

Testimonial of ChinaStart Program



NGO Stéphane, CEO of Skillbase, France :

With its High growth, Chinese companies are very coveted by Software editor to try and extend their applications.

For Skillbase, as leader of Social Knowledge Management system, China can bring multiples things:

- 1). Design a new version of Skillbase for Chinese companies.*
- 2). Extend Skillbase app to all Chinese companies.*

3). Find support to accelerate the growth of Skillbase.

China start program was a real revelation for Skillbase and myself on multiple aspect.

First at all, I discover how Chinese works and it's very impressive, the way to create relationship and try to help other on their needs. In 5 days, 3 cities, I pitch my product over hundreds of key people, meet them and create relationship. Today, 2 weeks After the end of the program, I'm in relationship with investor and institution who will help me to grow up in China.

Secondly, the director of China start program, Bo Ji, A genius who believe in you and push you to get the Best of you. Second day, first pitch, I was stressed and can't give a right pitch for the investor pool. Bo Ji advise me and give me more strength.

Third day, second pitch, no stress, I pitch better with less stress. Bo Ji coach me and work on my attitude.

Last day, Last pitch, After the end of the pitch, lot of people come to me to mark the interest about Skillbase, I was succeeded.

The program is design to put together start-up and companies with potentials partners and investors to create quickly first connexion. 3 minutes' rules, each start-up have 3 minutes to pitch their product, having to be concise as possible. It's the

key success.

If I have to say one Last thing at the end? Don't hesitate!



Carlos Tavares, CEO of VEEDEEO, Portugal :

Short Introduction

VEEDEEO is an enterprise cloud video conferencing platform that offers video collaboration tools to companies of all sizes and industries. VEEDEEO provides virtual meeting rooms for high-quality, hybrid video meetings, live video broadcast, video recording and playback and external connectivity for

SIP/ H323 video conferencing systems.

On top of this advanced video conferencing platform, VEEDEEO has created a marketplace for services in real-time - called VEEDEEO.GURU.

VEEDEEO.GURU is a integrated eCommerce platform specifically designed to list, sell and provide services through video call and aims to become the largest services marketplace in the world.

Why has VEEDEEO Applied to the China Start Program?

As part of the expansion plan designed for VEEDEEO, China plays an important role for the development of the company due to the potencial size of the market, it's consistent growth rates and the incredible adoption of digital platforms by the Chinese population.

The China market has always been an important goal for our company and our products, but at the same time represented a great challenge due to our unfamiliarity with the Chinese economy, business environment and culture.

How was the Experience in the China Start Program?

My experience in the 5th China Start Program **couldn't be better!**

The program is of extreme value to any company that is thinking to address the Chinese market or considering to open operations in China giving you a real perspective about the opportunities and challenges of China and - above all - gives you a hands-on approach to the Chinese culture and way of doing business.

For companies (startups or scale-ups) looking for investment, this program is an **absolute must**. I have personally participated in the world's most famous Startup Summits - from Web Summit to Slush - and the China Start program is by far more valuable than all these "tech shows" all together!

In the China Start program you have real contact with a big number of investors and have the opportunity to engage and network with them. During our China Start program, our company VEEDDEO has done 8 pitch sessions in 3 different cities and got the visibility and opportunity to showcase our products to top investors in China.

Not only the China Start program is of extreme value because of the excellent, world class lectures from top Professors from CKGSB, the exposure to investment companies and the company visits but also because of the access to the China culture.

The China Start organization is flawless and incredibly well scheduled and programed. The China Start team is extremely professional, helpful and hardworking and makes everything smooth and excellent.

A big big thank you to the whole China Start "super team" (Liping, Somin, Jaclyn and Nikita) and a special thank you to the program mentor, Mr.Bo Ji, for inviting VEEDDEO to join the program. I can't thank you all enough.

Personal Recommendation

When I've joined the China Start program, the expectations were really high because before applying I have done some investigation and read some testimonials from past China Start participants and their feedback was excellent. However, now that I have been in the China Start program I must say that all my expectations were not only met, but largely surpassed! The China Start program is of extreme value for any company looking to the Chinese and the Global markets and I can only be sorry for

not having the chance to join this program earlier. I highly recommend the China Start program and can give you my personal endorsement to this excellent initiative.



Peter Jackson, CEO of Sourcd, UK :

I was lucky enough to attend the 2018 CKGSB China Start program and had an amazing week full of opportunities, experiences and insights that I will never forget.

We are an early stage start up and we were very interested in exploring the China start up scene, and meeting potential investors and development partners. As part of our product will be for Chinese audiences we felt it was critical to learn more about how to create great technology for Chinese users. In order for us to do this our plan had been to visit on our own and organize meetings with a few accelerators, incubators and development companies. So we couldn't believe our luck when we came across the unique opportunity that China Start offers.

From when we first met Mr. Bo Ji to the final pitch event, Chain Start was a rollercoaster of an experience.

Mr. Bo kicked off the week with a couple of fascinating lectures about Chinese culture, which gave us some amazing insights into certain customs and the Chinese mindset. This was invaluable knowledge that helped in the following days as we met and spoke to hundreds of Chinese investors, business people and academics.

Mr. Bo also gave us an invaluable lesson in pitching and provided everyone with personalized advice to hone their presentations and message for the pitch events - and this was just on the first morning!

We started the week in Xi'an, and had two great pitch events to over 400 investors. It was immediately clear during the first event what influence Mr Bo and CKGSB have within the Start Up community, with a lot of influential investors in attendance.

We had 8 pitch events in total across a variety of settings in Xi'an, Shenzhen and Shanghai. This included visits to some of Chinese most prolific and successful companies such as Focus and Tencent, where we were able to talk directly to senior investment managers during private pitch events. We also visited and pitched at some of China's top accelerators and incubators.

During the pitch events we we're able to immediately connect with investors via WeChat, which meant we could set up real time meetings then and there. The opportunity to chat directly to people was immensely valuable and meant we could make some real connections. And if language was an issue CKGSB always had professional translators on hand to mediate conversations (every pitch event was also translated in real-time for the whole audience!).

We also we're lucky to have lectures from some of CKGSB's most respected faculty, including Mr. Beng Ting Sheng and Mr. Xiang Bing. These we're fascinating lectures that lead to some very interesting conversation and insights into the Chinese history, economy, and culture. Just a couple of hours with these academics has made a big influence into my perception of China and the opportunity it holds for any business.

