Columbia Business School
Greater China Society
Proudly Presents

2013

CHINA BUSINESS CONFERENCE

The Paths to Doubling, China @2020

April 5 2013
Alfred Lerner Hall & Uris Hall
Columbia University
New York NY
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Welcome Notes
From Greater China Society

On behalf of the 2013 China Business Conference Committee and the Greater China Society (GCS) at Columbia Business School, we cordially welcome you to our 6th Annual China Business Conference – “The Paths to Doubling, China @2020” at Columbia University on April 5th (Friday), 2013.

The Annual China Business Conference, sponsored by Columbia Business School and the Greater China Society, is the largest China business conferences on the East Coast organized by business school. It aims to elevate understanding of China’s rapidly growing economy and discuss opportunities and challenges of doing business in and with China. This year, through a series of keynote speeches, panel discussions, and networking events, the Conference will explore the topic of “China’s Paths to a Doubling GDP and Average Income from 2010 to 2020”, and the implications for both Chinese local businesses and multinational companies.

At the recently finished 18th Communist Party Congress, the Chinese leadership put forward an ambitious goal to double its GDP and average income of 2010 in 2020. Is the target reasonable? Will there be different growth paths? What are the theoretical and empirical evidences supporting such growth? What are potential implications for different industries? Will social media play a more important role? By drawing experiences from doing business in and with China, the Conference invites prominent speakers from both China and the U.S. to debate on the different interpretations of China’s Paths to Doubling.

We are most honored to have a group of distinguished keynote speakers and panelists, who bring a wealth of experiences and insights to share with our participants. We would also like to express our sincere appreciation for the generous support of our sponsors who have made the conference possible. Finally, we would like to acknowledge the tremendous energy and dedication of our conference team.

We look forward to seeing you at Columbia University!

Sincerely,

Greater China Society Co-presidents    China Business Conference Co-chair

Jing Wu  Hongbin Ma    Xin Cai    Weiya Guan
MBA 2013  MBA 2013    MBA 2013  MBA 2013
CONFERECE
AGENDA

Registration

08:00 AM
Auditorium
Alfred Lerner Hall

Welcome Remarks
Conference Executive Committee

Opening Remarks
Mr. Wanjin Zhu
Deputy Consul General of China to New York

Keynote Speech 1*
Mr. Xiaojie Huang
CEO, Kunwu Jiuding Capital (In Chinese)

Keynote Speech 2
Mr. Bruno Di Leo
Senior Vice President of Sales & Distribution
IBM Corporation

Coffee Break

Panel 1A
Macro-economy

Panel 1B
Investment Banking & Financial Institutions

Networking Lunch

Keynote Discussion 3
Mr. Shi Wang, Chairman, China Vanke Co., Ltd
Mr. Jerry Speyer, Founding partner, Tishman Speyer
Mr. Ken Miller, Senior Advisor with Teneo Holdings

01:00 PM
Auditorium
Alfred Lerner Hall
02:00 PM  
Keynote Speech 4  
Mr. Terrence Keeley
Head of Official Institutions Group, BlackRock

02:30 PM  
Break & Move to Uris Hall

02:45 PM  
Panel 2A
Real Estate

Panel 2B
Private Equity & Venture Capital

Panel 2C
Luxury Goods

04:15 PM  
Break & Move to Uris Hall

04:30 PM  
Panel 3A
Capital Markets

Panel 3B
Social Media

Panel 3C
Enterprise

6:15 PM  
Closing Remarks & Keynote Speech 5*
Mr. Yuan Tian, Chairman of China Entrepreneurs Forum, Chairman of CIFCO International Group (In Chinese)

6:45 PM  
Reception

Note:
1. All sessions would be conducted in English except Keynote Speech 1 and 5 (denoted with “*”).
2. Agenda on the day of Conference may be subject to changes.
Introduction Of Greater China Society

The Greater China Society (GCS) is one of the largest regional student clubs at Columbia Business School (CBS). The Club is devoted to fostering a cultural and professional community for students who have an abiding interest in the Greater China region. Our mission is to build a strong and influential community by offering a combination of opportunities focused around three main pillars: career development, social activities, and community outreach.

We provide career development support for our members by organizing events with students, alumni, and companies. We host career panels, company-sponsored events, and invite guest speakers to discuss career opportunities with MBA students. Throughout the school year, we collaborate with financial services companies, consulting firms, other business enterprises, and not-for-profit organizations to create and promote career opportunities for members interested in Greater China-related internships and full-time opportunities. We also partner with Columbia Business School Executive Education to organize multiple networking events with over 60 senior executives from prominent Chinese companies each year.

We deliver a full calendar of social events for our members to build a strong community both within and across CBS, Columbia University, and the greater New York area. We organize social events such as professor and entrepreneurs luncheons, speaker workshops, Mid-autumn Festival and Chinese New Year celebrations, and food tastings to share the rich Chinese culture with the business school student body. At Columbia, we collaborate with peer organizations such as the Greater China Initiative (GCI) in the School of International and Public Affairs (SIPA), the Chinese Law Students Organization at Columbia Law School, and the Columbia University Chinese Students and Scholars Association (CUCSSA) on various joint initiatives. In addition, we help members and alumni stay in touch through CBS alumni organizations such as the CBS Asian Alumni Club and regional alumni clubs.

In spring, we hold the annual Columbia Business School China Business Conference. Now in its 6th year, the Conference regularly draws over 500 students, academics, and professionals to discuss and engage with leading business leaders on the most salient and exciting issues impacting the Greater China region.

For more information about the club or opportunities for future collaboration, please visit us online:

http://www0.gsb.columbia.edu/students/organizations/gcs/
Sina Weibo: e.weibo.com/greaterchinasociety
# Speaker Biographies

## Opening Remarks
- **Wanjin Zhu**

## Keynote Speakers
- **Xiaojie Huang**
- **Bruno Di Leo**
- **Shi Wang**
- **Jerry I. Speyer ’64**
- **Ken Miller**
- **Terrence Keeley**
- **Yuan Tian**

## Panel 1A
- **Xiaobo Lü***
- **David Beim**
- **Pingfan Hong**
- **Shanquan Li**
- **Milton Kotler**
- **Kevin Chen**

## Panel 1B
- **Donna Hitscherich***
- **Mark Tashkovich**
- **Sam Seraphim**
- **David W. Elkin**
- **Drew Bernstein**

## Panel 2A
- **Leanne Lachman***
- **Sonny Kalsi**
- **Youguo Liang**
- **Charles Song**
- **Christopher B. Taube ’03**
- **Paul Katz**

## Panel 2B
- **Neng Wang***
- **Xiaojie Huang**
- **Charles P. Eaton ’68**
- **Qiang Wang**
- **Dixon Doll**
- **Hao Wu**
- **Claudia Fan Munce**

## Panel 2C
- **Jean-Marc Bellaiche***
- **Nikki Field**
- **Noah Kupferman**
- **Suki Sun**
- **Jing Li**
- **Jennifer Jackson**

## Panel 3A
- **Cecilia Yang***
- **Eric Almeraz ’02**
- **Benjamin Fanger**
- **Isaac Schwartz**
- **Mark A. Cooper**
- **Scott Booth ’87**

## Panel 3B
- **Jonathan Landreth***
- **Weifeng Ni**
- **Vicky Wu**
- **Ethan Wilkes**
- **David Wertine**
- **Gemma Craven**

## Panel 3C
- **Amit Khandelwal***
- **Lucy Chan**
- **David Liu**
- **Phil L Midland**
- **HAO, Yong (Alex)**
- **Brian Buchwald**
- **Anna Fang**

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**Note:** Moderators are denoted with ***
Mr. Zhu is a senior diplomat with some economic background. He assumed the current post, Deputy Consul General of the People's Republic of China in New York, since July 2011. Prior to that, Mr. Zhu served as Counsel (of Director-General level) in National Development and Reform Commission (NDRC) of China.

Mr. Zhu joined NDRC in 1989 and started from staff member, all the way up to Deputy Director-General in charge of Research and European affairs in Department of International Cooperation. During his service in NDRC, he has been assigned twice to Chinese Embassy in Germany. The first period is from 1992 to 1996, and the second is from 2004 to 2008, as the Commercial Counselor in the Embassy.

Mr. Zhu graduated with a bachelor degree and a master degree both of German literature, and received his EMBA degree from People's University of China.

Dr. Huang is the CEO and a founding partner of Kunwu Jiuding Capital, a leading private equity firm in China with over $3 billion in AUM. To date, Jiuding Capital has invested in over 100 portfolio companies spanning the consumer products and services, agriculture, healthcare sectors, and others. More than 20 of Jiuding's portfolio companies have successfully completed IPOs on China’s Shanghai and Shenzhen stock exchanges (Chinese A-Share markets). In 2011 and 2012, Zero2IPO ranked Jiuding as the No. 1 Private Equity firm in China. In 2012, Dr. Huang was named the PE Capitalist of the year.

Prior to founding Jiuding in 2007, Dr. Huang served as the Director of the Graduate School of the People's Bank of China. Additionally, he serves on the expert panel for the Certified Financial Planner (CFP) board, is a member of the Examining and Approving Committee for Securities Markets Practitioner's Qualification of Securities Association of China, and a member of the Liu Hongru Financial Education Foundation Council. He has co-authored or edited several books including Investment Planning and China’s Financial Sector Reform: Theory, Path and Strategy etc.

Dr. Huang holds a PhD in finance from the Graduate School of the People's Bank of China.
Shi Wang
Chairman and Founder
China Vanke Co., Ltd

Mr. Wang Shi is the Chairman and Founder of China Vanke Co., Ltd. Since Wang founded Vanke in 1984, he profoundly shaped Vanke’s corporate visions, ethics and management strategies. Under his leadership, Vanke has grown quickly into China's largest home developer, as well as the benchmark for Chinese real estate industry and pioneer in green home construction.

In recent years, Wang Shi led environmental initiatives among Chinese private sector companies particularly in the areas of natural habitat preservation, garbage recycling, and forest conservation. In 2004, he co-founded Society of Entrepreneurs and Ecology, China’s largest environmental networks involving private sector business leaders. He was elected Chairman of China Entrepreneurs Forum in July 2012.

As a passionate mountaineer, Mr. Wang reached the peak of Mount Everest from North and South ramps in 2003 and 2010 respectively. He is the 11th people in the world to accomplish “7+2” – reaching the Seven Summits in 2004 and North and South Poles in 2005. The adventurist experience inspired his global vision of environmental sustainability. Mr. Wang is sitting on the board of World Wildlife Fund US and the World Economic Forum Global Agenda Council on Governance for Sustainability, with particular dedications to forest conservation, biodiversity, and climate change.

