

**CKGSB (Europe) Ltd**

12 St James’s Square, London, SW1Y 4LB, United Kingdom

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**China Start Program**

China Start is 2-month online program for global Start-ups, growth companies and VCs to gain China-specific knowledge; connect with potential partners and customers; and pitch to investors in China.

Please complete this registration form, and email back with the following to Program Manager, Jaclyn Li at [jlli@ckgsb.edu.cn](mailto:jlli@ckgsb.edu.cn):

**APPLICATION PACKAGE**:

The CKGSB China Start Program Director will only review applications when they are complete. A completed application must include the following:

* A completed electronic application form in Word and **signed copy in PDF**
* Most up to date participant’s bio and company(ies) profiles
* Participant Professional Portrait/Headshot (High-resolution)
* Company Logo (High-resolution and transparent background)

**Notes:**

Please note the information provided in your application is strictly confidential. CKGSB Europe reserves the right to modify the program dates, which is subjected to change, depending on the availability of resources.

**PROGRAM DATE**: April 7 to May 14, 2021

**LOCATION:** Zoom online course

**Early Bird Application Deadline:** 5 March, 2021

**Program Application Deadline:** 24 March, 2021

**PROGRAM FEE** (cross those apply)**:**

Start-up/Growth Companies

£1,800 for per participant (Full price)

£1,620 for 10% early bird discount for the **1st participant**

£1,530 for 15% early bird discount for the **2st participant**

**PROGRAM FEE INCLUDES:**

* Program tuition fee
* Teaching materials

**THE ADMISSION PROCESS**

***1. Submit your application***

Please start the application process as soon as you are certain of your intention to apply. Program Director will review your application and invitation decision will be made within a week time. If necessary, a call/meeting will be set up for the purpose of confirming if the program corresponds to your profile and business objectives.

***2. Invitation Confirmation***

Your Program Manager will confirm your attendance and you will receive an invoice of the program fee.

***3. Payment to commit***

Please pay the program fee 15 days from the invoice date and immediately if acceptance was received within 8 weeks of the commencement of the program. The program fee includes tuition and teaching materials during the program.

**Part 1 - Participant Information**

***Participant 1***

|  |
| --- |
| Gender (*Male/Female):* |
| Title (*Dr/Mr/Mrs/Ms):* |
| Nationality (ies): |
| Date of birth (Day/Month/Year): |
| First name: |
| Middle name: (please refer to your passport) |
| Surname: |
| Company name: |
| Job title: |
| Country (Headquarter and branch office): |
| Company Address: City: |
| Industry/ Sectors: |
| Company website: |
| Email address: |
| Mobile number: |
| WhatsApp ID: |
| WeChat ID (Please do create own ID and add Liping program manager on 286822337): |
| Company profile **(Up to200 words):** |
| Participants Biography **(150-200 words);** |
| (1) Describe your reasons for applying to China Start Program? What do you expect to gain from the program? (Eg. Gain Knowledge/Seek Funding/Business Partners or knowledge partners/Identify Customers)? **(Up to 150 words)** |
| (2) How do you foresee your business potentials and opportunities in China? If you have any future plan, please specify. **(100-150 words)** |
| **Participant Photo** *(please Insert your professional headshot/ portrait here in high resloution and also attach that via email)* |
| ***Please insert your company Logo here*** |
| Where did you hear about this program: |