The team behind the CKGSB program we're amazing - it's quite a feat to ferry 30 excited, but exhausted people around a whirlwind tour of China, let alone whilst organizing top quality investor pitch events, cultural outings, lectures, dinners and company visits. They worked tirelessly to ensure that we got the most out of the program, always helping us to engage with investors and answer any questions we had.

The teams support extended to setting up WeChat groups with each set of investors, taking pictures and video at each pitch, and writing extensive articles about each start up in Chinese. They also coached us about how to use WeChat in the best way to engage with investors.

So a special thanks to Liping, Jacelyn, Somin and Nikita for organizing what was a really unique, once in a lifetime opportunity.

All the travel and accommodation was expertly organized. We always had an air-conditioned bus waiting for us to ferry us to the next event, and all the

accommodation was at top rated hotels. Thank you to Serena for making this part of our experience so seamless and enjoyable.

My expectations of China Start was to meet a few investors and learn a bit about doing business in China. My experience far exceeded this - not only did I learn an incredible amount about what it takes to do business in China, but I have made hundreds of valuable connections with my counterparts, investors, alumni, faculty and the lovely CKGSB staff, I have learnt valuable lessons about how to be a better entrepreneur, and I have understood what opportunities China can provide for my business and also for the world in general.

I am forever grateful to Mr. Bo and his team for the hospitality I received and the opportunities that the China Start program gave me as an individual and my business.



Travis Ralph Donaldson, CEO of Perfect Score, UK :

My experience with China Start was life-changing. I enjoyed every second of it, from the cultural tours and shows, to the insightful lectures and big pitch events. I learnt a great deal about myself as well the Chinese way of life. I found that I have a natural talent for pitching, and Bo Ji helped tremendously to tailor and refine my pitch for Chinese audiences. The China

Start programme set up direct meetings with some of the highest profile investment companies in China, such as, Fosun, Tencent and Alibaba, making this a superb networking platform both for China but also between the European entrepreneur cohort.



Luke Di Stefano, CEO of Deceptive Apparel, Australia :

MADE (it) IN CHINA!

From October 27 – November 4 I had the honour of attending the ‘China Start’ program held by the Cheung Kong Graduate School of Business (CKGSB). As a young Entrepreneur, this was hands down the most rewarding experience of my life.

Travelling to China alongside 28 other Entrepreneurs from across the Globe, I had the unique experience of pitching my business ‘Deceptive Apparel’ to Chinese investors. ‘Deceptiv Apparel’ is a new Australian fashion label that specialises in streetwear for young adults. We are looking to penetrate the Chinese fashion industry, making the China Start program a unique opportunity for myself as an Entrepreneur.

The ‘China Start’ program ultimately enhanced my Entrepreneurial capabilities. Throughout the immersion program I learnt how to present a business pitch, how to network with businesses, and how to engage with investors. Significantly, I was given a substantial insight on Chinese culture, and how to succeed in China’s growing economy. As a 20-year-old, this was my first experience in such an environment. Before the immersion program I had never pitched it my life – the most public speaking I had experienced was speaking at school assemblies. Surrounded by a group of much older and experienced entrepreneurs, I was well out of my comfort zone. Despite my age difference, conversing amongst our group was arguably one of the most rewarding experiences for myself. I learnt things from the other participants that I would never have read in a university textbook. Funnily enough I had no idea that the term ‘Unicorn’ referred to a \$1 billion business start-up – in fact I went the first 3 days thinking it was being used in mistranslation... funny times!

For me as a young entrepreneur, this was the greatest possible learning experience. Company visits to organisations such as FOSUN GROUP, TENCENT, and 3NOD introduced me to some of the most powerful and influential business people in China. I spoke with, shared meals and even cried with China's best serial entrepreneurs. I have made business connections for life, whereby I now have over 200 connections on WeChat from just 6 days. Deceptiv Apparel received great interest in China, whereby I am confident that we will flourish in the growing industry. Before the trip I knew no one, however, one week later I have made friendships and business connections for life. Every person on this trip holds a special place in my heart. A special mention goes out to my new UK friends (including 'Grandpa Graham') and Rob Deeming from Sydney – I am forever grateful for your mentorship and guidance.

The 'China Start' program transformed me as person. Before the program I had never presented a business pitch in my life. Six days later, I have delivered 8 perfect business pitches, and truly established myself as an entrepreneur.

This is only the beginning of an amazing journey, and I have the 'China Start' program to thank for kick-starting my career.



Mateusz Chrobok, CEO of Digital Fingerprints, Poland :

Attending China Start is dangerous.

You might meet amazing people, get insightful feedback about your pitch from Bo Ji and succeed in business. Learn about markets, understand culture and philosophy of Chinese people. Make new friends and learn how to resonate with values of local investors. Sleep just few hours every day in pursuit of excellence. Learn how to adapt to dynamically changing environment. Get inspired and surrounded by hard working people.

It is dangerous because you might have even more energy and persistence in the way you move forward. I warned you.

I would like to thank all the amazing entrepreneurs I have met. I would love to share their story. The team that supported us was amazing and invincible to give up Liping Wan. I feel grateful to Bo Ji for invite and to Wojtek Chmielewski for sharing info about this program with me.



Ashwin Agrawal,
Founder & Producer
of Nat Global Creative
Services (NGCS),
India (Headquarters in
Beijing, China)



Natasha Shetye ,
Founder & BD
Director of Nat
Global Creative
Services (NGCS),

We are the founders of Nat Global Creative Services, and we've been in post-production industry for about 15 years. In China Start programme, we learned a lot more new things. So, the first pitch we had to rework on a pitch deck quite a bit, because we have lots of words in it. We did a lot of rework we worked with Bo and understand what is required and what is not required. Bo gave us fantastic lessons and let us know what the presentation should be. Bo gave us wonderful feedback that how your pitching should be, how your presentation should be. So it really helps run your business outward, because you get too much inside, and globalize your business. After the first presentation in Xi'an, we've even been contacted by six to seven people.



David Hampstead, CEO of Samarkand, Russia:

I am David Hampstead, the CEO of Samarkand. Samarkand Global provides the gateway connecting European retailers and brands with the enormous and rapidly growing Chinese eCommerce market. China Start was recommended to me by the China business council which is an organisation in the UK and helps bring Chinese and UK business together, giving us focus on China, especially focus on the Chinese market. It is a good programme. There are a couple of lectures which are very formative and very high coverage, intelligent. I really like the lecture from the Dean. That was very interesting. And the pitching event had good contents for us. Unfortunately, I missed an event during these days, because I had met some investors potentially interested. So it seems to be an effective programme.



