

Doing Business in Asia

December 13th, 2017

Aula Magna, Maria de Molina 13

See full talk abstracts and bios on the following pages

9:15 – 9:30	Welcome & Opening Remarks with Dean Ignacio Gafo & Professor Michael Chang Wenderoth
9:15 – 10:15	William Brent, Co-founder, marketing + communications “Bold and Going Global: China in the New Era”
10:30 – 10:45	Alihan Ekesan Rising stars: Short perspectives from the next generation
10:45 – 11:00	<i>Coffee break</i>
11:00 – 12:00	James Sinclair, Managing Partner, Interchina Consulting “M&A and Scaling in China”
12:00 -12:15	Yangjia Huang Rising stars: Perspectives from of the next generation
12:15 – 13:15	Michael Chang Wenderoth, IE Professor & Executive Coach “Hard truths, Half-truths and Utter Nonsense: Getting Serious about China”
13:30 – 14:30	Wrap and Q&A moderated by Prof Michael Wenderoth

“Welcome + China: Here’s what you need to know” (Virtual)

To help you get up to speed on the world’s fastest growing economy, IE professor Michael Chang Wenderoth has provided a short welcome video and select reading list, valuable context leading into the speaker series. These can be accessed and watched on your own time at: <https://changwenderoth.com/ie-gmba-china-series-2017/>

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Wednesday, November 22 3:30 PM CET (Virtual) -

<http://conference.ie.edu/gxmba-talks>

“Made in China 2025: The Impact of Industrial Policy on your Business Strategy”

Judy Zakreski, President and CEO China Trade Strategies and EVP Global Business Development Ekpac China



Judy will focus on China’s industrial policy, specifically examining "Made in China 2025" and how that affects companies operating in or contemplating entering the China market. Judy has spent the past 23 years guiding western manufacturers in the China market, particularly on complex regulatory, IP, partnership, market entry and expansion issues. She is also known for pioneering work on creative export strategies and utilizing export finance programs, and helping firms navigate nearly three decades of China’s development. Prior to founding China Trade Strategies, based in Washington, DC, she served as VP at Chindex International, a leader in providing full-service export distribution for Western products in China. Judy holds a MA in International Commerce and Policy from George Mason University and a BA International Relations and Chinese from American University. She is fluent in Mandarin and has been traveling to China since 1991. Full bio [HERE](#).

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Wednesday, November 22 9:00 PM CET (Virtual) -

<http://conference.ie.edu/gxmba-talks>

“Driving Growth in China: Today’s Challenges”

Peter Everett, VP General Mills



Peter will examine the unique challenges multinationals face in China, sharing his insights and the strategies he deployed to successfully launch and grow the Yoplait business. He will discuss the impact of China's slowing macro environment, managing competitive pressures, leading local teams — and critical drivers to growth. From 2014-2017, Peter served as SBU Unit Director Yoplait China and CMO, GM Greater China; in 2017 he was named Managing Director. Prior to working in China, Peter held senior marketing posts across GM's categories and brands in the USA and Europe. He holds an MBA from Harvard Business School and a BA in Political Science and French Studies from Carleton College. Full bio [HERE](#).

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Wednesday, December 13 (Madrid)

“Bold and Going Global: China in the New Era”

William Brent, Co-founder, marketing + communications



William “Willie” Brent started working in China in journalism and film/media in the early 1990's and will speak to China's emergence on the global scene. His talk will focus on how the government and Chinese companies/brands are extending their reach, and what we can expect, making cross comparisons to an emerging India. He will also reflect on the status of the media and free speech in China today. Willie previously served as EVP at Weber Shandwick in Seattle and San Francisco, USA, where he led the global agency's Clean-tech practice and Emergent China practice, which helped Chinese brands go global. On both clean-tech and China, Willie has published and spoken widely. He is based in Barcelona, where he advises global companies on communication strategy, specializing in clean-tech. in the company name is HTML code for "bold", which is what the firm aspires to be.

Willie holds a BA in Chinese History from University of Wisconsin – Madison.
Full bio [HERE](#).

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Rising stars: **Short perspectives from the next generation**

Alihan Ekesan



To bring you “fresh voices” and additional perspectives, Alihan Ekesan will share his perspectives on working inside some of China’s leading video gaming companies. Ekesan holds an MBA from IE Business School (IMBA program), a Master’s in Laws (LLM) in Chinese Business from Fudan University (thesis written in Chinese), an MA in Political Science from Wuhan University and a Bachelors’ degree from Akara Universitesi, Turkey. He is fluent in Mandarin and currently based in Madrid, Spain, where he consults. Full Bio [HERE](#).

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“M&A and Scaling in China”

James Sinclair, Managing Partner, InterChina Consulting



James has extensive experience in developing growth strategies for companies in China. During the 15 years that he has been living and working in China, he has managed over 250 engagements with both international and Chinese companies. Functional fields of interest include the identification of new opportunities, portfolio development and new product launches, business model and route-to-market design, acquisition strategies and deal origination, as well as commercial due diligence. Common to most engagements is his facilitation of leadership workshops along the path towards leadership alignment. James leads InterChina’s own F&B practice, and is also the global head of Clearwater International’s F&B group, with which InterChina has a strategic partnership for cross-border transactions. James has been cited widely in the international

news media and key conferences. He holds a MEng from Durham University and a MA from the University of London. Full Bio [HERE](#).

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Rising stars: **Short perspectives from the next generation**

Yangjia Huang



To bring you “fresh voices” and additional perspectives, Yangjia Huang will share perspectives from China’s post ‘90 generation and his views on technology and China’s future. Yangjia has worked in e-commerce, market research and international trade and economic research with Chinese companies and institutions, and last year worked with ofo, a Chinese bike-share leader, on their European expansion. He holds a BA in Economics from Zhongnan University of Economics and Law and is currently earning dual Master’s degrees at IE in Management and Business Analytics/Big Data. Full Bio [HERE](#).

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“Hard truths, Half-truths and Utter Nonsense: Getting Serious about China”

Michael Chang Wenderoth, professor IE Business School and Executive Coach



Michael is an Executive Coach and professor at IE Business School, where his focus on China extends into Leadership, Innovation and Sales. Prior to joining IE in 2014, Michael spent 20+ years bringing break-through products to market in China, the US and the EU. Michael began working in China in 1993, when he oversaw the establishment of Beijing United Hospital, the first western-standard JV hospital in the country, and most recently served as MD-China for Align

Technology (Nasdaq: ALGN). He has consulted in China across sectors on market entry, commercial strategy, crisis management and M&A. Michael is Senior Advisor with InterChina Consulting, Madison Company (sales force effectiveness) and serves as an Executive Coach in Stanford Business School's Executive Education. He has published in *China Currents* (a publication of the China Research Center), *Harvard Business Review*, *China Business Review* and *Newsweek*. Michael holds a MBA from Stanford Business School and a BA in History/Political Economy from Carleton College. Full Bio [HERE](#).