Wang Shi is now a visiting research fellow at Harvard University specializing in business value and ethics.

Jerry I. Speyer ’64
Chairman and Co-CEO
Tishman Speyer New York

Mr. Speyer is Chairman and Co-Chief Executive Officer of Tishman Speyer. He is one of the two founding partners of the company, which was formed in 1978.

Mr. Speyer is chairman of the Museum of Modern Art. He is vice chair of New York Presbyterian Hospital. He is the former chairman of the Board of Directors, the Federal Reserve Bank of New York; chairman emeritus of Columbia University; chairman emeritus of the Real Estate Board of New York; chair emeritus, Partnership for New York City; and past president of the Board of Trustees of the Dalton School.

Mr. Speyer’s other board affiliations include Yankee Global Enterprises, the Economic Club of New York, the Municipal Art Society of New York, Columbia Business School Board of Overseers, the Asia Society, the Lang Lang International Music Foundation, the National September 11 Memorial & Museum and the Kennedy Center Corporate Fund Board. Mr. Speyer is a Trustee of the Städel Museum, Frankfurt, Germany. He is a member of the Council on Foreign Relations and the Business Roundtable.

Mr. Speyer graduated from Columbia College and received an MBA from Columbia University Graduate School of Business.

Mr. Di Leo is responsible for IBM’s worldwide results, which exceeded $104 billion in 2012.

Previously, Mr. Di Leo was General Manager, IBM Growth Markets, based in Shanghai. His mission was to drive business success in high growth economies across Asia Pacific, Latin America, Central & Eastern Europe, Middle East and Africa.

He also held executive positions as General Manager, IBM Northeast Europe, General Manager for IBM Global Technology Services in Southwest Europe, General Manager for IBM Latin America and General Manager of IBM Brazil.

In 2003, Mr. Di Leo was named International CEO of the Year by Latin Trade. In 2001, he was named one of Brazil’s most influential executives by InfoExame Magazine. He holds a Business Administration degree from Ricardo Palma University and a postgraduate degree from Escuela Superior de Administracion de Negocios, both in his native Peru. He is fluent in Spanish, Portuguese, English and Italian.
Mr. Miller is a Senior Advisor with Teneo Holdings.

Prior to joining Teneo, Mr. Miller was the President & CEO of Ken Miller Capital, llc. (“KMC”), a closely held merchant banking firm with headquarters in New York’s Rockefeller Center and affiliates in China and Europe. KMC provides strategic financial advice to clients and occasionally invests in transactions with an international dimension.

Mr. Miller has served successively as Vice Chairman of Merrill Lynch Capital Markets and Credit Suisse First Boston. With each firm he acted as financial advisor to wealthy individuals and a number of the world’s largest corporations.

Mr. Miller has served as a member of the Board of Directors of Viacom, Inc., Intelsat Corporation, Kinder Care Learning Centers, CNA Surety, and, now, Loews Corporation (NYSE: “L”), the company which controls Diamond Offshore Corporation (NYSE: “DO”), CNA Financial Corporation (NYSE: “CNA”), Boardwalk Pipeline Partners, l.p. (NYSE: “BWP” and which is also active in the gas exploration business through HighMount Exploration & Production, llc. as well as the hotel business through Loews Hotels.

Mr. Miller is an active member of the Council on Foreign Relations. He is a Board member of the Committee on U.S.-China Relations, and the Asian Cultural Council. In addition, Mr. Miller acts as advisor to the US State Department through its Advisory Committee on International Economic Policy, and likewise as senior advisor to Contour Venture Partners, a venture capital fund he helped create whose purpose is investing in early stage East Coast businesses.


Mr. Miller speaks French and Mandarin Chinese.

Terrence Keeley, Managing Director, is the Global Head of the Official Institutions Group (OIG) at BlackRock and is responsible for overseeing the development of relationships and services that BlackRock provides to central banks, sovereign wealth funds and supra-nationals around the world. He also supports the BlackRock Investment Institute, participating in Forums and running an OIG publishing program.

Prior to joining BlackRock in 2011, Mr. Keeley was the founder and Senior Managing Principal of Sovereign Trends, LLC, a New York based advisory firm. From May 1988 to July 2010, he worked for UBS’ investment banking and asset management subsidiaries in a variety of managerial positions, operating out of London, New York and Chicago. From 1994 to 2010, Mr. Keeley was a Senior Managing Director at UBS with relationship oversight responsibilities for central bank and sovereign clients globally. The teams he managed were responsible for all asset management assignments, transactions, credit exposures, debt underwritings, and restructurings with governmental agencies globally. In addition, he was the senior calling officer at a large number of multilateral organizations, ministries of finance, central banks and sovereign wealth funds. Prior to his private sector career, Mr. Keeley worked for Congressman David Stockman, and for President Ronald Reagan’s Council of Economic Advisors, where he wrote speeches for the Chairman, Dr. Murray Weidenbaum. As an adjunct to his work at Sovereign Trends, Mr. Keeley has been a lecturer at the University of Notre Dame in business and ethics, and a Bloomberg TV Contributing Editor.

Mr. Keeley serves or has served on advisory boards for the Asian Development Bank, the University of Notre Dame and Oxford University (Christ Church). He is also the founder of the Financial Hippocratic
Dr. Tian Yuan is one of top thinkers, former policy makers and entrepreneurs in China. He is the Chairman of the influential “China Entrepreneurs Forum”, the founder and former Chairman of China International Futures Ltd. (CIFCO)

Dr. Tian worked at National Research Center of the State Council as a pioneer policy maker for pricing reform in 1980s. He served the director for foreign economic collaboration in the Ministry of National Production Materials in 1990s and facilitated international business between China and the world. He published many articles on economic policies, market reform and business development. His work directly influenced China’s transition from planning economy to market economy.

Dr. Tian is also a successful entrepreneur. In 1992, he founded the first China futures company CIFCO and led it to be the leading business in trading futures and commodities today. His work actually led the establishment of China future markets. Today, CIFCO has been the largest financial company yet. It provides the latest market information and high quality services for the customers and clients across the futures and commodities markets. In 1997-2002, Dr. Tian also led one of largest government-own enterprise – China Chengtong Group – to a successful turnaround and it became one of largest logistic businesses in China. Today it has $5 billion assets.

Dr. Tian was awarded national top young scholar and prestigious expert in science, technology and management. In 2011, he won the China Economic Theory Innovation Award, the most prestige national award in economy which is voted by more than 200 top Chinese Economists, for his contributions to Double-track Price System Reform in 1980s.

Since 1987, he sustained advisory positions in various organizations, such as China Securities Regulatory Commission, China Association for Material Logistic, Pacific Business Collaboration Organization, etc. In 2001, he was elected to be the Chairman of China Entrepreneur Forum, which today has fifty CEO of leading Chinese enterprises to serve as board directors.

In April 2010 and 2011, Dr. Tian co-organized an US-China Business Leaders Roundtable in New York and brought more than 50 Chinese top entrepreneurs. They exchanged thoughts and ideas with American businesses leaders from Goldman Sachs and JP Mogen Chase, etc.

Dr. Tian, Yuan graduated from Wuhan University with BA, MA and PhD in economics.
During China’s recent transition of power, Hu Jintao spoke of doubling China’s GDP by 2020, to approximately $15 trillion. And, in order to put China’s growth on a more sustainable path, both the outgoing and the new leadership have addressed the importance of rebalancing China’s economy from one that is fueled by bank investments in state-owned enterprises to one that is focused on household consumption and private enterprises. This has significant implications for the future of the country’s interest-rate regime, exchange-rate policies, and labor market regulations. In turn, major changes could be in store for the banking sector, the large state-owned enterprises, and the various export-oriented industries.

KEY TOPICS

- Is China moving towards a new market-based interest rate regime?
- How will the banking sector respond to a more consumption-base economy?
- Are we expecting policy changes to ease restrictions on cross-border capital flow? A more internationalized RMB?
- How will the changing demographics of China impact wage levels in the near future? How will the new leadership manage inflation and inflation expectations?

Panelist

David Beim
Professor of Professional Practice, Columbia Business School

Professor David Beim had a 25-year career in investment banking, following which he became a Professor in the Finance and Economics Division of Columbia Business School. He joined Columbia as an Adjunct Professor in 1989, and has been a full-time Professor of Professional Practice since 1991. His areas of teaching include banking, emerging financial markets and corporate finance.

Moderator

Xiaobo Lü
Professor, Columbia University

Mr. Xiaobo Lü is Professor of Political Science at Barnard College of Columbia University. Xiaobo Lü served as the founding Director of Columbia Global in Beijing between 2008 and 2010. While in China, he was a visiting professor at Tsinghua University and taught courses at the School of Public Policy and Management at Tsinghua. Professor Lu teaches courses on Chinese politics, political economy, and comparative politics. His research interests include post-socialist transition, corruption and good governance, regulatory reforms, and government-business relations. As a principle investigator, he was responsible for leading an international research project, “Central-local relations and environmental governance in China”, funded by Global Public Policy Network (consisted of Columbia, LSE, and Sciences-po) in 2008-10. Currently he is working on a book manuscript, From Player to Reference: the Rise of the Regulatory State in China. Xiaobo Lü is a member of Council on Foreign Relations, Committee of 100, and the National Committee of US-China Relations. He is a regular commentator on China and US-China relations on PBS, CNN, BBC, and NPR and has delivered speeches and briefings to organizations such as the Council on Foreign Relations, the Asia Foundation, the Asia Society, World Affairs Council, National Committee for US-China Relations, American Center for International Leadership, Asia Society, the China Institute of America, and the Japan Society.
Pingfan Hong
Chief of Global Economic Monitoring, United Nations

Dr. Pingfan Hong is the Chief at the Global Economic Monitoring Unit of the Department of Economic and Social Affairs at the United Nations. He manages UN flagship publications World Economic Situation and Prospects and Project LINK Global Economic Outlook.

Since joining the UN in 1989, Dr. Hong has worked mostly in the area of policy research, particularly macroeconomic policy analysis and international policy transmission. For many years, Dr. Hong contributed to numerous United Nations publications, namely World Economic and Social Survey and World Economic Situation and Prospects. Throughout his tenure at UN, Dr. Hong has held many positions, including Chairman of the Board for UN National Competitive Examination in Economics, Member of the UN Promotion and Appointment Panel, and Member of the UN Speakers Bureau. In recent years, Dr. Hong’s analyses on the impact of global financial crisis on global economy have been widely quoted by Chinese media.