Elena Matveeva, VP & International Development of Just AI, Russia:

I am Elena Matveeva, be in International Development at Just AI, a company focus on artificial intelligence, machine learning, and natural language understanding. I am here to get new experience to understand the Chinese market, Chinese culture, and to have a pitch. China is a totally different country and not similar to any other country. But on the other hand, there are many things are similar to Russia, I love people as well as the culture. It was very interesting for me to know more from the speech of Bo Ji about Chinese people culture, some more insights about how you think, how you behave and how you do business and connect with people. The pitching is worth experiencing, which is interesting and useful. And I hope it would also beneficial for the company.



Ilya Rodin, CEO of ANGARA, Russia:

I am Ilya Rodin from Russia. Now I am the CEO of company ANGARA. ANGARA offers innovative, fast and risk-free cleaning solution for businesses which require regular removal of hard non-reactive fouling and residues, specifically for the complex chemical processing equipment: many times faster than any existing solutions and does not require equipment disassembly. For the program, I guess my favorite part is visiting Fosun and Tencent, which experience is really amazing. I really respect the lecture of XIANG Bing Dean. He opened my mind and is an amazing gentleman. It is pretty helpful. Actually, for me, China, before this program was like a white box. After this program, on the one hand, I can understand that China is more complicated than before. On the other hand, it is clear to me where opportunities here are. I got wiser to understand and how to explore opportunities. And also I guess connections, for best, take away from this program. I really recommend this program.



Ivan Solovyev, Business Development Director of Viriom, China & America:

I am Ivan Solovyev, from Viriom business development. Viriom is a commercial and late-stage biotech company developing novel therapies and prophylactic medicines against HIV-1 and Hepatitis B Virus (HBV). I am live in Beijing for more than 2 years with my family. And I really enjoy the country, the things that there happening in China. I love Chinese people, and I have lots of Chinese friends. Why I join China Start program, first of all, is the network. Because in this project, you would meet superb, high-quality people contacts that making decisions in China. That is my main reason objective. And of course, if I am lucky, I will meet my investors or maybe the best partners. China Start is the first program that I apply to. Of course, it is an

education and a really good program to have new connects, and to meet new people new opportunities. For me, it was really interesting. It was lots of insights shared by professors and lectures. And I really felt that it brings daring to every participant. I am sure there will be more and more businessmen come in and join this program, and then come to China for business and of course for living. I really appreciate my presentation, my pitch that made me really confident when speaking with anybody anywhere. And it helps me a lot focus my pitch. And now I feel that the presentation is really shored and stick to the business. At the same time I see how to communicate with investors and partners. I gain it makes me really confident with the product we are doing and project we are running.



**Lorenzo Albrighi ,
Co-Founder &
Managing Partner of
Lablaco,
Italy**



**ShihYun(ELIANA)
Kuo,
Co-Founder &
Managing Partner of
Lablaco,
Italy**

We are founders of Lablaco. Lablaco is the first social-commerce platform dedicated to Circular Fashion. Our mission is to empower both individuals and businesses worldwide by enabling everyone to effortlessly contribute to Circular Fashion. To do this we combine updated AI, machine learning, and a Blockchain based merchandising system to deliver a seamless platform with a closed loop shopping experience. First, the pitching was very amazing, actually, the feedback was amazing. For instance, it seems we worked over well because more than 13 investors added us on Wechat. It is a really great training like for 3 minutes that you have to catch the points and grab the heart of investors. So that is the thing because

our performance is really complicated. But thanks to Bo help us regather and well practice. China Start is actually I think incredible, in the sense that we met each both pretty by chance, actually at a conference, and we were immediately kind of engaged with this program, which is very different from the program we ever have in Europe, for example, there is a kind of speed and efficiency that we saw in China Start. I would say to the point, and a lot of conversion into real action, so this is what we really like. Engaging with Chinese culture, Chinese team and the whole environment was very exciting. And we really think that we have a great return and the whole team was working very hard and we really appreciate that. And it is a really great program.



Madappa Vivek Puttichianda, CEO of Mobident, India:

I'm from Bangalore India, I started a company three years ago. I was trying to find something which can impact, which can leverage digital technology, health and lifestyle. My company is called Mobident, we use AI to deliver dental care at home. In simple term, we are the Uber of dentistry. What you read in the magazine, paper and website is this a perception that's been created by journalists and quite often it's not the reality, but when you come here and see there the sheer magnitude of work opportunities it gives you a completely different perspective.

It's wonderful to interact with scholars experts and entrepreneurs in China. This program has really helped me in understanding China very well. It's fantastic, most often than not the media seems to have completely different perception they present to the world but when I traveled here. It's actually a capitalistic country. Lot of innovation, lot of interesting ideas and extremely interesting entrepreneurs to work with. It's an open culture.

Coming on people can help them grow and they also want to contribute and integrate with the wider. But the biggest gain is meeting some extremely interesting entrepreneurs, meeting some wonderful professors who give some very honest ideas, and most importantly the network.

It's very well-organized program. The back-office team is brilliant and they made life so smooth and comfortable. If you have to work with the Chinese entrepreneurs. I think it's interesting and it's credible to work with CKGSB to understand. Because they were they connect to the right people, they open doors and it's important to understand the country, the people and the culture.



Ricard Madurell, Managing partner of Market AAD, S.L., Portugal:

I am Ricard Madurell, the managing partner of Market AAD, S.L. This program is completely awesome. If my expectation is from 8, this program gives me 11, 12, even 15. I am so happy, and so glad, and so proud to be part of this family now. A huge take away is understanding how do Chinese do business, but also how they relate to each other in social community way. Also from the business side, I have met lots of potential investors and partners that we need to know more, and incredible guys here. Friends I made here from my fellows of China Start, and also from the staff from China Start which is absolutely bright, probably it's my big gift. More than 20 evaluate conversation which is quite impressive in just five days. In fact, three or four direct people interested investment in our partnership and services. And I personally talk to a bunch of guys who are very interested to do this program



Richard Harries, Joint founders and directors of Emerge Global, British:

I was quite excited with the opportunity. I was always looking to invest business into China. I met Bo in July and had a great conversation and he asked us to join China Star program, and at that time we thought it was a good idea. We are here today

because the opportunities that China gives us is huge.

