

CHINA IN FOCUS

THE EVENT FOR CHINESE BUSINESS & CULTURE



China goes West

EVENT GUIDE 2015

February 9 & 10

Welcome

China in Focus: China goes West

Dear Attendees,

The Business Committee of the Chinese Students Association (CSA) cordially welcomes you to our annual event ‘China in Focus’ at the Erasmus University Rotterdam, The Netherlands.

Your participation in China in Focus 2015 takes place at a time where Chinese companies are massively expanding its activities overseas. This is due to the Chinese governmental policy called “Go Global” (走出去战略/ *Zǒuchūqū Zhànlüè*) where Chinese companies are stimulated to broaden their horizon. In order to get a deeper understanding of this phenomenon, we have invited renowned companies from both the East and the West to share their experience and their perspectives on this matter.

China in Focus is the flagship event of the Chinese Student Association (EUR). CSA-EUR serves as the bridge between Chinese and international students, professionals and companies with a genuine interest in the Chinese and Western markets. You as an attendee will gain access to exclusive insights relevant to leaders and an invitation to an unparalleled community of business practitioners, international orientated students and professors. We from the Business Committee are proud to present you speakers from a broad range of industries with their vision on China.

We hope that you will seize this distinctive opportunity to share ideas and build networks. Thank you for your attendance and enjoy the event.

Sincerely,

Andrew Tjong Tjin Joe
Head of Business Committee 2014-2015
CSA-EUR

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About China in Focus

China in Focus is the flagship event of CSA-EUR that revolves around the celebration of the Chinese New Year (usually in February). The objective is to highlight the Chinese business & culture. Renowned guest-speakers talk about the most recent developments in China. Many activities will be organized to give people the opportunity to get to know more about the Chinese culture and business environment. Nowadays, China is often discussed in the news with regards to the developments.

Thus, China's role on the world stage has become even more evident: ranging from the BRICS-bank initiative, Asian Infrastructure Investment Bank (AIIB) to the changing power relations. These recent developments might not be very visible on the radar, however more and more Chinese companies expanding abroad are. Take for example Alibaba, which had the largest IPO ever and is listed on the New York Stock Exchange.

Therefore this year our theme is: "China goes West". On the one hand we want to provide insight about how established multinationals should compete with in-creasing Chinese competition. On the other hand we would like to know more about Chinese companies entering Western markets. In order to provide a holistic learning-experience renowned companies have been invited to provide insights.

Host of China in Focus 2015: France Lin



The host of China in Focus 2015 is France Lin. France Lin is the perfect host for China in Focus due to his extensive experience in the field of presenting. He has been marked as energetic & sharp. He is a recent graduate of the Erasmus University and holds a master in Economics. In China he has several years of working experience in China and some of his collaborations included with clients such as Timeout Beijing and China Daily.

Floor plan

Erasmus Universiteit Rotterdam
Campus Woudestein



Program Schedule

China in Focus: China goes West

Day 1: 9 February

Time	Duration	Event	Location
11:00 - 11:10	10 minuten	Opening event: CSA	Senaatszaal
11:15 - 11:50	35 minuten	Speaker 1: Ministry of Foreign Affairs: Peter Potman	Senaatszaal
11:50 - 12:25	35 minuten	Speaker 2: GE: Roland Texeira	Senaatszaal
12:25 - 12:40	15 minuten	Short break	Senaatszaal
12:40 - 13:15	35 minuten	Speaker 3: Shell: Shangyou Nie	Senaatszaal
13:15 - 14:00	45 minuten	Lunch/Entertainment	Senaatszaal
14:00 - 15:30	90 minuten	Workshops & Case study	J-Building

Day 2: 10 February

Time	Duration	Event	Location
11:00 - 11:10	10 minuten	Opening event: CSA	Senaatszaal
11:15 - 11:50	35 minuten	Speaker 1: Webpower: Jacco Bouw	Senaatszaal
11:50 - 12:25	35 minuten	Speaker 2: Lenovo: Andreas Mayer	Senaatszaal
12:25 - 12:40	15 minuten	Short break	Senaatszaal
12:40 - 13:15	35 minuten	Speaker 3: PWC Ms. Yuqing	Senaatszaal
13:15 - 14:00	45 minuten	Lunch/Entertainment	Senaatszaal
14:00 - 15:30	90 minuten	Workshops & Case studies	J-Building
15:15 - 16:30	75 minuten +/-	Networking	Cum Laude Hall