Mr. Hong earned a Ph.D. in Economics from the University of Pennsylvania, a Dual Master in Computer Sciences and Management Sciences from Shanghai Jiao Tong University and a Bachelor in Engineering from Wu Xi Institute of Light Industrial Technology. He is the World Bank McNamara Fellow of 1985.

Panelist

Shanquan Li
Vice President and Portfolio Manager, OppenheimerFunds

Shanquan Li is a Vice President and Portfolio Manager responsible for the Oppenheimer Gold & Special Minerals Fund. His responsibilities include building quantitative investment management systems and creating proprietary equity models.

Mr. Li completed all requirements except a dissertation for a Ph.D. in Economics from Boston University and holds an M.A. in International Finance and Economics from Brandeis Uni-
Milton Kotler has over forty years of professional experience in marketing strategy and management. He is Founder and Chairman of Kotler Marketing Group USA (KMG, Inc. – founder in 1984: (www.kotlermarketing.com), headquartered in Washington DC, and Chairman of Kotler Marketing China (www.kotler.com.cn), with offices in Beijing, Shanghai and Shenzhen.

KMG USA conducts projects in marketing strategy and organization; brand management; and pricing, product development, distribution and pricing analysis and tactics. Our clients include Fortune 500 companies.

KMG China has been registered and operating in China for twelve years, with offices Beijing, Shenzhen and Shanghai and a staff of 50 FTEs who provide strategic marketing planning to Chinese companies and strategic urban and industrial planning for local governments and major property developers. Chinese clients include AVIC, Bank of China, Sany, Great Wall Property, Ping An Insurance, Merchant Group and China Resources Corporation and many other major State-owned and private Chinese companies. KMG China. In 2011, KMG was ranked the #1 marketing strategic consultancy in China.

Milton Kotler is an economic advisor to the Mayors of Xian, Dalian and Harbin and Zhengzhou. He has delivered public seminars in over 100 Chinese cities and is author of A Clear-Sighted View of Chinese Business Strategy, Renmin University Press, Beijing; 2003 and co-author with Philip Kotler of Market Your Way to Growth: 8 Ways to Win, Wiley, 2013. He is a frequent contributor to Chinese business newspapers and magazines, and is a frequent guest on CCTV. He is a graduate of the University of Chicago and resides in Washington and Beijing.

Kevin Chen is a founding partner and Chief Investment Officer of ACM Global Macro hedge fund. He was a Senior Portfolio Manager at Amundi alternative investment, which is a merged asset management entity of Credit Agricole and Société Générale. He was responsible for constructing and managing multi-billion dollar hedge funds portfolios for institutional clients. Previously, he was a Director of asset allocation of Morgan Stanley and his responsibilities included designing and delivering comprehensive hedge funds advisory solutions to high-net-wealth and institutional clients of U.S. and International. Kevin joined Morgan Stanley after graduating with a Ph.D. in Finance from International Center for Financial Asset Management and Engineering (FAME), Geneva and University of Lausanne, Switzerland in 2004. Kevin also served as a consultant for several Swiss-based organizations, including Swiss Organization for Facilitating Investments, a joint initiative of the Swiss State Secretariat for Economic Affairs (seco) in cooperation with KPMG. Prior to that, Kevin did Master’s in Finance at CentER for Economic Research, Tilburg University, the Netherlands and Bachelor’s in Economics at Renmin University of China. Kevin spent two years with China Development Bank’s International Finance Department and Investment Banking Department. Kevin is a co-founder of CCC, a New York based charity that works on improving cultural understanding and mentors underprivileged teenagers. In addition, he is a founding council member of Absolute Return Investment Association of China and a member of Société Académique Vaudoise.
The Chinese economy has transformed into a new chapter in many ways: Capital market has become the primary source of financing for most Chinese companies; multi-national corporations increasingly rely on the vast Chinese market as their future growth engine; many overseas assets have become attractive to Chinese companies that look to fuel their domestic growth or international expansion. Consequently, the volume of investment banking business in China has been rapidly increasing over the past several years. Nowadays China has become an indispensable component of the global strategy for many large and boutique investment banks, while domestic banks are also leveraging their local expertise and resources to stay relevant in the competition landscape. Despite of the fact that the IPO market hasn’t been as active as we saw in the past, the debt market becomes increasingly important for investment banks, indicated by the greater number of Chinese corporate bond sales. M&A market has also been very active as we saw a number of inbound and outbound transactions completed over the past 12 months.

KEY TOPICS

- Current trends in China’s investment banking business
- Capital raising through equity and debt market in China
- Cross-border transactions
- Lessons learned by investment banks

Donna Hitscherich
Senior Lecturer in Discipline in Business, Director of Private Equity Program, Columbia Business School

Professor Hitscherich has served as a member of the School’s adjunct faculty in finance and economics since 1992. She currently teaches Advanced Corporate Finance and Mergers and Acquisitions in the MBA and Executive MBA programs. In 2002, she was nominated for the Dean’s Award for Innovation in the MBA Curriculum for her presentation of the Advanced Corporate Finance course. She has also served as a lecturer in law and accounting at Columbia Law School. From 1988 through 1990, Hitscherich was an assistant professor of law at St. John’s University School of Law, where she taught Federal Securities Regulation and Legal Ethics.

Prior to her present position at Columbia, Hitscherich had a career in investment banking, during which she held positions at CS First Boston, J. P. Morgan & Co. Incorporated and Banc of America Securities. At J. P. Morgan, she was a founding member of the takeover defense team and a senior member of the advisory review committee, which was responsible for all of the M&A fairness opinions issued by the company. As a managing director in the mergers and acquisitions group of Banc of America Securities, she was secretary of the firm’s fairness opinion committee review and a major contributor to the firm’s training programs for managing directors and associates. Prior to her investment-banking career, Hitscherich was a corporate lawyer at Skadden, Arps, Slate, Meagher & Flom.

As a founding member of Gnosis Advisors LLC, a financial education advisory firm, she has developed and created the materials for the Practising Law Institute–sponsored The Pocket MBA for Lawyers: Everything You Need to Know About Finance and The Pocket MBA for Lawyers: Understanding the Investment Banker’s Role. She has also served as an ex-
pert witness and provided litigation support in several complex securities litigations respecting various matters, including valuation, due diligence, custom and usage in the finance industry, and financing alternatives.

She was a member of the St. John’s Law Review, and she is admitted to the Bar in the State of New York.

David W. Elkin is Managing Director and Founder of GreenWorld Capital, LLC, an international merchant bank focused on serving the financing of strategic needs of renewable energy and clean tech companies and investors in the U.S. in abroad from locations in Philadelphia and Palo Alto, in the U.S., and Nanjing, in China. In March 2013 GWC published “THE GREEN DRAGON MOVES WEST - Opportunities for China FDI in the U.S. Renewable Energy and Clean Tech Market”.

Prior to creating GWC in 2008, Mr. Elkin had over 20 years of entrepreneurial experience in creating, building and operating businesses in several industries, including cable television, digital media, wireless communication and money management and has extensive experience in business development, M&A and debt and equity financing. Mr. Elkin serves on the Advisory Board of University of Pennsylvania’s Penn International Sustainability Association and is a member of The China Partnership of Greater Philadelphia. Mr. Elkin was previously a tax attorney in Miami, Florida, receiving a B.S.B.A. from Boston University, J.D. from University of Miami and LLM in Taxation from University of Miami. He is a member of the Pennsylvania, Connecticut and Florida Bar Associations.

In 1983, Mr. Bernstein cofounded Bernstein & Pinchuk LLP and is now the managing member of Marcum Bernstein & Pinchuk (MarcumBP), a PCAOB-registered accounting firm headquartered in New York. Marcum is ranked within the top 15 firms by Inside Public Accounting and Accounting Today, and the combined firm is one of the largest middle market accounting firms servicing China-based, US publicly traded companies. Mr. Bernstein’s early recognition of the global marketplace and his extensive work in the People’s Republic of China resulted in the rapid expansion of his firm’s services to that nation, where he has established local offices in Beijing, Hangzhou, Guangzhou and Hong Kong, with coordinated services throughout the world. These offices are staffed with over 75 highly experienced SEC personnel dedicated to providing client services including audits and assurance, due diligence and transaction advisory. MarcumBP currently represents over 50 Chinese companies and many of the first and second tier investment banks. In addition, Mr. Bernstein’s diverse experience in retail, manufacturing, hospitality, pharmaceutical, professional practices, and real estate have contributed to the growth of the firm’s client base abroad. Mr. Bernstein serves as an accountant and business advisor worldwide, providing specialized auditing and accounting services to public and non-public companies throughout the United States, China, Europe, and Africa.

Mr. Bernstein also serves as director and chairman of the audit committee of NASDAQ- and AMEX-listed companies and is a frequent speaker at industry, investment banking and university conferences. He is an active member of the board of directors and an officer of a prestigious foundation that was honored with the President’s Voluntary Action Award by the late President Ronald Reagan.
Mark Tashkovich is the Chief Executive Officer of Alta Capital Partners, a boutique U.S. and China-focused investment bank with operations in New York, Hong Kong and Shanghai. He has significant experience advising on domestic and cross-border equity, debt and M&A transactions in the industrial, consumer/retail, healthcare, energy, real estate, technology and communication sectors. Notable financings of China-based clients include IPOs for Xtep and Mindray Medical, a follow-on offering for Li Ning and a convertible bond transaction for Suntech Power.

Prior to Alta, Mark served as the Chief Executive Officer of Ashir Capital, a 75-person, New York-based, China-focused investment bank with offices in Beijing, Guangzhou and Hong Kong. In that role, Mark led global strategy and operations and oversaw origination and execution of the firm’s transactions. Prior to that, Mark served as a senior coverage banker in the Global Consumer Products & Retail Group at UBS Investment Bank. In that role, Mark built UBS’ investment banking franchise in several specialty retail subsectors and coordinated global coverage with teams in Asia, Europe and Latin America. Prior to that, Mark worked in Equity Capital Markets at UBS and Morgan Stanley. During those years, Mark led, or helped lead, the execution of over 100 equity, equity-linked and high yield financings, raising over $30 billion. At Morgan Stanley, Mark also partnered in originating, structuring and syndicating acquisition financings and bridges for over $22 billion. Prior to that, Mark worked as a corporate attorney at Weil, Gotshal & Manges and before that he was the senior law clerk to the Chief Judge of the U.S. District Court in Hawaii.

Mark holds a JD from the University of Pennsylvania, an MPhil from the University of Cambridge and a BA from Cornell University.