We've had a wonderful experience to understand the culture and the business culture. From our initial couple of days to the end, we saw a wonderful cultural event a show like we've never understood before, were seen before. Terracotta Warriors to see the history in that way is amazing. So the deep history of China has been explained to us charts in presenting to many types of investors, in talking to many types of investors, in meeting many companies. We have realized there is a way that works well when we want to work or enter into the Chinese market. The education has been tremendous, the lectures have been good, and some of the lectures have actually been amazing to the point we have learned things we never have heard before. And it gives us a good idea of some of the roadblocks, but also the way to get around those roadblocks that appear in countries when you're trying to enter the market. We also heard from the FOSUN about the ecosystem that China is building and to be a part of the ecosystem is a great way to enter the Chinese market.



Graham Hayes, Joint founders and directors of Emerge Global, British:

We've learned from the very minute, we landed all of course from the Sunday-Monday being really cultivated, so we learnt quite a lot. Bo has basically told us how the Chinese do business and how the Chinese approach business, and give us good insight.

I've learned how to deal the business with the Chinese. How to approach business with the Chinese and I've learn how friendly the Chinese are. And we've been excellent host. I would definitely recommend the China start program to anybody who wants to get into business, who wants to get into China.



Rob Deeming, CEO of Billycare, Australia:

My name is Rob Deming and I'm the CEO of Billycaere. We're at age care startup based in Sydney Australia and we're focused on designing a better aging experience of everyone. The China Start program has been really helpful in helping me to get a better understanding of the Chinese market. It's been really informative to help us understand how consumers

behave and how that looks different here in other countries. We also have a richer understanding of Chinese cultural heritage and tradition as well as being rally clear on how Chinese investors and entrepreneurs think and attack market.

Lots of good examples are specific things you know one lesson that sticks with me particularly is this ideas of building a relationship first and then having a transaction later. And this idea that values in building a relationship with someone to allow a conversation around the transaction to be easier and less uncomfortable.

In the west, we spend a lot of time involved in quite short duration, hard transactions that can often be very uncomfortable and awkward. I can see that in China, by building a relationship first. It's much easier to get across some of those problems. I think just a really strong understanding of the Chinese market has been what's most helpful for me.

I now have a much clearer idea about what it would mean about bring my business to enter the Chinese market and I've made some great connections I think that would be helpful if we started to think about making that entry strategy.



Thomas Lang, Co-Founder of Chefclub, France:

We are Chef Club and we are building a global cooking brand from Paris based on the assumption that food has become much more than cooking. It's become about sharing and entertaining and so far the assumption seems to be verified as for two years now chef Trevor has been the world fastest-growing brand on social platform.

We actually are right in the middle of fascinating course about how China developed its own factories and we knew the government and policies in China were complicated. The solution is deep inside with us. It's very inspiring.



Axel Lang, Co-Founder of Chefclub, France:

The course is great because it highlights the complexity of the China market and gives us more tools to address and enter the markets. We were excited to enter the markets and we know that we should be quite flexible and open-minded given the little extent we still know about it.



Xinyi Wu, Country Manager of Chefclub, France:

I'm working on the Chinese market. I think the program is very useful for foreigners. It really helps them to understand the Chinese culture, Chinese traditions, and now the Chinese market, Chinese economics.



Travis Ralph Donaldson, CEO of Perfect Score, British:

I found the program it's really exciting because we have a lot of customers in China. So I was very interested in exploring the market. I've been to Japan and South Korea before so I found that quite comforting some of the similarity. But I'm really looking into China after this nice short time. It's been absolutely mind-blowing. It's actually completely changed my perception of Chinese culture and market, especially the lectures of experience have

been extremely insightful. I actually got to come back and learn more. It almost feels quite surreal because of the high level of meetings that we've been arranged. For example, a pitch directly to Tencent yesterday about headquarters and also Fosun the days before. So these are really high company services that are very unique opportunities. I really enjoy pitching to an audience I find that quite exhilarating and I also enjoyed the fast pace constantly.



Valery Krivenko, Director of SKYF, Russia:

I'm very excited I have a lot of emotions about the quality of the program and people I met here and also other students. It's legend anticipates and it's good to be back to school. The program is very structured, there are indecisive messages, a lot of energy, I learned a lot. I would say China got reopened in my eyes to a certain extent. I think the contacts, the people are interesting and I think that's the biggest game is still in the future. By meeting people further we develop relationships and ideally businesses in China.



Alan Smithson, CEO of MetaVRse, Canada:

“The China-Start program hosted by the Harvard Business School of China, Cheung Kong Graduate School of Business (CKGSB) is ABSOLUTELY ESSENTIAL for any western company looking to do business or raise capital in China.

Over the course of this 5 day program, we were exposed to investors and companies that had a genuine interest in not only working with us, but teaching and learning from us. This open exchange of knowledge and experience is unprecedented in the west.

Of the 19 companies that were part of my China-Start cohort, more than half have offers of investment or partnership, including my 13 year old daughter who not only found a manufacturer, distributor and marketing partner, but also 2 investors for over \$1M USD!!

This program gets results...PERIOD!

As an added benefit of joining this program, we were also surprised by the calibre of companies participating in the program and the relationships we built will last our lifetimes.

The team from CKGSB, from their amazing coordinators; Liping, Didi, Nikitan to their incredible professors; Bo Ji, Xiang Bing and Li Yang were world-class and I cannot say enough about the level of education and attention to detail that were built-in to this program.

If you were to come to China without the China-Start program, it would take you a month to setup the meetings we had in only 5 days. We met with global leaders; Fosun, Tencent, JD.com, Techcode, Galaxy World, 3Nod who were more than excited to spend time listening to 19 companies share their visions on how they were going to change the world.

I want to share a special thank you to the Dean of the CKGSB program, Professor Bo Ji, who put his absolute ALL into this program to ensure that each and every company was successful in China. From the bottom of my heart, I am eternally grateful and I consider you not only my friend, but also part of my family. ”



Jaume Portal Guarch, CEO of Beabloo, Spain:

“For a company devoted to Retail Tech like Beabloo, in a growth stage, China is the number one market to look at.

China is a center of gravity for many different things that are relevant for us and to our customers: is #1 market for e-commerce, #1 in e-payment, largest retail market in the world, and actually is where most of IoT HW for The Store of the Future is build.