The Business Committee



Andrew Tjong Tjin Joe

Position:

Head of Business Committee

Education:

BBA Trade Management Asia

Age: 23



Isabella Lam

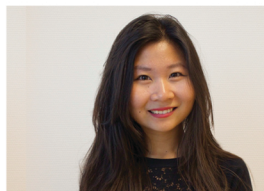
Position:

Business Committee Member

Education:

Bsc Public Administration

Age: 21



Liu Liu

Position:

Business Committee Member

Education:

Bsc Medicine

Age: 23



Olivia The

Position:

Business Committee Member

Education:

Bsc Econometrics and
Operations Research

Age: 20



Kuo Wang

Position:

Business Committee Member

Education:

Bsc International
Business Administration

Age: 22



Emely Wu

Position:

Business Committee Member

Education:

Msc Accounting & Finance

Age: 23



Shuda Wu

Position: Ambassador

Education: Bsc Econometrics

Age: 19



Xinran Yuan

Position: Ambassador

Education: Msc Accounting &
Financial Management

Age: 22



CHINA IN FOCUS

THE EVENT FOR CHINESE BUSINESS & CULTURE

China goes West



Workshops & Case Study

Workshop 1: Personal Branding

Justin Sheehan is the MBA career coach at the Erasmus University and he will give a workshop in the essentials of guiding yourself towards your future career and how to market yourself. Justin is an expert on in the field of personal development and personal branding. In the fulltime MBA programme of the Erasmus University Justin Sheehan delivers individual coaching, organizes on-campus recruiting events such as interview sessions, presentations and trainings/workshops. He knows exactly what companies want and how to stand out in your application process.

Do you want to know how to brand yourself and to improve yourself? Sign yourself then up for the “Personal Branding” workshop. Seats are limited and registration is on a ‘first come, first served basis’

Total Participants: 30

Total Duration: 90 minutes

Workshop 2: Bridge Building Cross Cultural Workshop

The Chinese Student Association is going to give a workshop about cultural differences by explaining the many theories behind it and by an on-hand exercise where you will experience what it is like to be in a culture shock and what the actual differences are. This workshop is especially designed to prepare students who are going on a foreign exchange program or students with plans to work in another country upon graduation.

The Bridge Building Cross Cultural Workshop consists of two parts. In the first part, students will play a simulation wherein two parties will combine their knowledge and strength to build a bridge together. The second part consists of a reflection part where the underlying theories will be explained. After following the Bridge Building Cross Cultural Workshop you will be more self-aware of what culture actually is and to judge each situation accordingly to its unique characteristics.

Total Participants: 30

Total Duration: 90 minutes

Workshops & Case Study

Workshop 3: provided by Hoitalent

Hoitalent is the biggest online portal for international students to find internships and entry-level jobs. It has more than 13,000 users of which 25-35% with a Chinese background. Hoitalent will provide a workshop on how to prepare and work on a business case during a job interview.

«Are you looking for a management trainee position in a fortune-500 company? Do you have any idea what an assessment center is about? Are you too shy to speak up in a group discussion interview? HoiTalent's professional career coaches are here to bring you a workshop session on overcoming the stress and fear you might have in a group discussion interview. We will bring you live cases used in assessment centers and you will practice the group discussion in a safe environment! More valuable feedback based on our observation will be provided to you. Ready to challenge yourself and walk out the comfort zone? Join our workshop and unleash your potential!»

Total Participants: 30

Total Duration: 90 minutes

Workshop 4: Mandarin Language

The Education Committee of the Chinese Student Association is going to give a workshop on the Mandarin Chinese language. The students will learn the basics of the language and the most essential phrases to survive in China. The workshop will be given by one of the Mandarin teachers of the Chinese Student Association. This workshop is designed for students who have no knowledge of the Mandarin language and are eager to learn more about it.

After following the Mandarin Language workshop you will be able to express yourself in everyday situations and how to order your food. It is also possible to register yourself for the language courses of CSA-EUR.