Dr. Sam Seraphim is Founder and Managing Partner of WoodLake Group, a corporate finance and investment banking firm focused on transactions between China and the U.S. WoodLake provides advisory services in cross border M&A and Technology Transfer and it arranges private placements of structured debt and private equity principally for Chinese companies. WoodLake’s activities have included energy, clean-tech, waste water management, HEV drive trains, consumer products, products and advanced manufacturing processes. In China, WoodLake has strategic partners that include leading investment banks, boutique advisory firms, local PE funds, large industrial concerns and selected municipalities.

Dr. Seraphim has a PhD (Oxford University), an MS (London University) and a BS (Leeds University) in electrical engineering/telecom.
China’s real estate market has experienced a rapid ascent in the past decade. With property prices rising again after a policy-led slowdown, the central government has recently issued further directives to curb the sector’s growth. Therein lie many questions regarding this industry’s future in China. What new government policies can be implemented to keep price levels under control, or is it a matter of enforcing existing regulations? How will investors and developers navigate the changing financing landscape? Will domestic restrictions further drive Chinese to invest their growing wealth in overseas real estate markets? With some concern over the supply of residential developments, what types of developments will be the next big opportunity? We have invited panelists who have years of experience investing, developing, researching, and financing the Chinese property market to discuss exactly these hotly debated issues.

**KEY TOPICS**

- Capital markets: how are firms exploring alternative funding sources given the slow IPO markets?
- RMB funds: potential risks/rewards; will foreign firms be able to tap this market?
- Structural change ahead for RE market? How will financial reform, tax reform impact the real estate market?
- Impact of political transition on real estate market - will there be any change in policy direction, or implementation of policies at the local level?
- Chinese sovereign funds, companies, and individuals looking to invest in the US - have roles reversed? Does this open doors for foreign companies to engage in partnerships in China?
- Any risk of overbuilding in certain cities? How to enhance urban planning & supply/demand balance?

**Moderator**

**Leanne Lachman**  
President, Lachman Associates

Ms. Leanne Lachman is president of Lachman Associates, an independent real estate consulting company. Previously, Ms. Lachman spent 13 years as a partner at Schroder Real Estate Associates, a boutique real estate manager that was acquired by Lend Lease, a global institutional investment manager, where she spent four years. Her early career was with Real Estate Research Corporation, where she served as chief executive officer. A highly sought after speaker and widely published author of books and articles on the real estate industry, Ms. Lachman is also a Trustee of the Urban Land Institute and a Governor of the Urban Land Foundation, a director of Lincoln National Corporation and a member of Liberty Property Trust. She received her BA from the University of Southern California and her MA from Claremont Graduate University. Areas of interest: real estate, demographics (U.S. and global trends), corporate governance, and offshoring.

**Panelist**

**Sonny Kalsi**  
Founder and Partner, GreenOak Real Estate

Sonny Kalsi is the Founder of GreenOak Real Estate, an independent, partner-owned real estate principal investing and advisory firm that seeks to provide strategic advice and create long-term value. He was previously the Global Co-Head of Morgan Stanley’s Real Estate Investing business and President of the
Panelist

Charles Song
Managing Director, Moon Capital, Ex Co-Head Global Property Securities in Macquarie

Charles Song is a managing director and real estate sector head of Moon Capital Management LP, a global long short equity hedge fund based in New York. Charles joined Moon Capital from Macquarie Capital Investment Management where he was the Co-Head of the Global Real Estate Securities team, where he oversaw investment teams in New York, London, Hong Kong and Sydney.

Prior to that, Charles was the Senior Portfolio Manager of Dividend Capital Investments, a real estate investment firm he helped found. Previously, he worked in private equity and consulting in North America and Asia. He started off his career at Lehman Brothers in New York.

Charles graduated from Cornell University with a B.A. in Government. He is a member of the Cornell Real Estate Council. He serves as a Board Member for the Korea Finance Society and the 21st Century China Program at The School of International Relations and Pacific Studies at UC San Diego.

Panelist

Christopher B. Taube ’03
Managing Director, Aetos Capital Asia, Head of China Real Estate

Mr. Taube is a Managing Director of Aetos Capital and Head of China Real Estate. He is responsible for evaluating all acquisitions and for a wide variety of investment, fundraising and new business matters.

Prior to joining Aetos Capital in 2007, Mr. Taube was a Principal at Fremont Realty Capital in New York where he was involved in sourcing, closing and managing private equity real estate investments. Prior to joining Fremont, Mr. Taube was at The Georgetown Company in New York where he worked on real estate

Panelist

Youguo Liang, PhD, CFA
Managing Director
Prudential Real Estate Investors

Mr. Liang is the founder of Highlink Partners, LLC and has served as a senior China advisor to U.S. and European corporate executives for more than 8 years. He has worked with companies in a range of industries to develop and execute China market strategies, including medical devices, clean technology, transportation, and industrial manufacturing. He takes a leading role in shaping the clients’ entry strategy as well as executing the sales and distribution plans, managing the supplier networks, and establishing the China operations. Before his current position, he was with Lehman Brothers in New York and Hong Kong in Private Equity and Investment Banking. In Private Equity, he was responsible for analyzing and executing new investments for Lehman Brothers’ $2 billion leveraged buyout fund. In Investment Banking, he advised multinational clients on acquisitions, financings and corporate strategy. Prior to business school, he worked at PricewaterhouseCoopers in strategy consulting. He focused on post-merger integration and advised Goodyear Tires on its joint venture with Sumitomo Tires.

Mr. Liu holds an MBA degree from Columbia Business School and a BS degree from the University of California at Berkeley. He was born in Taiwan and speaks English and Mandarin.

Panelist

John Liu is the founder of Highlink Partners, LLC and has served as a senior China advisor to U.S. and European corporate executives for more than 8 years. He has worked with companies in a range of industries to develop and execute China market strategies, including medical devices, clean technology, transportation, and industrial manufacturing. He takes a leading role in shaping the clients’ entry strategy as well as executing the sales and distribution plans, managing the supplier networks, and establishing the China operations. Before his current position, he was with Lehman Brothers in New York and Hong Kong in Private Equity and Investment Banking. In Private Equity, he was responsible for analyzing and executing new investments for Lehman Brothers’ $2 billion leveraged buyout fund. In Investment Banking, he advised multinational clients on acquisitions, financings and corporate strategy. Prior to business school, he worked at PricewaterhouseCoopers in strategy consulting. He focused on post-merger integration and advised Goodyear Tires on its joint venture with Sumitomo Tires.

Mr. Liu holds an MBA degree from Columbia Business School and a BS degree from the University of California at Berkeley. He was born in Taiwan and speaks English and Mandarin.
development projects including retail, office and residential. Mr. Taube started his career at Lazard Frères & Co. LLC as an analyst in the Media and Communications Group. Mr. Taube received a Bachelor of Arts from Princeton University and a Masters of Business Administration from Columbia Business School where he was elected to Beta Gamma Sigma and was a member of the Dean’s Honor List. He is a member of the National Committee on US/China Relations (2009 YLF Fellow) and an Asia Society 21 Young Leader (2011).

Paul Katz
Managing Principal,
Kohn Pedersen Fox Associates

Paul Katz has played a crucial role in the firm’s development into a global leader in architectural practice, designing and managing award-winning projects in the U.S., Europe, and Asia since joining the firm in 1984. Mr. Katz has overseen some of the most exciting and innovative projects undertaken by any firm in the world, staying at the forefront of the globalization of the architectural profession by focusing on issues of urban density and the important role of high rise structures as the building type of our century.

In Asia he led the KPF teams responsible for several completed projects recognized with prestigious awards for design and innovation such as Roppongi Hills, an 11-acre mixed-use project in Tokyo, the Shanghai World Financial Center, the tallest building in China, the International Commerce Centre in Hong Kong, as well as Marina Bay Financial Centre, Singapore’s largest mixed-use development. KPF projects currently under construction such as Ping An Finance Center in Shenzhen and The CTF Guangzhou are part of the infrastructure of the Pearl River Delta, a growing region of China considered a hub of economic growth.

Under Mr. Katz’s leadership, KPF has stayed ahead of the rapidly-evolving Asia market, responding to the 21st century needs of massive urbanization and a demand for sustainable growth.

PANEL 2B
Private Equity & Venture Capital: New Opportunities in the Transforming Market

02:45 PM - 04:15 PM
Room 301, Uris Hall

Is it the worst of times? Or is it the best of times? With the challenges and difficulties in fund-raising, deal sourcing, and exiting, the fever of China PEVC market has passed away. PEVC should find ways to survive in the transforming market and seek for new opportunities, since the PEVC landscape in this country still favors continued growth, in terms of advantageous demographics, rising consumer consumption, and the increase of cross-border M&A and buyouts. The PEVC panel of the Annual Columbia China Conference offers attendees a comprehensive view on the investment opportunities that are most attractive to PEVC and the market trends that will shape the future.

KEY TOPICS

- How have government policies/regulations influenced PE/VC investment strategy in China, both positively and negatively?
- How buy-out funds would develop and impact the PE investment landscape?
- What are cross-border PE opportunities in five years to come?
- How would alternative exit channels like M&A reshape the PE/VC investment landscape and impact on the exit strategy?
- What is trend for portfolio management strategy in China?
Xiaojie Huang  
CEO, Kunwu Jiuding Capital

Panelist  

Dr. Huang is the CEO and a founding partner of Kunwu Jiuding Capital, a leading private equity firm in China with over $3 billion in AUM. To date, Jiuding Capital has invested in over 100 portfolio companies spanning the consumer products and services, agriculture, healthcare sectors, and others. More than 20 of Jiuding’s portfolio companies have successfully completed IPOs on China’s Shanghai and Shenzhen stock exchanges (Chinese A-Share markets). In 2011 and 2012, Zero2IPO ranked Jiuding as the No. 1 Private Equity firm in China. In 2012, Dr. Huang was named the PE Capitalist of the year.

Prior to founding Jiuding in 2007, Dr. Huang served as the Director of the Graduate School of the People’s Bank of China. Additionally, he serves on the expert panel for the Certified Financial Planner (CFP) board, is a member of the Examining and Approving Committee for Securities Markets Practitioner’s Qualification of Securities Association of China, and a member of the Liu Hongru Financial Education Foundation Council. He has co-authored or edited several books including Investment Planning and China’s Financial Sector Reform: Theory, Path and Strategy etc.

Dr. Huang holds a PhD in finance from the Graduate School of the People’s Bank of China.

Neng Wang  
Professor of Real Estate and Finance, Columbia Business School

Moderator  

Neng Wang is Chong Khoon Lin Professor of Real Estate and Finance at Columbia Business School. He is also the Honorary Dean and Academic Director of the School of Finance, Shanghai University of Finance and Economics (SUFE).