For Beabloo, as vendor of Artificial Intelligence technology for

retail, China is the best market to:

- **Co-Innovate new technologies with Retailers**
- **Co-Innovate with HW vendors**
- **Test new concepts in the fore front of Retail**
- **Get access to specialized investors**
- **Reach out to the #1 retail market in the world**

China Start program has been terrific for Beabloo and myself, as CEO and Founder, but also as an individual, in different aspects.

On one hand China Start is organized with the energy, the flow and the drive only comparable to the high potential of the market it is giving you access too. You can feel China energy and start decoding the market opportunity just by seeing the team of CKGSB working 24/7 to get everything ready to perform at top speed.

China Start is led by a visionary, a director of orchestra that push hard to the organization in every angle needed to deliver far beyond everyone’s expectations, but the members of the orchestra are also very well prepared to deliver.

The program is designed to put together brilliant Start-ups and Growth stage companies, with Investors, potential partners and local leading platforms. The magic of the process starts by helping the leaders of the companies to pitch the best out of their projects. 1-minute pitch, 3-minute pitch maximum. At the first glance it seems impossible, after a couple of times the 3 minutes is plenty to get the right investor interested and close follow up meetings straight ahead.

Companies are wrapped up, investors lined up, and opportunities delivered in a massive scale. In China Start program every entrepreneur has from 5 to 10 relevant conversations in every pitch, for 8 pitches, that is 40 to 80 relevant conversations in 5 days. Each and every one of those conversations is worth several millions of USD: investment, customer, distributor...

But China Start also brings more value at an individual level. The process of selecting the start-ups, the type of projects, the growth stage, ends up putting together a very interesting team, a group of people that live together for several days, provide feedback to each other, help growing collectively every project and builds relationship that now I know will last forever.

Last but not least, China Start program deliver lectures that will transform your live. Lectures from people that can decode the secrets of China in a profound way, that helps looking at the problem from the moon, down to the most relevant cultural detail. They know how, when and who in China and in the world. They will give you the googles to drive the process by yourself immediately after the program, you will feel empowered and you will feel that every penny and every minute of your time was worth investing. ”



Riccardo Conti, Co-Founder of Ufity, Switzerland:

“The CKGSB China Start program has been an amazing experience that I will never forget. This week was incredibly good from literally any point of view.

Investors

Every day we got the chance to present and discuss with investors from many different sectors. I was amazed to see such a different approach in China: they are much more direct and heavier than in Europe.

Pitch

One or two pitch events per day, and after every session, there was a debriefing on how to improve the pitch.

The quality raised remarkably during the week.

Organization

Simply flawless. The way they managed to organize this group through the week is impressive. Always on time, no issues, for a fully booked schedule.

Translators

Translators were always available to help you during all your interaction with Chinese investors and partners. Very useful.

Support

Besides the predefined program, the staff kept helping organizing meeting referring to key contacts they managed to find. Bo Ji always does whatever possible to support the participants.

Other entrepreneurs

The team of entrepreneurs attending the program was absolutely impressive. Spending a full week with other passionate people, motivated me beyond limits. (And business aside, we had so much fun!)

China culture

I have already been to China before, but China Start has been an eye-opener for me. It lets you dive into the Chinese culture like no other way.

Visits

It wasn't all about business. During the week we enjoyed the many visits to companies like JD.com, Tencent, FOSUN etc.

Food & accommodation

Last but not least, we were treated like kings for the whole week in terms of food and accommodation.

It exceeded by far any expectations I had for this program. I highly recommend this truly unique chance to dive into the Chinese market.”



Jesse Perez Casanova, CEO of OMEGAH, South Africa:

“Hi my name is Jesse Perez Casanova and I am a 26 years old South African entrepreneur who is always on the lookout for new and exciting opportunities that have the ability to help me experience the world and my business in new and wonderful ways.

Luckily enough I was able to get personally invited by Bo Ji to attend China Start in 2018. At first I was quite sceptical as I was unaware of CKGSB and I was unaware of the program.

The idea of China always intrigued me and I always wanted to explore Chinese culture. I just never expected to be in China as soon as 2018, but I guess the best things in life are always unexpected. The biggest lesson that I had learned from China Start was that, it is important to just be you and to just be a nice guy within the process of expressing your true personality. People like authenticity and they would rather prefer for you to be your true authentic self, a version of yourself that does not leave people guessing who you are.

China Start has given me hope within the world, it has given me an unforgettable experience that has touched my heart and will never leave me until the day I die. How a program is able to bring such nice and inspiring people from all corners of the earth together is beyond me. There must be something really special about the energy of Mr Bo and the energy of CKGSB if it has the power to bring together such a wonderful and enlightening group of completely different individuals all together.

Being at China start gave me the opportunity to experience the goodness of men, a level of goodness that each man and women should aspire towards. A level of goodness that has the perfect power to bring the right people together in the most harmonious and productive way ever. The fact that someone as important as Mr Bo had taken the time to get to know us all individually in an effort of adding value to our lives is incredible. He has a cause that matters to him and he spends his whole life sticking to it. **The power of China Start is so powerful that it had the power to completely affect the lives of all the people who participated in it, who will in turn go on into the world to bring about even more change.**

The CKGSB team proved to be very helpful in such a fantastic way that allowed them to bond with the participants in such a way that left us feeling as though we were all one big combined happy family. A family in my eyes that all walked hand in hand together in order to

bring about positive opportunities as well as positive change within the products, businesses and lives of all those involved.

Never before in my life have I been able to experience such an amazing, trans-formative and incredible week. **A week full of challenges, camaraderie, fun, growth, new friendships and inter-connectivity. China Start 2018 has proved to be the most trans-formative week of my entire life and for that, I will never forget it and I will never forget all those involved.** In fact on my own behalf I have developed a fond and loving connection too all the people involved in China Start, the participants (my dear friends), CKGSB team (my family) and Mr Bo Ji himself (my inspiration).

I am eternally grateful towards all of you, especially you My Bo, thank you so much for believing in all of us and bringing us all together! ”



Enrique Marin, CEO of Zen Fintech, Spain:

“Until recently I was focusing entirely on fundraising for my company “Zen Fintech” in Europe and knew little about China. I met Mr. Bo Ji, the Dean for CKGSB in Europe and mastermind of the “China Start Programme”, and Mrs. Jen Wang, who leads the CKGSB “China MiniEMBA” programme in London at a remarkable lecture that Mr. Bo gave at the LSE. I met him again at the annual Digital Enterprise Show in Madrid where he spoke extensively about the opportunities in China.