Total Participants: 30

Total Duration: 90 minutes

Speaker Biography



“China as the global powerhouse and the implications it has for The Netherlands”

Peter Potman

Ministry of Foreign Affairs, Director
Asia & Pacific Affairs

Peter Potman is the Director Asian and Pacific Affairs at the Dutch Ministry of Foreign Affairs. Prior to this position he served as the Counselor for Political Affairs at the Royal Netherlands Embassy in Washington, D.C., from 2004 till 2008. His portfolio included Asia, non-proliferation, counter terrorism and several human right issues. Peter Potman studied History and European studies at the University of Amsterdam where he graduated with a Masters degree in European Studies in 1988. He joined the Netherlands Ministry of Foreign Affairs in that same year.

Furthermore he served as the Deputy Head, Nuclear Affairs and Non-Proliferation Division of the Security Department at the Ministry of Foreign Affairs in The Hague from 2000-2004; Deputy Head, Social and Cultural UN Affairs, Division of the UN Department from 1997-2000; member of the Netherlands delegation to the Conference on Disarmament in Geneva from 1994-1997; desk officer South East Asia at the Asia Department of the Ministry of Foreign Affairs from 1992-1994, and he was posted at the Royal Dutch Embassy in Beijing 1989-1992.

Speaker Biography



“Manufacturing for China”

Roland Teixeira

General Electric, CEO

Roland Teixeira was appointed Region Executive of the Benelux since June 2011. In this role he is responsible for developing and executing GE’s regional strategy and cross business initiatives.

Furthermore, Roland Teixeira leads the daily management of Global Growth & Operations, GE’s growth and business development initiative for the Benelux region. In this role he is engaging with public authorities, strategic customers and stakeholders. Roland Teixeira Chairs GE’s Benelux Board and is President of the Benelux Commercial Council (GE, 2014).

Roland Teixeira joined GE in 2003. He is a chartered surveyor, member of the Royal Institute of Chartered Surveyors, holds a Real Estate Executive Master from Solvay Brussels School in Belgium. Moreover he has over 15 years of international business experience from: Europe to Asia. In addition, he is a member of GE’s European Executive Group; member of the GE Energy BV’s Supervisory Board and is a member of the following Committees: AMCHAM Belgium, GE Europe NV, GE Volunteers Charitable Organization and VNO-NCW Rotterdam.

GE has been active for the past 60 years in the Benelux. GE is a conglomerate with major industrial business such as energy, oil & gas, transportation, aviation. Furthermore, GE is also active in the financial services and healthcare sector. GE excels in energy, mobility and healthcare solutions which are closely aligned to the Benelux economy. GE employs over 2500 people in the Benelux and had revenues exceeding \$1.3Bn.

China in Focus: China goes West

Speaker Biography



“China makes energy expansion in OECD countries”

Shangyou Nie

Shell, Senior Commercial Advisor

Shangyou Nie is a Senior Commercial Advisor at Shell. He obtained his academic training in Beijing University (B.Sc in Geology), University of Chicago (Ph.D. in Geophysics), and Rice University (E MBA). He had worked in the energy industry for more than 25 years, including five years from the academic side, unraveling the geological evolution of Asia and formation of the Tibetan Plateau and the Tianshan Range.

For the oil and gas industry, Shangyou worked both for the international oil companies (IOCs) including Shell and Amoco (now part of BP), and consulting company IHS (Geneva). He has been a strategy advisor at Shell for the past decade, for which his focused areas include China, Africa, the Middle East and Russia. He has worked in China, USA and Europe and traveled to more than 60 countries so far.

Also, Shangyou has helped initiate and complete specific energy partnership with Chinese National Oil companies (NOCs) for projects both inside and outside of China. Before joining Shell, he helped Chinese NOCs to promote their investment opportunities in Houston and Calgary.

Shell is a global group of energy and petrochemicals companies with around 92,000 employees in more than 70 countries and territories. Shell focuses on exploring for, extracting, refining, trading and the shipment of crude oil and natural gas, and also manufactures and markets a range of petrochemical products. Shell ranked as the second most valuable company in terms of revenue in 2014.

Speaker Biography



“Entrepreneurship in China: How to build up your email marketing business and become the #1 in China?”

Jacco Bouw

Webpower, CEO

Jacco Bouw is a well-known Dutch entrepreneur on the field of email marketing.

Back in 1999 he saw the need for easy digital marketing communication tools and launched Webpower. The company offers solutions to help marketing and sales teams to maximize online engagement, create and manage campaigns and provides tools that can help companies increase insight in the digital behaviour of their customers.

