

China Intelligence Group MASTERCLASS

For those who are doing and would like to start doing business with China, here you have a good chance to improve or to orientate:

[join the masterclass at Nyenrode Business University on May 26th!](#)

You will hear directly professional analysis of China market, gain insight stories of the successful CEOs in China, expand your network...

As **China Plaza** members, **YOU will get 45% discount**, which means, you only pay 108 euro to join the masterclass on May 26th, to become one day Nyenrode student! And the most important is: to get what you think you need!



When: woensdag 26 mei 2010 18:30-21:30

Where: Nyenrode Business University, Wapenzaal (Castle), Straatweg 25, Breukelen.

Capgemini Consulting China Desk and Nyenrode, Europe-China Institute have joined forces and proudly launch the **CN China Intelligence Group**.

Our aim is to “clash” the Theoretical strengths of Nyenrode in research, with the practical advices of Capgemini on business solution implementation.

This does not come with empty hands...

Our first joint production is the prime edition of a yearly China Focus Report:

“Focus & Persevere”.

This is a result of interviews with 25 CEOs and decision makers of largest Dutch multinationals in China on their Success factors and Obstacles of doing business in China.

This report is full of quotes, advices and best practice solutions on the main obstacles that these 25 business leaders encountered when operating in China.

Based on the report, we designed 4 Master classes, each targeting one domain of Obstacles:

- May 26 – topic: “How to capture the Chinese mass market?”
- June 23 – topic: “How to govern your business in China?”
- September 8 – topic: “How to deal with the Chinese governments?”
- October 13 – topic: “What’s the best HR strategy in China?”

During the classes, we will discuss all the obstacles in depth. We invited some experts from China and even some experienced interviewees to share their best practices with us. Our goal is to have you to challenge these Chinese experts and in the end gain more insights in the strategic and practical implementation of your China strategy.

Our first guest speaker is Prof. Dr. Willem Burgers, professor of Marketing & Strategy at China Europe International Business School, Shanghai. He is author of the bestselling "The Marketing You Never Knew" and of "Marketing Revealed" (Chinese version 2009). He did strategic marketing consulting work for large Chinese companies, such as TCL, Digital China, Shenzhen Novophalt, and Guang Ming.

Target group: Senior Executives and decision makers.

Entrance fee: 195 Euro per Master class.

Time: 18:30 - 21:30 hrs.

Location: Nyenrode Business University, Wapenzaal (Castle), Straatweg 25, Breukelen.

For the celebration of this launch of the CN China Intelligence Group, you will receive this China Focus Report upon presence and availability.

Register by sending an email to chinadesk.bnl@capgemini.com or info@chinaplaza.nl

After subscription, you'll receive the program details per email.

See you there,

Prof. Dr. Haico Ebbers

Chairman Nyenrode Europe China Institute

Drs. Lilly Cheung

Chair Capgemini Consulting China Desk