Afterwards, Mr. Bo insisted that I should participate in the brief “China Start Programme” before I returned my focus to Europe.

I joined the programme with moderate expectations of results given my limited knowledge about China, the length of the programme (less than a week) and the obvious language barrier. However, the CKGSB team helped me tailor and translate my materials in record time and hired simultaneous translation. **The Programme delivered: a) practical knowledge about China for entrepreneurs; b) constant working and reworking of the pitching materials and delivery; and c) tools and conditions to engaging effectively with investors.** Mr. Bo provided lectures, ongoing mentoring (day and night!) and real-time feedback. He worked hard at engaging the audience, from introductory speeches to interviews, side-meetings and one-on-one translation over dinners.

In less than a week, and despite the heat, bad weather and tight schedule, we visited several locations in and around Beijing, Shanghai and Shenzhen. CKGSB organised events in their offices as well as visits to multinationals and incubators. The buses were equipped with food, drinks and a microphone for Mr. Bo to continue coaching participants!

The experience for many started before and continued after the Programme thanks to CKGSB's proactive commitment to set up investor meetings. I was fortunate enough to be invited to a CKGSB weekend-long alumni offsite event in the city of Zhengzhou, where I met a large number of entrepreneurs and joined a visit to the Shaolin Temple! Mr. Bo also invited my colleague and I to participate in two high-profile blockchain events: a TV programme which had one million viewers and a closed-door event with local specialists. I am writing from Beijing where I continue to have promising follow-up meetings set up by Mr. Bo more than a week after the Programme.

CKGSB is an outstandingly successful institution led by Dr. Xiang Bing, the founder and Dean of the school, and an incredibly wise and approachable person. The success of the China Start Programme can be attributed to the leadership of Mr. Bo who is a visionary with a sharp, strategic and pragmatic mind. He has an acute understanding of key nuances in communicating between the West and the East which he constantly updates. He is an expert in public relationships with a large network of senior contacts who hold him in high esteem and seek his advice. Critically, Mr. Bo is a force of nature, a driven individual who impresses, inspires and engages people of all walks of life and gets things done. He has surrounded himself with an excellent team led by Mrs. Liping who went well beyond the call of duty to deliver results.

The CKGSB China Start Programme was transformational for me both on a professional and personal level. **The experience has advanced my company's investment possibilities and provided me with a unique opportunity to learn first-hand about innovation and entrepreneurship in China and abroad, in multinationals and incubators, and from robotics to augmented reality.** The Programme also resulted in numerous friendships with other participants and with the CKGSB team. I now have great appreciation for China and its entrepreneurs, who were welcoming, generous and remarkably humble despite their achievements, wealth and power. I highly recommend this Programme to anyone interested not only in China but in learning and improving invaluable skills as an entrepreneur. Thank you very much to the CKGSB team and to Mr. Bo and Mrs. Liping in particular, for their commitment and friendship, and last but not least, for their hospitality which I hope I can reciprocate in the near future in Spain."



Francisco J. González, COO of ZenFintech, Spain:

“I joined the China Start 2018 June Program in the last minute, without so much information of what was going to happen in the program.

I’m a serial Spanish entrepreneur, willing to go to China to raise funds for my 6th start-up, in the Fintech market.

The most amazing thing about the program was the level of the companies present, as well as the personal value of their founders, that generated a perfect environment to exchange experiences and share business knowledge among entrepreneurs of different countries.

With the pass of the days, I also realized how good was the level of the attendees, carefully listening to each pitch, many of them exploring real investment opportunities and willing to propose meetings just after the pitches.

China is another scale in business. Close, realistic and reasonable people that can really become your partner in the top market of the world (don’t forget that 1 of each 5 inhabitants of the world is Chinese).

The program is neatly complemented with very interesting lectures about China, giving you a 360° vision of the country, and how to success working with them.

Overall, it was a great personal experience. We had the chance to know each other very well and share knowledge of life and businesses. The program was very well balanced with other activities. And of course, it was also a great experience to visit Beijing, Shanghai and Shenzhen in a single week!

Thanks to the personal kindness of Bo Ji, I had the chance to participate in other activities after the program: an incredible visit to the Shaolin temple in Dengfeng, private meetings with many investors and entrepreneurs, a CKGSB Alumni event in Zhengzhou, a specific pitch with investors in Blockchain where Bo Ji and myself were the Keynote Speakers, and a very fun visit to the live internet stream to speak about the Blockchain.

A full 10 days setup with many activities, all of them really interesting and productive in all the levels.

China Start is very much recommended for anyone interested in doing business, while it is essential to do business in China.”



**Dan Worden, Executive Vice President of MergeVR,
America:**

“True story - I was eating breakfast at a hotel in Shanghai earlier this week when two western gentlemen sat at a nearby table. As they ate they were both making suppository statements about China, the people, culture and doing business in China. 90% of it was completely wrong. I thought to myself - these two should join the China Start program by CKGSB where they can learn what really

goes on in China.

We participated in the China Start program to learn about investment and distribution partnerships in China. **I was very impressed by the quality of the classroom lectures and the content covered. Even for someone experienced working in China the content was rich and highly relevant.** The investment meetings were very well organized and gave us the chance to tell our story in front of hundreds of potential investors and partners throughout China. We received great feedback from the CKGSB team along the way to make our pitches better and better. The quality of our China Start group was excellent with entrepreneurs from over 14 countries - we forged friendships and potential partnerships that will last a lifetime.

As a result of pitching events and company visits we have secured several follow up meetings in a very short period, including with Tencent, Fosun and other large companies and investment firms.