His research interests include private equity, hedge funds, asset allocation, corporate finance, risk management, entrepreneurship and entrepreneurial finance, investor protection, household finance, wealth and income distribution, macroeconomics, and real estate finance. His work has been widely published in leading economics and finance journals. Among other awards and honors, he won a Smith-Breeden Distinguished Paper Prize awarded by the Journal of Finance in 2008, and the Bettis Distinguished Scholar Award from W. P. Carey School of Business, Arizona State University in 2011. He is also a recipient of the “Thousand Talents” Program, one of the most prestigious awards granted by the Chinese central government. He serves on editorial boards for various academic finance, economics, and business journals. He is a Research Associate at the National Bureau of Economic Research (NBER).

He taught at the Simon School of Business, University of Rochester and was a visiting professor at Kellogg School of Management, Northwestern University. He was also a special-term professor at Cheung Kong Graduate School of Business (CKGSB), Guanghua School of Management at Peking University, Shanghai Advanced Institute of Finance (SAIF) at Shanghai Jiaotong University (SJTU), and Zhejiang University. He has taught MBA-level and doctoral courses including entrepreneurial finance and private equity, fixed income securities and markets, financial institutions and risk management, real estate finance, corporate finance theory, and dynamic finance theory.

He received B.S. in Physical Chemistry from Nanjing University, China in 1992, M.S. in Chemistry from California Institute of Technology (Caltech) in 1995, M.A. in International Relations and Pacific Studies from University of California, San Diego (UCSD) in 1997, and PhD in Finance from the Graduate School of Business at Stanford University in 2002.
Panelist

**Charles P. Eaton ’68**
Partner & Founder,
Eaton Partners

Charlie founded Eaton Partners in 1983 and was a pioneer of the “placement agent” concept. Previously, he was in research and institutional sales at Mitchell Hutchins, Morgan Stanley, and H.C. Wainwright & Company, where he was a partner at the time Wainwright was ranked the top institutional research firm in the country. He began his career as an investment research officer at Morgan Guaranty Trust Company (predecessor to J. P. Morgan Investment Management).

Charlie graduated from Washington and Jefferson College and received an MBA from the Columbia University Graduate School of Business. He holds Series 7 and 63 licenses with FINRA. He served as a First Lieutenant in the U.S. Army Armor branch. Charlie is a former trustee of Washington and Jefferson College. He has served in several leadership roles with the United Way of Darien, Connecticut, including Director, Vice President and Campaign Chair, and he is a former Director of A Better Chance of Darien.

Panelist

**Dixon Doll**
Co-Founder and
General Partner of DCM

For more than 35 years, Dixon Doll has influenced and guided entrepreneurs, investors and executives in the computer and communications industries. In recognition of his accomplishments in venture capital, Dixon was named by Forbes Magazine as one of the top 100 venture investors on its Midas List for four consecutive years. In April, 2005, he was elected to the Board of Directors of the National Venture Capital Association (NVCA) in Washington, D.C. He also served as NVCA Chairman from 2008-2009 and as a member of their Executive Committee from 2007-2009. Under Dixon’s leadership and direction as Chairman, the NVCA developed a widely embraced set of recommendations (NVCA 4-Pillar Plan) to help enhance liquidity in the U.S. venture capital industry. These recommendations have resulted in bipartisan Congressional support for new legislation to simplify the IPO process for young emerging growth companies.

Dixon currently serves on the Board of Directors of DIRECTV (DTV), where he also serves on the Compensation and Nominating/Corporate Governance Committees. He is also the Board Chairman of Network Equipment Technologies (NWK) and the past Board Chairman of Force10 Networks, which was recently acquired by Dell. He also serves on the boards of numerous private DCM companies.

Panelist

**Qiang Wang**
Partner & Director of Zhenfund,
co-founder of New Oriental Education

Wang Qiang joined New Oriental Education & Technology Group as a co-founder in 1996. He designed the foundations of New Oriental’s oral English classes, as well as practical English and computer science courses. He served as Vice President and Board Member of New Oriental, as well as the New Oriental Beijing Branch Director and Standing Vice Principal. Prior to co-founding New Oriental Technologies and Education, he held engineering positions in the software division of Bell Communications Research, and was formerly a lecturer of English language and literature at Peking University. He received an M.S. in Computer Science from State University of New York, and a B.A. in English from Peking University.

Dixon has led DCM’s investments in About.com (Acquired by The New York Times Co.), Adkeeper, @Motion (Acquired by Openwave), CENX, Clearwire (Nasdaq: CLWR), Coradi-
Dr. Hao Wu is Managing Partner and CEO of Sino-Century Investment Management Co., Ltd., a private equity firm that invests in high-growth private companies in China, with offices in Shanghai, Beijing, and New York. Prior to Sino-Century, Dr. Wu worked at a number of financial service firms, including AIG Global Investments where he advised AIG companies in Asia and in Europe on investment strategies and Radian Group where he was a Managing Director and Head of Global Financial Products. Dr. Wu received his B.S. in Physics from Fudan University and his Ph.D. in Electrical Engineering and MBA in Finance from University of Southern California. He also attended Executive Education Programs at Harvard Business School. Dr. Wu holds Chartered Financial Analyst (CFA) designation. He is a member of the New York Society of Securities Analysts and the Institute of Electrical and Electronics Engineers (IEEE). Dr. Wu has served as President of the Chinese Finance Association (TCFA).

Claudia Fan Munce has been Managing Director of the IBM Venture Capital Group since 2004. In addition to this role, she is Vice President of IBM Corporate Strategy. Ms. Munce joined IBM’s Research Division in 1985 and has held many technical and business leadership positions. She is on the Board of Directors of the National Venture Capital Association and has previously served as the chairwoman for the Corporate Venture Advisory Board as well as a board member for the Latin American Venture Capital Association. Ms. Munce also serves on the advisory board of several venture capital organizations worldwide.

IBM’s Venture Capital Group seeks to build strategic relationships with venture capital firms and their portfolio companies, focusing on growth markets and emerging technologies. Venture Capital Group’s mission is to promote an innovation ecosystem engaging the full range of IBM resources and capabilities with that of its venture capital partners and other key innovation drivers to maximize growth opportunities.

Ms. Munce holds a Masters of Science in Electrical Engineering and Computer Science from Santa Clara University and a Masters of Business Administration from Stanford University.
PANEL 2C
Luxury Goods: An Exploration of the Changes in the China Luxury Market?

02:45 PM - 04:15 PM
Room 330, Uris Hall

China’s luxury market — and the global phenomenon of “trading up” — are well known. With the growing number of middle-class and affluent city dwellers, the “trading-up” effect will reach a new height. With the increase in the number of credit card users, Chinese consumers embrace the “now” impulsing buying like consumers in Europe and America. “The Chinese consumer has a profound belief that they deserve luxury products now. They had fifty years with so little, and now, many can afford to buy luxury goods. Their growth in demand is rooted in an expression of individualism in the way you dress. It is a way to differentiate yourself from friends and neighbors. Chinese consumers buy to treat themselves. This China market has evolved faster than any other market in the world.” This wave of growth is expected to continue across a wide range of consumer luxury goods and services, including apparel, watches, wine, cars, travel, home goods, education, and healthcare. Chinese middle and upper middle class households in China have limited debt, an increasing commitment to education, and soaring aspirations. They are customizing — and improving upon — the so-called American Dream.

KEY TOPICS

- Chinese consumers’ shift to global mindset of uniqueness, high-quality and subtle visible logo items?
- Chinese consumers are becoming experienced shoppers?
- Chinese consumption is shifting from businessmen to younger shoppers and to “power women” with their own spending power and a taste for edgier fashion content?

Jean-Marc Bellaïche is a Senior Partner and Managing Director in the NY office of The Boston Consulting Group.

He joined BCG in 1993 and worked in Paris, New York and San Francisco offices. He is BCG global leader in the sector of luxury, Beauty & Fashion. He also leads BCG Digital topic for the Consumer practice Jean-Marc holds a degree from Ecole Centrale de Paris (engineer). He also holds an MBA from INSEAD.

Jean-Marc has developed a strong expertise in Luxury, Fashion and Beauty sectors working for various global brand in different fields including: Watches and jewelry, Fashion and leather goods, Accessory businesses, Fragrances, Make-up, Skincare for various business models (from mass to luxury, from retail/wholesale/ecommerce...).

His work cover a large range of topics: Brand strategy: vision, values & positioning and implications on product offering, pricing and distribution; Distribution strategy, including retail network development, wholesale and licenses growth strategy, E-commerce; Acquisition screening and cession, strategic due diligence, portfolio strategy; Marketing and media spend optimization, CRM and loyalty, new media (web, mobile...); Pricing, international price matrix optimization, discount and promotion management...; Retail efficiency improvement program, assortment in stores, merchandising, salespeople training and management, compensation and incentives, cost reduction at stores; Processes redesign: new product development process, selling process, management of interfaces with external partners/agents/licenses...; Organization, roles and responsibilities, center vs region, product divisions vs regions, matrix effectiveness...; Headcount and cost reduction, delayering, cost benchmarking...; Procurement/ sourcing optimization, COGS optimization...; Supply chain optimization, assortment
decision process, SKU optimization...; Specific projects led in Europe (France, Italy, Spain, UK...), US, Japan, China, Korea, Brazil, India. Jean-Marc has also a strong experience in Consumer Goods and Travel & tourism (airlines, hotels, travel agents, GDSs...).

Panelist

Nikki Field
Sotheby's International Realty
Senior Vice President, Associate Broker

The 2012 America’s Top 250 Real Estate Professionals, an annual ranking sponsored by The Wall Street Journal, ranked Nikki in the top 70 agents in America and in the top 10 in New York City for sales volume. “Nikki is very deserving of this recognition. She is a wonderful example of everything Sotheby’s International Realty strives to stand for and an outstanding role model for every agent in the industry,” said Ellie Johnson, manager of Sotheby’s International Realty’s East Side Manhattan brokerage.

Ms. Field has created one of the most effective teams in the ultra-competitive, luxury segment of the Manhattan residential real estate market. The Field Team Advantage consists of nine experienced professionals, each possessing general market strength as well as a mastery of a specific area. Nikki and her team specialize in Manhattan’s luxury co-op, condo and townhouse market, where she set an industry-wide one year record, selling five premier townhouses at record-shattering prices. The Field Team provides both buyers and sellers with multi-tiered services and clients benefit from the knowledge and experience of the entire team. Ms. Field is frequently called upon as an industry guest speaker. She is an instructor and graduate of the Real Estate Board of New York’s NYRS (New York Residential Specialist), the advanced Graduate Designation Course.