In 2006, Jacco Bouw expanded the market towards China, where he became profitable within three years. Whilst in China, he had to adjust himself to the Chinese way of doing business to bridge the gap between the different cultures.

Nowadays, Webpower is seen as one of the allies of the Chinese government and has no less than 43 of the 100 biggest Chinese e-commerce companies as its clients. He sees himself as a true entrepreneur rather than a manager. He is one of the Dutch Wereldveroveraars (Dutch entrepreneurs who have successfully expanded their business abroad) and has been awarded with the Dutch EMMA award and the Dutch Online Media Man award in 2007 and 2011, respectively. His company has several offices in China, The Netherlands, Sweden, Spain and Germany.

China in Focus: China goes West

Speaker Biography



“Culture – a key element in the road to success for Lenovo”

Andreas Mayer

Lenovo, Executive Director and General Manager Benelux

Andreas Mayer was appointed General Manager of Benelux since March 2013. In this role he is in charge of the whole business in Benelux and he is responsible for the full profit and loss of the Lenovo Benelux organization. As a management team leader, he has worked in the IT industry for 16 years in various sales, marketing, finance and general management roles in both Lenovo and IBM.

Andreas Mayer graduated from the University of Mainz with a degree in Marketing and Finance. He also completed an MBA at Carleton University in Ottawa. He joined IBM in 1996 and worked for 8 years in various positions including finance, sales and business development. Andreas Mayer joined Lenovo in 2004 as the manager of direct route to market- Europe, Middle East and Africa (EMEA). In this role, Andreas owned EMEA direct business profit and loss and he is also responsible for the implementation of sales review cadence with Telesales team. After that he became the marketing director of EMEA, where he led EMEA marketing organization, including strategic alliances, channel marketing, web, sales enablement and market intelligence.

Moreover, he was the director of notebook product management, Executive Director COO of Western Europe and Executive Director Operation of EMEA respectively between 2007 and 2013. In his previous role, as Executive Director Operation, he owned the Management System, Pricing, Data Management & Reporting, Market Intelligence, as well as Sales Support for EMEA. His responsibility included driving the weekly, quarterly, and yearly planning by Business Model and driving the subsequent daily execution of agreed actions through the management system.

Speaker Biography



“Doing Business in The Netherlands”

Yuqing Shi

PwC, Leader China Business Group

Yuqing Shi began her career as a Trainee at KPMG while simultaneously studying at the Nyenrode Business University.

Afterwards she began working at PwC as an Audit Manager with the additional tasks for the China desk. During her career at PwC she held different functions and switched between Shanghai and Amsterdam for her work.

Ms. Yuqing Shi is in charge of the China Business Group since 2011. The China Business Group assists Chinese companies investing in the Netherlands and Europe. It consists of bilingual specialists who can provide in-depth knowledge of the markets, culture, legal systems, tax, accounting, auditing and more. The China Business Group works closely together with PwC in China to ensure best practices and relevant information to Chinese companies that are interested to invest in the Netherlands and/or Europe.

Partners & Sponsors



The object of the Trustfonds is promoting growth and flourishing of Erasmus University Rotterdam. We attempt to reach this objective by.

(1) Advancing scientific research and education, in particular by establishing (special) professional chairs and guest lectures; (2) Strengthening scientific collections and set ups; (3) Promoting involvement of former students and doctoral graduates of Erasmus University Rotterdam and other persons who have any relations with Erasmus University, and promoting support from them for relevant activities bearing upon Erasmus University; (4) Supporting facilities for students and supporting talented students of limited means. Supporting students and/or (student) organizations, which dedicate themselves to organize activities, study trips that are connected with Erasmus University Rotterdam.



Mei Sum is a Chinese bakery specialized in the art of Chinese cupcakes, snacks and more delicacies. Besides this, you can also order custom made cakes such as; wedding cakes, photo cakes, cookies and snacks. Mei Sum is located in the Chinatown of Rotterdam, and since recently you can also visit them in the state of the art building of Rotterdam, The Markthal.

Partners & Sponsors



CATHAY PACIFIC

Cathay Pacific is an international airline registered and based in Hong Kong, offering scheduled cargo and passenger service to more than 182 destinations in 41 countries around the world.

