CONNECTION GmbH

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