Recently, Nikki has been traveling extensively to emerging markets in China, India and South America to continue building on Sotheby’s International Realty’s growing global business.

She assists international investors in securing prime, luxury-brand, Manhattan residential real estate. In the First Quarter of 2012 Nikki secured deals of more than $100 million for her International clients.

Nikki has been prominently featured in the acclaimed BBC television documentary Super Homes as well as featured on CBS’s Living Large, NBC’s Open House, NYC; New York Residential TV; CNN; MSNBC; Forbes.com; The New York Times; The Wall Street Journal; The New York Post; The New York Observer; Arts of Asia; Alpha; Quest; The Real Deal; New York Magazine; Mann Residential. Avenue and Gotham Magazines have both recognized her as a Leader in New York Real Estate, acknowledging her outstanding sales achievements and leadership.

Previous to her career in real estate, Nikki was a sales and marketing professional as well as a founding partner of Marcon Marketing Services, Inc., a nationally recognized marketing agency.

Panelist

Noah Kupferman
Vice President and Co-Head of the Chinese Works of Art Department at Christie’s in New York

Noah Kupferman is Vice President and Co-Head of the Chinese Works of Art Department at Christie’s in New York.

Noah is also a lecturer on the art market at Christie’s Education and previously was on faculty at New York University’s Art Appraisal and Business Certificate Program as well as at The Sotheby’s Institute Art Business Master’s Degree Program. He teaches about the intersection of fine art and finance.

Noah began his career at Sotheby’s in New York as a specialist in the Chinese Paintings and Calligraphy Department. In addition to working in the art world, he spent many years working in banking and private wealth management with organizations including The Bank of New York, Standard Chartered Bank,

He is a graduate of Oberlin College with a degree in Chinese Language and Literature. He also holds an MBA from New York University, a Master’s Degree in International Affairs from Columbia University and a Certificate in International Affairs from The Johns Hopkins University School of Advanced International Studies. Noah holds the FINRA Series 7 and 66 licenses as well as the Certified Financial Planner designation. He is also a founding member of the Art Investment Council.

Noah lives in Montclair, NJ along with his wife and three children.

Suki Sun is the co-founder and Editor-In-Chief of Bomoda.

She had 12 years of fashion and lifestyle media experience in China before she co-founded Bomoda. Upon graduating from Fudan University School of Journalism, she worked at ELLE China as features Editor. Three years later she became the Editor-in-Chief of Seventeen China magazine. In 2006, she was named Executive Editor-in-Chief of TimeOut Shanghai and Beijing magazines. From 2010-2012 she served as Editor-in-Chief of Shanghai.TimeOutcn.com <http://Shanghai.TimeOutcn.com> where she was responsible for the vision, strategy, development and operation of the TimeOut Shanghai Chinese Online platform.

Jing Li is the CEO and founder of JingLi US (http://www.JingLiUS.com), an international media company based in New York and the producer of a popular video series aired on Sina targeting the Chinese market. JingLi US is the only official video show about American lifestyle partnered with Sina, a Nasdaq company and the most popular Chinese info-entertainment website in the world. Hosted and produced by Jing Li, the show helps individuals and companies succeed by sharing success stories, fashion, luxury lifestyle and product guide by Jing Li and her guests. Since its launch in 2012, the show has garnered over 2 million views, reposted by dozens of top Chinese fashion and business video and social media sites. It features top brands and celebrities such as Oscar winner Susan Sarandon, Douglas Elliman SVP Polly Chang and Ivy League schools.

JingLi US has also built strong partnership with China’s top websites and influential figures such as Baihe.com. Its content was reposted/greeted by many of the most influential figures in China such as Xu Xiaoping and Xue Manzi to over 10 million followers. As a TV journalist, entrepreneur, fashion industry leader, and social media specialist, Jing Li is considered the first native Chinese speaker to break into NBC and CBS in New York. She has over 10 years of journalism experience with a Wharton Business Journalism Award. Its team members have extensive network in business and media with shows aired on NBC New York, CBS News, Beijing TV, Sina, PPTV, Xinhua News Agency, Phoenix TV, Shanghai ICS and Sinovision.
Jennifer Jackson is currently the Marketing Manager at Alexander Wang handling all retail and digital initiatives internationally. Previously she worked at Calvin Klein on the ck Calvin Klein line managing the marketing and licensing business internationally. In addition, she has worked on PR and Marketing programs for NET-A-PORTER, Saks Fifth Avenue, Coach and The Elton John AIDS Foundation.

She holds an undergraduate degree from New York University and will graduate from the Executive MBA program at Columbia Business School in May 2013.

PANEL 3A
Capital Market & Investment: Finding Value in China

04:30 PM - 06:00 PM
Room 326, Uris Hall

As the world’s biggest emerging economy, China has rapidly increased its impact on global capital markets. Today, investors globally cannot make investment decisions without taking a perspective on China. Meanwhile, the nascent capital market in China provides investors opportunities along with challenges, including the issues of corporate governance and valuation. The Capital Markets & Investment panel, featured with renowned portfolio managers from hedge funds and mutual funds, will enlighten us with their insights and experiences on how investors approach their investments in Chinese listed companies.

KEY TOPICS

■ Is the “China growth” story approaching its end?
■ Is investing in China different from investing in developed markets?
■ How does bottoms-up fundamental research work in investing in Chinese listed companies?
■ Is China a good place for value investors?
■ What needs to be done to improve the standard of corporate governance in China?
Cecilia Yang is a research associate at Credit Agricole Securities/CLSA, covering the global technology sector. She graduated Columbia Business School in 2012 as part of the Value Investing program taught by Mark Cooper and Todd Combs. She has interned as an equity analyst at Brandes Investment Partners, conducting value-focused research on both U.S. and international equities. Prior to business school, she worked as a corporate finance consultant at FTI Consulting, advising distressed companies on restructuring and chapter 11 bankruptcy. Cecilia grew up in China and received a Bachelors of Science degree in finance from Pepperdine University (Magna Cum Laude). She is a CFA level III candidate and holds a WSET intermediate certificate in Wine Tasting.

Eric Almeraz is a co-founder of Apis Capital Advisors, LLC. Named one of Barron’s Top 75 Hedge Funds in 2008, Apis is an equity hedge fund focused on fundamental analysis of companies in global industries. Mr. Almeraz is also currently an Adjunct Professor at Columbia Business School where he teaches Applied Value Investing. Prior to Apis, Mr. Almeraz was an analyst at J&W Seligman and a Research Associate at The Capital Group. Mr. Almeraz received his MBA from Columbia Business School and his BS from New York University. He resides in Manhattan with his wife and their two boys.

Mr. Fanger co-founded Shoreline Capital Management, Ltd. in 2004 to invest in distressed assets and special situations in China. The firm currently manages over US$500 million, with principal balances on its distressed debt holdings totaling over US$2 billion. Mr. Fanger works with the team to formulate the company’s investment strategies and is involved in the sourcing, analysis, negotiations, restructurings and liquidations related to acquiring and disposing distressed assets in China. He has worked directly with Chinese sellers, borrowers, judges and high level government officials. Prior to founding Shoreline, Mr. Fanger was involved as a founding member in the start-up and exits of several firms, with the majority of his career being China-focused. He has done work on Chinese nonperforming loans investments and private equity deals with the field’s leading team of attorneys. Mr. Fanger has been fluent in spoken and written Chinese for fifteen years and has spent three years living in Greater China. He also holds a JD and MBA from University of Chicago and is a licensed attorney in the State of California.

Issac Schwartz is a portfolio manager for Robotti & Company Advisors LLC, an investment adviser that seeks to invest in companies trading at a significant discount to intrinsic value. In 2005, Isaac launched the firm’s initiative, now known as Robotti Global Fund, to apply fundamental investing in overseas markets. Isaac’s research has led him to work for ex-
tended periods of time in Singapore, Istanbul, and Beijing. He has lived in Hong Kong since 2008. Prior to joining Robotti & Company Advisors LLC, Isaac worked for Schiff’s Insurance Observer, an investigative journal focused on the property-casualty insurance industry. Isaac is a graduate of the Wharton School.

**Panelist**

**Issac Schwartz**
Portfolio Manager, Robotti & Company Advisors LLC

Isaac Schwartz is a portfolio manager for Robotti & Company Advisors LLC, an investment adviser that seeks to invest in companies trading at a significant discount to intrinsic value. In 2005, Isaac launched the firm’s initiative, now known as Robotti Global Fund, to apply fundamental investing in overseas markets. Isaac’s research has led him to work for extended periods of time in Singapore, Istanbul, and Beijing. He has lived in Hong Kong since 2008. Prior to joining Robotti & Company Advisors LLC, Isaac worked for Schiff’s Insurance Observer, an investigative journal focused on the property-casualty insurance industry. Isaac is a graduate of the Wharton School.

Mr. Cooper is a portfolio manager and equity analyst in the New York office. Prior to joining PIMCO in 2010, he was partner & portfolio manager at Omega Advisors, a multi-billion dollar long short equity hedge fund. He previously worked as a global industrials analyst at Pequot Capital and as a fixed income, foreign exchange and precious metals portfolio manager at J.P. Morgan. Mr. Cooper is also Adjunct Professor in Finance and Economics at Columbia Business School, where he teaches a course on applied value investing. He has 20 years of investment experience and holds an MBA from Columbia Business School and a bachelor’s degree in management science from the Massachusetts Institute of Technology. He is a former United States Army officer.

**Panelist**

**Mark A. Cooper, CFA**
Portfolio Manager of PIMCO

Scott Booth is the founder and senior managing member at Eastern Advisors Capital Group, LLC (“Eastern Advisors”). The Eastern Advisors Group manages an Asian-focused long/short equity hedge fund founded in 2003 with seed capital from Julian Robertson, as well as a private growth-equity fund focused on software and internet services. In addition, Eastern has helped launch Aleph One, a global long/short equity hedge fund, as well as YCP, a private equity fund focused on emerging market infrastructure investments. Prior to founding Eastern Advisors, Mr. Booth was the Asia portfolio manager at Kingdon Capital Management (“Kingdon”), a New York City-based hedge fund, from 1995 to 2002.

In 1994, Mr. Booth received a Master in International Affairs from Columbia University’s School of International Affairs, where he specialized in International Economics and Finance. He received a B.A. in History from Holy Cross College in 1991 and was awarded a Watson Fellowship to conduct an independent study of his choice for one year in Europe. He has been investing both public and privately in China since the mid-1990’s and was one of the first investors in Alibaba Group, China’s largest internet company.
Social media has experienced exponential growth in China in the recent years in terms of both number of users and the extent of usage. More and more corporations and individuals are ready to leverage social media to voice their opinions. However, the world’s largest social-media market is vastly different from its counterpart in the West. Understanding this space is vitally important for anyone trying to engage Chinese consumer and assess the world’s second-biggest economy.

