

BUSINESS SUCCESS IN THE CHINESE ERA

June 3–5, 2019
ESMT Berlin

October 14–18, 2019
Shanghai, Hangzhou & Shenzhen, P.R. China

*Module 1 (Berlin) & 2 (China) can be booked separately.
10% discount applicable if participants book both modules.*

**KEEP UP WITH CHINA'S
DEVELOPMENT AND WIN IN
THE FUTURE MARKET**



**Executive Education
Ranking 2018**



NAN GUO, BSU Program Director

BSU FACULTY

NAN GUO (PROGRAM DIRECTOR)

Nan Guo is a program director at ESMT since 2018. Before joining ESMT, She was on the frontline of market entry projects for German corporates, medium-sized companies and a startup in higher education into the Chinese market. She played a key role in bringing German products and services to the Chinese market, has rich experience in building up intercultural teams and preparing organizations for the market expansion. Her recent projects include executive education programs on innovation & digitization for both German and Chinese clients.

Her focus is to help executives develop the right market expansion strategy, understand China, new businesses and succeed in leading multinational teams.

OLAF PLÖTNER

is a professor at ESMT Berlin. He was one of the first faculty members to join ESMT in 2002. Olaf's current research and teaching focus is on strategic management, industrial market management, and sales management in global B2B markets.

His research has been portrayed in journals such as *Industrial Marketing Management* and *Journal of Business and Industrial Marketing* as well as in leading international media such as *The Wall Street Journal*, *Times of India*, *Frankfurter Allgemeine Zeitung*, *China Daily Europe*, and *Financial Times*.

Olaf is a visiting professor at Darden School of Business/ University of Virginia and Chinese Executive Leadership Academy Pudong (Shanghai).

TUITION*

Berlin €3,900 | Shanghai €6,500

Module 1 (Berlin) & 2 (Shanghai) can be booked separately. 10% discount applicable if participants book both modules. Participants cover international flights to China and back. All program related travel & hotel costs in China are included in the program fee.

Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible.

According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

* Tuition includes all program material, on-campus meals, and selected evening events.

For general terms and conditions go to:
www.esmt.org/gtc

WHO SHOULD ATTEND

Decision makers from any company or organization whose business existence and growth have been, are or will be influenced by the rise of China.

INDIVIDUAL KEY BENEFITS

Participants will gain up-to-date knowledge about the new Chinese era and its impact on business, learn about successful approaches in entering and mastering the Chinese market and gain immersive digital experience to understand the market and consumers.

ORGANIZATIONAL BENEFITS

All ESMT programs are practice-oriented and generate fresh perspectives. The company will have manager ready to design, re-design its China strategy and eventually operate on the ground. In addition, this program will capitalize on the exchange between executives from different countries, industries, and companies – a diverse network whose joint knowledge will be available for the benefit of the participant's company.

No other country has transformed itself more rapidly than China in the past half century. China has undergone a shift from a largely agrarian society to an industrial powerhouse – it is the second largest economy by nominal GDP and the world's largest economy by purchasing power parity. Furthermore, once the world's factory, China moves up to 17th in WIPO innovation ranking in 2018 and is on its way to become a technology powerhouse. The English-language program Business success in the new Chinese era is becoming strategically important for both newcomers and expert western players in the Chinese market. Without doubt, China's consumer market will stay a key growth area but the competitive landscape will become even more complex when Chinese companies become threateningly better along the state-led tech revolution. Newcomers have to design their path to the new China carefully and essentially differently to older practices whereas existing western companies have to reflect on the sustainability of its current China strategy.

To ensure business success in this new Chinese era, decision makers have to understand the latest political changes and market developments in China, gain a deeper understanding about the cultural roots of the Chinese way of doing business and refresh his or her knowledge on success factors in this very dynamic market.

TOPICS INCLUDE

In the first module "Understanding the new Chinese era" at ESMT in Berlin participants will gain insights in the following areas that are of key importance in designing their business activities in China now or in the future.

- ✓ **Country level:** Decoding the Chinese political and macroeconomic system, state-led innovation and industrial policy
- ✓ **Company level:** Understanding the latest China-European business activities, the motivations behind and a brief outlook in the future
- ✓ **Individual & consumer level:** Demystifying how Chinese think and act; the characteristics of Chinese consumers and its implication for business operation in China

In the second module "Leading Business in the new Chinese era", participants will travel to three different Chinese cities within 5 days to

- ✓ verify what they have learned in the first module and learn on-the-spot the Chinese way of doing business by visiting leading Chinese technology companies
- ✓ expand their network in China and build relationship with relevant stakeholders for successful business in **China**
- ✓ immerse themselves in the digital daily life of a Chinese and understand the future customers sensitize themselves in intercultural communication and management

METHODS

Our program creates real business impact for executives. We have methods specifically designed for this group including lectures, business cases, immersive experiential learning, discussions with peers and faculty, group work and group presentations.



POSTGRADUATE DIPLOMA IN MANAGEMENT – YOUR RETURN ON INVESTMENT

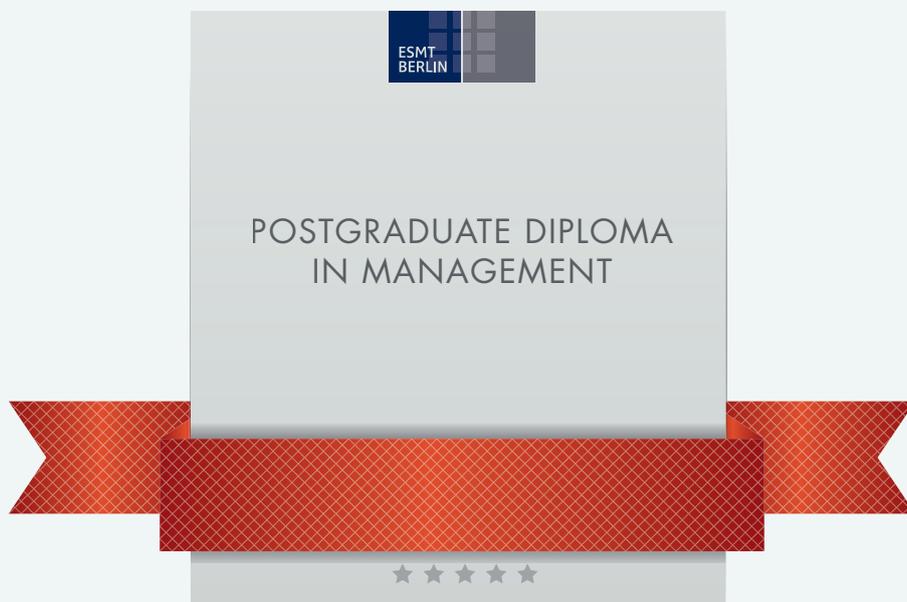
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of three program weeks (18 days) spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will also advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

Talent Trailblazer is part of the cluster Core Competencies and counts toward 8 of the 18 days necessary to gain the diploma.



For more information go to:
www.esmt.org/postgraduatediploma



ADMISSIONS MANAGER

Our admissions manager, Laura Campos, will be glad to answer any questions you might have regarding this program.

+49 30 21231-1036
laura.campos@esmt.org



PROGRAM MANAGER

With respect to the program's organization and your accommodation during the program, please contact the program manager, Wenting Wang.

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