***Participant 2, if applicable, please copy the Participant 1 form above here and fill in your details.***

|  |
| --- |
| Gender (*Male/Female):* |
| Title (*Dr/Mr/Mrs/Ms):* |
| Nationality (ies): |
| Date of birth (Day/Month/Year): |
| First name: |
| Middle name: (please refer to your passport) |
| Surname: |
| Company name: |
| Job title: |
| Country (Headquarter and branch office): |
| Company Address: City: |
| Industry/ Sectors: |
| Company website: |
| Email address: |
| Mobile number: |
| WhatsApp ID: |
| WeChat ID (Please do create own ID and add Liping program manager on 286822337): |
| Company profile **(Up to200 words):** |
| Participants Biography **(150-200 words);** |
| (1) Describe your reasons for applying to China Start Program? What do you expect to gain from the program? (Eg. Gain Knowledge/Seek Funding/Business Partners or knowledge partners/Identify Customers)? **(Up to 150 words)** |
| (2) How do you foresee your business potentials and opportunities in China? If you have any future plan, please specify. **(100-150 words)** |
| **Participant Photo** *(please Insert your professional headshot/ portrait here in high resloution and also attach that via email)* |
| ***Please insert your company Logo here*** |
| Where did you hear about this program: |

**Part 3: Billing details**

|  |
| --- |
| Please indicate in whose name the invoice for the program fee should be issued, If different from part 1 above   * Individual Name: * Company Name: * Company Address:   Postal code \_\_\_\_\_\_\_\_\_\_\_\_\_; City \_\_\_\_\_\_\_\_\_\_\_\_; Country \_\_\_\_\_\_\_\_\_\_\_\_\_   * Telephone number: * Email address: * VAT No. (If applicable): |

**PAYMENT BANK DETAILS**

Once a place has been offered, to guarantee your space please make payment into the following bank account within *7 days* from receiving an official email offer:

**A****ccount name:** Cheung Kong Graduate School of Business (Europe) Limited

**Account number:** 61641131

**Sort code:** 40-05-22

**Bank name:** HSBC Bank PLC

**Bank address:** Bond Street, 129 New Bond St, Mayfair, London, W1S 1EA, UK

**IBAN:** GB93HBUK40052261641131

**BIC/SWIFT:** HBUKGB4107K

***(Note: For bank transfers, please state reference as: China Start +Participant Name)***

**CANCELLATION AND TRANSFER POLICY**

If you are admitted to the CKGSB China Start Program, but find that you are unable to attend, you must notify CKGSB in writing to transfer to the next available session beforehand. In the case of cancellation, the program fees paid for program modules that have already started are non-refundable.

**DECLARATION**

|  |
| --- |
| 1. I hereby declare that I wish to participate in the China Start program offered by CKGSB Europe Ltd. and will commit to attending held in 2020. I have reached this decision of my own accord. I have the complete understanding of the program’s purpose and what I will gain from the program. I understand that my business is not guaranteed an investment and the benefits will be developed from my own contribution and engagement in the program.  2. I am aware that there is no refund offered by the school should cancellation take place less than two calendar weeks before the program.  3. I understand that changes to the program may occur and the program schedule is subjected to change, depending on the availability of resource, such as company visit arrangement. I am aware of program fees will not be refunded. I am aware that CKGSB will ensure that this does not affect my overall experience of the program. Faculty, investors and alumni attendance may vary but all content of the program that was promised to me will be delivered.  4. I am aware of the conditions of admission to the CKGSB China Start program.  5. I am aware of the need for fluency and advanced writing skills in the English language, and of mandatory program attendance.  6. I am aware and agree to adhere to program requirements in a professional manner.  7. I have read, understood and accept the cancellation and transfer policy.  8. I certify that the information given in this application is complete and accurate to the best of my knowledge.  9. I understand that changes to the program schedule may occur, depending on the availability of resources, such as company visit arrangement. I am aware that CKGSB will ensure that this does not affect my overall experience of the program.  10. I grant CKGSB, its agent or assignee the full discretionary right to use for marketing, PR and educational purposes, any audio-visual material in which I am featured (including my appearance, voice and any content) during my program at CKGSB. This includes, but is not limited to still pictures (photography), video and/or audio recordings made on campus or on the occasion of activities off-campus. |

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**Signatory of applicants**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date**

**To avoid disappointment, please return your completed application with supporting documents to your Program manager, Jaclyn Li, on email:** [**jlli@ckgsb.edu.cn**](mailto:jlli@ckgsb.edu.cn) **and** **boji@ckgsb.edu.cn.**