KEY TOPICS

- Latest development of social media landscape in China
- Social media shifting to mobile and its business potential
- Managing social media as communication tools for corporate and product marketing, PR, etc.
- How has social media landscape been shaped by the unique characteristics of Chinese society?


From 2000-2004, Landreth reported for Reuters in Singapore and New York. Prior to becoming a journalist, he worked as an editor of nonfiction books at Henry Holt & Company in New York. He is proficient in Mandarin and holds a B.A. from the University of California, Berkeley and an M.S. from Columbia University.

Weifeng(Vincent) Ni is a foreign correspondent for Caixin Media. He was previously Caixin’s London-based Europe Correspondent, a role which involved travelling to cover major news stories across Europe and North Africa. In particular, he spearheaded Caixin’s coverage from Egypt on the events during the Arab Spring and extensively reported on the ongoing debt crises in Europe from London, Berlin and France. In November 2011 in London he and a colleague finished runner-up in the Foreign Press Association’s annual awards in the category ‘Financial/Economic Story of the Year’.

Before starting at Caixin he worked as a field producer for international broadcasters in China. He also obtained a Masters degree from the University of Oxford, where he was the recipient of the Hoare Family/China-Oxford Scholarship in the field of Social Science. From June 2011 to June 2012, he was elected an Associate Member of the Senior Common Room and High Table at Christ Church, Oxford.

Victoria Wu, Director, Operations and BD of WeChat U.S., a mobile text and voice mes-
Ethan Wilkes
Director of Communications, ReBoot

Ethan is ReBoot’s chief storyteller, guiding the firm’s communications strategy, media relations, and outreach. He is responsible for bringing ReBoot’s “people first” vision of good governance to a global audience.

Ethan comes to ReBoot by way of a diverse international background spanning four continents and over 50 countries. Originally from upstate New York, Ethan helped launch the JDC Centre for Community Development at Oxford University, and later advised the Chinese Ministry of Foreign Affairs on public diplomacy strategy during the 2008 Summer Olympic Games.


Ethan is a graduate of the American University of Paris and holds a Master of International Affairs from Columbia University’s School of International and Public Affairs. He speaks Mandarin Chinese, French, and even a little Russian on a good day.

David Wertime
Founder of TeaLeafNation

David Wertime is the co-founder of Tea Leaf Nation, an e-magazine that focuses on China and Chinese sentiment. He is an Atlantic correspondent, Associate Fellow at the Truman National Security Project, and a ChinaFile fellow at the Asia Society. David has appeared as a China analyst on BBC World Service, Voice of America, Al Jazeera English, Huff Post Live, Public Radio International, and other television and radio outlets. Prior to founding Tea Leaf Nation, David was a Peace Corps Volunteer in China from 2001 to 2003. He practiced as a corporate lawyer at Cravath, Swaine & Moore in New York and Milbank, Tweed, Hadley & McCloy in Hong Kong. He holds a bachelor’s degree in English from Yale and a law degree from Harvard.

Gemma Craven
Head of Social@Ogilvy
New York

As New York Group Director, Gemma leads the Social@Ogilvy team in New York City, focused on developing and executing on scalable social media and word-of-mouth strategies for global blue chip clients from IBM and IKEA to British Airways, Caterpillar Inc and Nestle. Her role includes senior client relationships, digital crisis management, organizational development, training and social strategy.
Gemma also runs the New York cross-discipline group of Social@Ogilvy New York. This team comes from across the business units within Ogilvy and is focused on integrated social solutions that combine the deep disciplines that Ogilvy is known for – CRM, public relations, shopper marketing, advertising – and are rooted in what drives behavior. Her role focuses on sharing best practices, developing new business and training for New York staff.

Her experience in advising and leading clients on the development of community, conversation and reaching key influencers comes from 14 years working with some of the world’s best known brands, from the BBC and IBM to Microsoft, Unilever, The Gap and more.

She is a graduate of University of Sussex (UK) and Université d’Aix Marseille (France) where she studied both French and European Studies and French for Business.

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### PANEL 3C
**Enterprise and Entrepreneurship: “The Engine of Growth and Innovation”**

04:30 PM - 06:00 PM  
Room 330, Uris Hall

The opportunities to “plunge into the sea”, a Chinese term to figuratively describe “entrepreneurship”, were fascinating to Chinese entrepreneurs who were eager to change their lives through hard work, wisdom, and risk-taking. The successful stories of grass-roots entrepreneurs were hailed and emulated by people. In the recent years, however, the entrepreneurial environment in China became less friendly as competitions intensified and product offerings became less differentiated. How can entrepreneurship in China leverage its unique strengths to drive innovation and create long-term value? How and when will China boast its own “Steve Jobs”?

At the same time, Chinese enterprises are pursuing economic growth overseas. Facing uncertain market conditions, the outward looking Chinese enterprises have a need to instill an entrepreneurial spirit into their foreign expansion. How can they move nimble to fully meet the demands of the local markets? What should they do to in areas such as strategy, leadership, branding, innovation, corporate culture and risk management to increase its international competitiveness?

### KEY TOPICS
- How can entrepreneurs leverage the best of both US and China to create unique competitive advantages that drive innovation and capture fast growing Chinese market?
- What are the key opportunities for Chinese entrepreneurs in the next decade? Which sectors will nourish world-class Chinese companies in the next decade? What are
the key challenges faced by entrepreneurs in the next decade?

■ What should the Chinese enterprises do in areas such as strategy, leadership, branding, innovation, culture and risk management to increase its international competitiveness?

**Moderator**

Amit Khandelwal  
Professor of Columbia Business School

Amit Khandelwal is Gary Winnick and Martin Granoff Associate Professor of Business at Columbia Business School. His research examines how firms in developing countries respond to trade liberalization and increased globalization. He teaches the China Immersion Program and International Business electives at Columbia Business School. Amit earned a Ph.D. in Economics from Yale University.

**Panelist**

Lucy Chan  
VP, Growth Markets Business Development & Global Services, IBM Financial Services Sector

Lucy is responsible for the strategic partnership with New York City based global bank in developing new business in Growth Markets as well as all types of IBM Services across the globe. She owns account management and client relationships at the executive level. Specifically, she is leading strategy, solutions, transformation and innovation to grow IBM’s relevance with the bank. She provides business directions to achieve revenue, profitability, growth objectives, and client satisfaction.

Lucy started her career with IBM 33 years ago. She held assignments in product design and development, business development, product strategy, marketing and sales support, complex systems integration, and professional services. Through IBM she has worked with global companies in Asia, Europe and Americas. She received numerous Innovation, Quality and Industry awards. In 2005, the first-of-a-kind project with Warner Bros., led by Lucy, has earned IBM its first Emmy Award from the National Television Academy. In 2006, she was named one of the 50 Outstanding Asian Americans in Business by the Asian American Development Center. In that year, IBM also presented her a Global Technology Leadership Award for the transformation of Morgan Stanley to On-Demand Computing.

Lucy is recognized as a Diversity Champion. She is a frequent speaker and panelist on work/life integration and inclusion topics. Lucy is on the Board of Advisors of Asian Pacific Islander American Scholarship Fund (APIASF), a contributing member to Women in Technology Institute (WITI), a Founding Sister of Asian Women Leadership Network (AWLN), and on the Board of Directors of The Possibility Project, a non-profit organization which empowers teenagers to create safe, peaceful, and productive lives and communities.

Lucy received her Bachelor of Science from University of Waterloo, Ontario, Canada. She is married, both her husband and son are also IT professionals.

**Panelist**

David Liu  
Cofounder, Chairman and CEO of XO Group Inc.

David Liu is cofounder and CEO of XO Group Inc. (NYSE: XOXO; www.xogroupinc.com), formerly The Knot Inc., a global media and technology company devoted to weddings, pregnancy and everything in between.

In 1996, Liu and his business partners (including wife Carley Roney) predicted that Internet technology would enable the perfect solution to the frustrating, antiquated process of planning a wedding. Their vision: a bridal media brand that would reinvent the $70+ billion
wedding industry by appealing to modern couples and providing 24/7 access to stylish editorial content, modern wedding advice, thousands of local professionals and an online community. The Knot has become the nation’s #1 wedding resource and most trafficked online wedding destination with more than 100 million monthly page views and over 1.8 million registered members.

Under Liu’s leadership, XO Group Inc. has expanded its reach to serve its audience across multiple lifestages from brides to newlyweds to first-time parents, adding The Nest and The Bump to its brand network. The company has extended these brands across multiple media platforms spanning magazines, books, streaming television, mobile applications and social networking, as well as a massive merchandising arm that includes gift registry services and an Internet wedding favor and supplies store.

Since founding XO Group Inc. 15 years ago, Liu has led the company from an Internet start-up to a publicly traded multimillion-dollar media leader in the wedding and lifestyle category, raising more than $150 million in public and private financing along the way. Liu also led the acquisition and integration of the company’s closest competitor, WeddingChannel Inc., uniting two leaders in the online bridal industry.

In 2008, Liu was named Ernst & Young’s Entrepreneur of the Year in the Media category. In 2011 he received the Museum of Chinese in America (MOCA) Legacy Award. Currently, Liu serves on the boards of MOCA.

Panelist

Phil L Midland
President of Strategic Renaissance 21

President, Strategic Renaissance 21 (SR 21) and IHS International. With over 30 years of experience in international affairs, particularly in Asia, Mr. Midland brings a professional awareness of East Asia -- its history, culture, economic, and political structure, inter-governmental relationships, and the experience of negotiating sensitive and tough contracts in the region. Mr. Midland currently serves as a Senior Advisor to the China Energy Fund Committee (CEFC) Hong Kong.

Mr. Midland served 23 years in the U.S. Navy, retiring as Captain. During his naval career, he held significant positions as Executive Assistant to the NATO Supreme Allied Commander Atlantic/Commander-in-Chief U.S. Atlantic Command, Chief of Staff for Intelligence of the U.S. Seventh Fleet, and as U.S. Naval Attaché to the People’s Republic of China. Mr. Midland led a variety of key international negotiations, which included framing the new defense relationship with the People’s Republic of China and the associated technology transfer during the Reagan Administration; successful negotiations to upgrade command and control networks between the U.S., Japan, Australia, Singapore, Malaysia, and Korea; re-establishing military links with India and South Africa; and as key staff to national level command during Operation Restore Democracy in Haiti.

