

# Global Advanced Management Programme 2019

Prospects and Challenges for  
Business in China's new context



November 17 – 22, 2019  
Beijing, China

## Programme Background

China – and the Chinese economy – have entered a new stage of transition dictated by domestic as well as international developments. On the domestic front, the structural trend of slowing down growth reflects the fact that the country has entered a phase of economic maturation as well as some major issues that the leadership needs to confront such as the need to address significant financial risks borne out, among other factors, of the unmanaged expansion of shadow banking, or the increasingly lower returns on investments in some sectors of activity. At the international level, the trade war initiated by Washington is just one facet of the broader confrontation between the US and a China now seen as a strategic competitor and a threat to America's prominence.

The conjunction of these two elements creates a new – very complex – context for China's policies and evolution for the years ahead worth to understand for any business leader given the tremendous impact that China's actions and policies will continue to have on the global economic and geopolitical environment.

## Objective

The Global Advanced Management Programme will allow participants to achieve five objectives:

- Getting an “inside look” at the evolution of the Chinese economy and how the leadership is coping with the domestic and international headwinds that are buffeting it. Where will economic priorities be in the coming years?
- Understanding the policies and actions through which China is accelerating the pace of its technology catch up process and pushing forward towards in the leveraging of disruptive technologies and the digitization of its economy
- Assessing the impact of the US-China confrontation on the world's economy and trade and on some key third countries such as India
- Assessing ways to expand and intensify the India-China business interaction despite the numerous issues between the two countries
- Getting a better knowledge on how the Chinese system works and how the priority on tight political control and sustainability of the system shape policies in every domain.

## Format

- Meetings and discussions with top experts on China's economy to assess the country's economic trajectory, the prospects, challenges and uncertainties
- Meetings with senior executives from Chinese corporations operating in different sectors (preferably at the headquarters of the respective companies)
- Briefing and discussion with senior economic/geopolitical experts on the Belt & Road Initiative and its implications
- Group discussion with heads/founders of up-and coming startup companies
- Meeting and discussion with senior executives from AMCHAM China and the EU-China chamber of commerce to get the assessment and perspectives from the foreign business community in China
- Discussion on China's domestic political context with relevant experts
- China's new generation and what is driving China's social change
- Concluding discussion and briefing “What do we take back home?”

# Proposed Programme Schedule

## Sunday 17 November 2019

Welcome Remarks and Introduction

Special introductory briefing by the Programme Director  
**Claude Smadja**



## Wednesday 20 November 2019

Visit to and interaction with Top Executives at

- NIO Capital
- Covington & Burling China office
- BOE Technology Group



## Monday 18 November 2019

Visit to and interaction with Top Experts of

- Peking University National School of Development
- Cheung Kong Graduate School of Business
- JD.com



## Thursday 21 November 2019

Visit to and interaction with Top Executives at

- Terex Corporation
- Research Center for Technological Innovation, Tsinghua University
- Guanghua School of Management, Peking University
- Startup Street



## Tuesday 19 November 2019

- Keynote Address  
**Benjamin Lim, China specialist**

Visit to and interaction with Top Executives at

- Terminus
- Beijing Institute of Technology
- AMCHAM China



## Friday 22 November 2019

- Summarisation of the Programme
- Recap on Lessons Learned
- Distribution of Certificates

## Who should attend?

Top Management – C-Level Executives, VPs, Business Heads, CGMs, GMs

## Course Fee

USD 8000 + GST per participant (in equivalent INR).

**Inaugural discount** of USD 750 per participant available on registrations, along with the delegate fee received latest by 31<sup>st</sup> August, 2019.

**Early Bird Discount** of USD 500 per participant for registrations received along with participation fees by 30<sup>th</sup> September, 2019.

**Suggestions:** • As the programme is intensive in nature, it is advisable that participants not bring their spouses for the same. • Due to flight timings, it is advisable that participants reach the host city one day prior and leave a day after the programme gets over. The cost of boarding and lodging for the extra days would need to be borne by the participant/nominating organisation.

## Programme Director



Claude Smadja is the President of strategic advisory firm Smadja & Associates, Inc since 2001.

He was the Managing Director of the World Economic Forum from 1995 to 2001. He has been involved with the World Economic Forum for 14 years first as a member of the Executive Board before re-joining the organization as its Managing Director.

He is a frequent speaker on macroeconomic and geopolitical issues, and especially on issues and trends relating to globalization, on Asia's issues – especially India and China - and on the evolution of Europe. He contributes occasionally to international publications.

Claude Smadja sits presently on the boards of three international corporations and is also a member of the International Board of Overseers of the Illinois Institute of Technology.

## About AIMA

All India Management Association (AIMA), as the national apex body of management profession in the country is committed to enhancing the competence of management profession through its multifaceted activities. AIMA has a broad base of 68 Local Management Associations including two cooperating LMAs abroad, with a membership of over 37,000. AIMA is represented on the Boards of India's premier Business Institutions and also represented on Boards of Government bodies including the AICTE, National Board of Accreditation, National Productivity Council to name a few. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

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