The company was founded in Hong Kong in 1946 and remains deeply committed to its home base, making substantial investments develop Hong Kong as one of the world's leading international aviation centers. Dragon Airlines is a regional airline registered and based in Hong Kong it is a wholly owned subsidiary of Cathay Pacific and it operates to 47 destinations in Mainland China and elsewhere in Asia. Furthermore Cathay Pacific owns 20.13% of Air China, the leading provider of passenger and cargo services in Mainland China.

Cathay Pacific offers personal service and quality on a high level. In 2014 Cathay Pacific won the Skytrax award for "World's Best Airline" which is based on a research under 18 million passengers from different countries by Skytrax and this is one of the reasons Cathay Pacific is one of the few airlines which has the five star classification. Cathay Pacific also offers lounges all over the world with two award-winning lounges on Hong Kong International Airport.

Are you going to travel for your study, or are you a student with a deep longing to travel but you need to keep an eye on the costs? Look no further and have a look then at our student offers from Cathay Pacific. Travel against good prices from Amsterdam to our destinations in Asia and Australia!

China in Focus: China goes West

FAQ

How do I sign up?

You can sign up by submitting the application form on our website: [http:// http://csa-eur.nl/china-in-focus/china-in-focus-2015/](http://http://csa-eur.nl/china-in-focus/china-in-focus-2015/). If due to any circumstances you cannot attend the whole day, we kindly ask you to let us know in advance.

Is “CIF 2015” only for Dutch students?

China in Focus is also organized for Chinese students. Undoubtly, Chinese students know already a lot about their own background. However, China in Focus is a platform that addresses issues that many Chinese are not yet familiar with. China in Focus features highly experienced speakers from recognized companies. Especially during the business symposium and in-house days. Chinese students can learn a lot from the abundant experience in different fields available to them at our forum.

Is “CIF 2015” only for Chinese students?

China in Focus is also organized for Dutch and international students. We believe that Dutch and international students can learn a lot from this event. Looking ahead Dutch companies more and more value students that have a little knowledge about the Chinese market. We strongly emphasize that China in Focus is a platform for many different nationalities, to exchange experience and know-how as well as fostering valuable relationships.

What is the dress code for the event?

For the business, cultural symposium and other informal activities you are expected to wear smart casual. For the in-house days you are expected to wear business attire.

STUDY TRIP SHANGHAI

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23 MARCH - 1 APRIL

SHANGHAI YELLOW MOUNTAINS

€779,-

VISIT COMPANIES | DISCOVER THE CITY | CLIMB MOUNTAINS

SEND YOUR CV + MOTIVATION LETTER TO: IR@CSA-EUR.NL

APPLICATION DEADLINE: 25 JAN 2015



The Chinese Student Association



CSA-EUR stands for the Chinese Student Association Erasmus University Rotterdam. CSA is the student association that interact with those that share interests in Chinese culture or business. Our community consists of different nationalities; Dutch, China and other international students. The association creates an environment for its members, which

is aimed at being a social, cultural and educational as well as a career-wise enrichment of a important and joyful period of your life: your studying years.

Mission

The mission of CSA-EUR us to create a platform in which people regardless of their background, with interest in China, can be brought together.

History

CSA-EUR is a student association, which was founded by Chinese students in 2004 at the Erasmus University Rotterdam and was mainly, but not solely, intended for Chinese students. The initiative sprung from the lack of a Chinese student association at the University and moreover the presence of numerous other ethnic student associations and a large Chinese community at the University to boot. The founders felt there was a void and they believed and still believe until today that with such this Chinese community we can create a cultural and social 'enchancement' for not only the University and the city of Rotterdam, but also for the Netherlands.

Join us

CSA-EUR is always looking for members who are willing to contribute to the achievement of our mission. Join our community and experience how we can enrich the Netherlands both culturally and socially. For more information and becoming a member, visit our website: www.csa-eur.nl.

Contact

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3062 PA Rotterdam
info@csa-eur.nl

[illegible]



Chinese Student Association
Burgemeest Oudlaan 50
N Building, Room 3-07
3062 PA Rotterdam

Website: info@csa-eur.nl
E-mail: business@csa-eur.nl

We would like to thank you for your participation. We hope that China in Focus has given you good insights of China and a several companies operating in this intriguing market. We hope that you have enjoyed this event!

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Food & Beverage Sponsor:



Participating Companies:



Ministry of Foreign Affairs