Prior to co-founding IHS International, Mr. Midland was Vice President, Development for Smith Cogeneration, an independent power producer based in Oklahoma City. While there he led the development of power plant projects in India, Bangladesh, Pakistan, and China.

Mr. Midland was previously Manager, International Defense Programs at Sperry-Marine, Inc. While at Sperry-Marine, he was responsible for expanding the Sperry Marine market to developing maritime nations - China, Vietnam, Indonesia, India and Ukraine, and for the rejuvenating Sperry Marine’s market amongst the most developed countries -- Japan, Germany and France.

Mr. Midland received a Bachelor of Science degree in Political Science from the University of Wisconsin (Madison); a Master of Arts in International Affairs from the Johns Hopkins University (SAIS); and held a Federal Executive Fellowship in International Affairs at Harvard University, during which he conducted direct research on U.S.-China-Japan defense under Professor Samuel Huntington.
Panelist

Anna Fang
General Manager, Zhen Fund

Before joining ZhenFund, Anna worked at GE China implementing Business Development initiatives for the China region. Anna started her career in Investment Banking with JPMorgan, and subsequently worked on several non-profit initiatives in the education and cultural sectors, including starting Fuxi School in Gansu Province. Anna attended Columbia University where she received a B.A. in Economics. She received her MBA from Stanford’s Graduate School of Business in 2010.

Panelist

Yong (Alex) Hao
Partner of Jun He Law Offices

Alex has significant experience in M&A, finance, private equity and capital market matters, and is also knowledgeable in various related areas, including antitrust, bankruptcy, dispute resolution, international trade and national security. Alex is familiar with a wide array of sectors, including banking, energy, manufacturing, real estate, telecom and transportation. Alex maintains excellent working relations in U.S. and China with companies, financial institutions, private equity funds, professional service providers, regulatory authorities, diplomatic representations, non-governmental organizations, media and academia.

Alex’s recent projects in the U.S. include the construction and financing of a US$2.8 billion liquefied natural gas plant, the financing of a US$2.7 billion merger of aircraft lessors and subsequent securitization, and a US$500 million acquisition of energy assets from bankruptcy; his recent projects in Asia, Africa and Latin America include the construction and financing of a US$6.3 billion liquefied natural gas plant, the financing of a US$250 million telecom network, and a US$190 million acquisition of seller loan portfolio.

Prior to joining Jun He, Alex practiced law in New York for eight years at two leading U.S. firms – White & Case and then Vinson & Elkins – and played a leadership role in many international transactions that won “Deal of the Year” awards. Alex also performed legal work in Beijing, Hong Kong and Singapore.

Alex obtained his J.D. from Northwestern University School of Law in Chicago, where he received merit-based scholarship each year and was on the Dean’s List; he also studied finance and accounting from Northwestern’s Kellogg School of Management. Alex obtained his LL.B., summa cum laude, from Peking University.

Panelist

Brian Buchwald
co-founder and CEO of Bomoda

Brian Buchwald is the co-founder and CEO of Bomoda. Bomoda is a membership-based, digital community that empowers Chinese women to live the global Shishang life. Headquartered in New York, Bomoda publishes directly from the world’s leading fashion capitals, curating the latest in aspirational Fashion, Beauty, Jewelry, Travel and Lifestyle.

He is the former Executive Vice President of Local Integrated Media at NBC Universal. There, he built and ran the company’s growth efforts in cities across the country, via online, mobile, and digital out of home platforms. Prior to that role, he served as the NBC leader of Hulu until its launch and as a primary architect of the JV that created it. He formerly led business development for the DoubleClick Technology Solutions division and Pointroll.

Brian began his career as an investment banker at Morgan Stanley. He has a BA from Dartmouth College.
Huawei is a leading global ICT solutions provider. Through our dedication to customer-centric innovation and strong partnerships, we have established end-to-end capabilities and strengths across the carrier networks, enterprise, consumer, and cloud computing fields. We are committed to creating maximum value for telecom carriers, enterprises and consumers by providing competitive ICT solutions and services. Our products and solutions have been deployed in over 140 countries, serving more than one third of the world’s population.

Huawei Enterprise is one of Huawei’s three Business Groups (BGs). By leveraging Huawei’s strong R&D capabilities and comprehensive technical expertise, we openly cooperate with partners in the enterprise business domain. We understand customer needs and are committed to providing wide-ranging and efficient ICT solutions and services to enterprise customers of all sizes. Our customers are leaders in many vertical markets, such as government and public sector organizations, finance, transportation, electric power, energy, commercial businesses, and ISPs. Huawei’s leading solutions and services cover IP network infrastructure, unified communications and collaboration (UC&C), and innovations in cloud computing & data center management.

Moving forward, Huawei Enterprise will work with its global enterprise customers and partners to jointly embrace the challenges brought about by ICT transformations, build a favorable industry ecosystem, and promote the development of the ICT industry and society at large.


Founded in 2003, Hony Capital is a pioneer in China’s home grown private equity industry. Sponsored by Legend Holdings, a leading Chinese conglomerate, Hony has blazed the trail in formulating private equity investment strategies suitable for Chinese conditions by combining a deep understanding of local environment and people with global resources and international best practices. Today, with over USD 6.8 billion in assets under management across 7 funds and investments in over 60 companies, Hony is a leading China-focused private equity firm.

Adhering to the “value creation” investment philosophy, Hony partners with managers and entrepreneurs to build their businesses into sustainable leaders in respective industries. Hony focuses on sectors where it has developed expertise: pharmaceuticals and healthcare, consumer & retail, media & entertainment, financial services, construction materials, machinery, and alternative energy & resources.

Over the course of past investment practice,
Hony has identified opportunities and developed successful investment models in following areas: 1) Buyout and privatization of Chinese SOE’s, 2) Growth capital investments in private companies, 3) Cross border investments with China focus.

http://www.honycapital.com/

Holiland LLC was founded in 1992 and is now China’s largest bakery chain, with more than 1000 stores and 9000 employees nationwide. The company pioneered automated production processes, tailoring western-style cakes to local tastes and reviving Chinese traditional pastries to be more healthy and trendy. The company also branched out to philanthropy in 2006 and created an environment foundation aimed to educate the youth of environmental matters.

http://www.holiland.com.cn/

China Young Development Program (CYDP) is committed to fostering the growth of young talents in a global learning community. With transformational value education, CYDP has trained hundreds of excellent college and EMBA students from top universities in Mainland, China, Hong Kong, Taiwan, Macao, and other areas. Their common denominators are a record of achievements and demonstrated leadership. We work with colleagues from Harvard University, Columbia University, Tsinghua University, Shanghai Jiao Tong University, Chinese University of Hong Kong, University of Cambridge, and other world-class institutes. Our educational partner in USA is American International Education & Exchange Association (AiEEA). We are grateful to receive support from leading international companies such as JPMorgan Chase, Citigroup, and IBM. CYDP welcomes inquiries from corporations and educational institutes looking to create innovative educational programs together.

http://sds.cityu.edu.hk/gip/ccydp.htm

Strategic Renaissance 21 (SR21) is a non-profit research and assessment group assembled to advise and facilitate the development of a comprehensive, long term national strategy that is based on America’s core values and embraced by the American people, their government and commerce.

Based on the fundamentals of research, thesis, debate, reason and charting a course for stability, SR 21 will engage multiple networks in the U.S. and around the world to encourage peace in the framework of respect for cultures, interactive economy and security, and responsibility based on a respect for the rules of discourse. Center to the SR 21 engagement will be the U.S. interaction with Pacific Asia.

http://sr21.org/

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business centers in 39 countries. We are 3,000 people strong worldwide, with 2,200 consultants who have broad industry experience and come from leading business schools. In Greater China, we have three offices (Shanghai, Beijing and Hong Kong) and 100 plus consultants.

A.T. Kearney China: http://www.atkearney.cn/

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The Jerome A. Chazen Institute of International Business serves as the focal point for Columbia Business School’s major international programs and initiatives and supports, sponsors and promotes thought leadership and frontier research on topics related to the global economy and business. The Chazen Institute plays a leading role in shaping international business policy and education through research, symposia and conferences, experiential learning programs, curricular innovation and the creation of intellectual content and its translation to wider international business communities.

http://www8.gsb.columbia.edu/chazen/home

Columbia Business School Asian Alumni Club

Columbia Business School Asian Alumni Club’s mission is to strengthen the role of Columbia Business School and its alumni in business development relating to Asia Pacific.


Strategic Partners at Columbia University

Columbia University Chinese Students and Scholars Association (CUCSSA) was established in 1996 as an officially recognized student group. Now it is one of the biggest and most prominent overseas Chinese organizations on the east coast of the United States. Besides Columbia students, CUCSSA also has members of Columbia Chinese alumni and overseas Chinese who have joined the organization.

The Greater China Initiatives (GCI) of School of International and Public Affairs at Columbia University has been aiming to promote interaction and discussion among students interested in the economy, politics, culture and media of the Greater China region. GCI seeks to facilitate the exchange of ideas between the American and Chinese youth in both academic and professional arenas. Moreover, GCI seeks to improve the US academic and business world’s understanding of China’s changing social, economic and business world, particularly in multilateral relations and political.

Asia-Pacific Development Society (CUASIA) is a student organization affiliated with Columbia University. We devote ourselves to creat-
ing and building innovative international programs that facilitate the communication and exchange between the citizens in the United States and those in the Asia-Pacific region.

Future China Initiative (FCI) is originated from Teachers College Chinese Student Club (1913). Future China Initiative is a student organization serving Chinese students and scholars. Its mission is to focus on the development of, and to set a stage for, members to make contributions to the community and the society. It promotes the cooperation of people from different fields, and creates projects to use knowledge for the public good, especially in the educational exchange between U.S. and China.

Media Partners

Caixin China Economics & Finance

Caixin Media Company Limited is a media group dedicated to providing financial and business news and information through periodicals, online content, mobile apps, conferences, books, and TV/video programs. Caixin Media aims to blaze a trail that helps traditional media prosper in the new media age through integrated multimedia platforms.

21st Century Media Corporation is one of the largest media conglomerates in China. It operates four online media platforms, China Business Radio, and six national business publications including 21st Century Business Herald and Forbes China. With more than 480 editorial staff members and 20 awards for Excellence in Journalism, it is considered as an institutional journalism excellence hybrid in China. Headquartered in Guangzhou, 21st Century Media has regional offices in Beijing and Shanghai, with news bureaus in most major cities in China, and 10 overseas reporter stations. Over the past ten years, 21st Century Media has built 12 printing facilities across China, and extended its distribution network nationwide.

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