Credit to Mr. Bo Ji and his team for their hard work and putting together such an amazing trip. Joining the China Start program has quickly accelerated our progress finding partners and investors in China. I highly recommend the China Start program to anyone interested in entering the China market or learning more about opportunities there. ”



Sahil Harriram, Founder and CEO of Elite Robotics, Australia:

“I had no idea what to expect before starting this program, I thought that it might be useful for my business because my original plan was to look to China for hardware and electronics manufacturing after a couple more years of operating my business. But **since coming here I have a completely different perspective on China’s capabilities and what I need to do maximum the success of my business over the long term. I have now changed my entire business plan and I have already made plans to setup my business in Shenzhen within the next couple of months.** I have also have gotten a huge amount of interest from investors in Beijing, Shanghai and Shenzhen. Not only did the pitch events provide us with the opportunity to reach out to a variety of investors, having it organised by CKGSB and Bo Ji meant that I was able to setup meetings with investors & manufacturers that may have not met with me otherwise. Bo Ji and his staff are extremely professional and will go above and beyond to ensure every participant receives as much value as possible. Furthermore, they went out of their way to ensure that the participants in this program were extremely talented and successful entrepreneurs working in diverse industries. This added even more value to the program as it further increased my network and inspired me to work harder to achieve all my business goals. I would highly recommend this life changing program to anyone that wants to succeed in business. ”



Jon Cheney, Founder and CEO of SEEK, America:

“**CKGSB’s China Start program should be a requirement for anyone entering the Chinese market.** One of the most important components of doing business in China is “guanxi,” or relationships. Without this crucial component, Chinese partners won’t have a desire to work with you, and you will likely fail altogether. **While meeting new people and building those relationships is difficult to do on your own, it is nearly impossible to build CKGSB-quality relationships. During the week, I was able to establish relationships with 5 or the largest companies in China.** I ate dinner with billionaires, met several of the most powerful people in China, and our host, Ji Bo, was treated as a close friend to these people. I can’t imagine another organization or group opening doors in the way China Start was able to do. Their logistics, planning, and thought into the entire process was

top notch, and even when things didn't go as planned, backup plans were at the ready to keep everything moving smoothly. China Start is not for the faint of heart. It is extremely tiring, nonstop, and you better have a legitimate business, or you will be laughed out of the room. China is a superpower that is growing at speeds unfathomable to most, and a well-executed strategy to bring them into your business plan can double, triple, or possibly 10x your potential. For businesses just getting traction to those with well-established business models and revenue, **I wholeheartedly recommend China Start's program as a first step in tackling the Chinese market.** ”



Geoffrey Allen, Founder and CEO of 3Ms Imagineering, Ireland:

“Little did I know what I was letting myself in for and undoubtedly my week on the China Start program has been the most informative week of my business career.

CKGSB's course opened not only my mind to The Most Exciting Market for this century but a huge number of doors too. The time was spent expanding not only my personal network across the globe with my fellow participants but opened up real conversations with genuine leads and potential Chinese partners.

The buzz was fantastic as we learnt and toured around the top rung of China's corporate ladder. Each amazing encounter was soon topped by another superlative later each day. The scale of the Chinese market is immense by any standard and we got a front row seat.

Our host, Bo Ji was most gracious, knowledgeable and most of all....networked. He brought us to the very top tier with some terrific introductions. To say that that Bo was tireless is an understatement and his crew followed his lead, and catered to our every need around the clock in terms of logistics and help with our pitching.

I cannot recommend highly enough this programme for anyone who wants to measure if they have what it takes to succeed in China. CKGSB will not only point you in the right direction but leave no stone unturned to help you achieve your ambition. ”

**Mahloko Boitumelo Nkosi, Group CEO of OMEGAH,
South Africa:**



“I've been to China some 3years ago to purchase kiosks for our project in SA. I hindsight if I had been exposed to this programme prior to my trip I could have been better off. Be that as it may, my exposure to the China Start program has been eye opening and extremely fruitful. **I will forever cherish the information received from the lectures and China successful business people. The programme has taught me some of the do's and dont's of operating in China.** It has further provided me with opportunities for our business in South Africa and for my family. China has a reputation for opportunity and growth. My friends in SA were asking me to bring many opportunities. Sincere gratitude to Bo and his team for an outstanding job and thank you to all the professors who unselfishly shared key aspects about China. Our business Omegah technology and mobile game company stands to benefit from the interaction and exposure to companies like Tencent. I have made friends and met great business people in our group. Thank you and kind regards.”



Cristiano Haubrich, Digital Ecosystem of Oracle, Brazil:

“**It's been an outstanding experience attending these 05 days Immersion Program of China Start at Cheung Kong Graduate School of Business.** It was for sure beyond my high expectations and it kept on getting better every day. **Excellent lectures, companies visits, PhD professors and Elite Entrepreneurs.** I'm pretty impressed and happy that I've had the opportunity to be here. Thanks for CKGSB for such a wonderful program and Mr Bo Ji and his wonderful staff for hosting and leading us to the edge of our potential. You are outstanding people!! I would also like to thank for all the Entrepreneurs for sharing their businesses and experiences through out these days, it's been an honor for me. Thank you for this outstanding week!! It changed my life for sure!”



Antonio T. Tan, Jr., Marketing Director of I.P.E. Asia Co., Ltd., The Philippines:

“I wish to extend my wholehearted appreciation to MR BO JI, MS LI PING, and their very dedicated & passionate team members for making the 4th CHINA START (my first time to attend), a GREATLY PRODUCTIVE & SUCCESSFUL ONE. Before the event, I had no idea what to expect, which was why i just wanted to be an Observer first. But right on the first day, I clearly saw the value of CHINA START. Which is why I told MS LI that I wish to pitch. MR BO JI is indeed a superb mentor, hence truly OUTSTANDING, but **what makes him truly stand out is his dedication & genuine desire to help all the participants succeed, this to me is REMARKABLE.** This makes me feel fortunate to being a participant. MR BO JI indeed transformed me to become an effective pitcher. **I fervently look forward to joining the future programs MR BO JI and his team and to helping them organize business events in Southeast Asia, Africa & South America.**”



Carlos Vasquez, Founder and CEO of VRIDGE INCORPORATED, America:

“China-Start June 2018 is over, but what we learned during this intensive week in Beijing, Shanghai and Shenzhen, and the friends and connections we made, are here to stay. **This 5-day China immersion program was a huge opportunity to better understand, at firsthand, how to do business in this magnificent country.** Moreover, being able to pitch to hundreds of investors and meeting with giants like Tencent, JD and Fosun, is not something you can say every day.

Some are flying back home with a new distribution channel, some others had successfully secured investment, a manufacturing partner, following up via email or even extending their stay for a better chance to close a deal.

Regardless of its tangible result, it was a fantastic once-in-a-lifetime experience! Well... if the opportunity arises, I might attend to a second one especially if it is VR/AR focused :)

Thank you very much Bo Ji and Team to make this happen, what a wonderful group of professionals working so hard helping us getting the most out of it!

I would strongly recommend to anyone that is seriously interested on entering the China market to apply to this awesome program offered by the Cheung Kong Graduate School of Business.”



Abi Smithson, CEO of Love Sandal, Canada:

“Thank you to everyone who made China-Start happen, it wouldn’t have been this great without every single one of you.

Thank you Bo for giving us your full attention, giving us advice and teaching us about everything we need to know about running and starting a business in China. Your talks were inspiring and I learned a lot from them.

Liping, Didi and Nikitan, you were so great and China-Start wouldn’t be the same without you. From the cameramen to the speakers, everything about the program was professional and inspiring. I am so grateful that I was invited to this once in a lifetime opportunity to bring my business to China.

We went to all sorts of different companies including; Tencent, Fosun, JD.com, Techcode and many more. They were all a learning experience and I met some wonderful people who are the best in the world.

I came to the China start program to find manufacturing and distribution, not only did I find those but also a marketing company and \$1 million investment.

Thank Mr. Bo Ji for this amazing experience, I will never forget it. I can’t wait to meet your daughter Esther. ”



Franklin Lyons, Founder and CEO of MergeVR, America:

“Bo and his team have put together a program that is literally packed with information you will need to position your business and prepare your self for the subtle and important differences you need to be a savvy Chinaprenurer. China Start puts you in front of so many investors from Beijing to Shenzhen and walks you into the boardrooms of some major Chinese players and coaches you through the follow ups and hones your pitch. Everyone involved in

China Start are completely dedicated to making successful business partnerships happen.

We entered the program with two target companies we really wanted to work with in China and were able to get meetings with Fosun and Tencent and are now building relationships and starting partnerships with great teams at both companies.

China Start is an intense 5 day business course and road show that will give you insight and connections you won't get any other way. I highly recommend China Start to anyone looking to enter the Chinese market or interested in doing business in China. ”



Evgeny Kosolapov, Chinese Market Representative of Skolkovo Innovation Centre (Sk), Russia:

“This was an incredible week! The excellence of selected projects to pitch was met with the excellence of investors invited. The support provided by organizers, CKGBS staff, and Bo Ji personally, was unparalleled. I have particularly liked the recurrent loop of feedback given by Bo after each pitch session. **For foreign startups, it is important to understand what they do right or wrong in a Chinese environment.**

One cannot just listen for a lecture or read the book to adjust it's pitch to the mindset of local partners. That's why it is important to practice. **China Start was full of practice and challenge. That will ultimately lead to the implementation of deals! ”**



Daniel Kjellsson, Chief Marketing Manager of Sydney Stockholm, Australia:

“In a world full of conferences, educational opportunities and networking ecosystems, it’s crucial for any professional to be able to avoid zero-sum games and time-wasters. To be able to fully immerse oneself in networks and programs that matter – and have a real, quantifiable and transformative impact on the business. **Here’s a hint: that network and**

program is China Start. An intense schedule of in-person meetings

with high-ranking decision makers from some of China’s (and the World’s) most important companies, in-depth learning sessions from renowned professors and a global network of proven alumni’s that alone can be decisive to what you aim to achieve. The China Start program is likely to be transformative not only to your business but to you. I cannot recommend it enough. ”



Cláudio Fernandes, CEO of SMARKIO, Portugal:

“**Joining the CKGSB’s China Start program proved to be a good**

investment decision. The group of people was extraordinary, very diverse and with lots of cumulated startup and business experience. The program was extremely intensive – it was one week of 16 hours per day immersion in Chinese business and culture.

The program leader, Mr. Bo Ji is a natural communicator. He was able to create an atmosphere of productivity and self-improvement that per se was a good enough reason to join the program. After one week of intense work I felt energized, not tired.

I definitely recommend this program to all companies looking to enter the Chinese market now, or in the future. The insights and network acquired will be useful when the moment to enter China comes. ”



Isaac Honor, Co-Founder of Ausmask, Australia:

“China Start fit more into one week than my 5 years at University.

My expectations were exceeded in all aspects. The opportunities in terms of people and companies that you pitch to represent the top tier in Chinese investment. **The most notable aspect however was the in depth coaching received and the amazing people running the program who offered a wealth of knowledge, experience and tireless work ethic in order to maximize my learning experience. ”**



Elias Honor, Co-Founder of Ausmask, Australia:

“The China Start program has been the most valuable, eye-opening, learning experience I have been a part of. Highly relevant, highly experiential, world class education that easily surpasses any business degree or diploma. I have learnt so much about China and also the world. Bo Ji and his team exceed expectations at every point, acting with grace, kindness and genuine care. I highly

recommend this program to anyone who is looking to understand, enter or grow their business in the Chinese market. ”



Jack Graham, Co-Founder of Ausmask, Australia:

“Bo, can’t thank you and the team enough for all the effort you put into the China Start program. You exceeded all expectations and went above and beyond to help each participant get China ready. It was truly the most memorable experience that will change my business career for the better! Looking forward to seeing you soon. ”



Markus Jennemyr, Founder and CEO of FanLeague, Italy:

“I would like to sincerely express my gratitude and how impressed I am with the organization, the network, the enthusiasm and energy put into this programme. I will whole heartedly recommend this programme to everyone. Please extend my gratitude to your team as well. I really would like to stay in touch, in particular for the live leads we have for FanLeague. ”



Zsolt Balog, Founder and CEO of Supp.li, Hungary:

“Dear Bo, thank you very much for this week! A great, actionable and life changing experience for me and for all. Appreciate your care, passion and coaching! I'll keep you updated about our progress and will take the liberty to reach out from time to time for your kind advice and guidance. ;) great to hear ;) I hope I can give back to the team and China as many things as possible for this great experience. This place will be my next home, pretty clear by now! ”



Sergio Radovcic, Founder and CEO of GYFT Baby Inc., America:

“When thinking about entering a vast market like China it helps having the insights and the connectivity only China Start program can provide. After a week of all hands on deck meetings, lectures and networking opportunities, every participant certainly feels like a more knowledgeable, better informed and vastly better prepared to take on the challenge.

Kudos to the organizing team for the depth of presenters, the quality of the events and venues and the relentless focus on helping the program alumni gain maximum value out of the program. ”



Kevin Tayebaly, Co-Founder/COO of PARIS shopping, France:

I thoroughly enjoyed my China start program and would like to thank Bo's team again for the fantastic job they did to ensure our trip would be up to our expectations. Talking about expectations, I had no idea what to expect from this explorative trip, but I must say the quality of the group and solutions pitched during the week was by far what impressed me the most. I also learnt a lot about the Chinese perspective and future business outlook and look forward to learning more soon. I'd recommend this trip to anyone in a heartbeat .