THE BEGINNING OF AN INSIGHTFUL AND EXPERIENTIAL JOURNEY INTO CHINA

With the conclusion of the 19th National Congress in October 2017, President Xi Jinping has set the goal of alleviating poverty by 2020, becoming a top innovative nation by 2035 and making China a nation with global influence by 2050. China is set to become an economic superpower that cannot be ignored, especially by businesses in the region including Singapore. With the Belt and Road Initiative and innovation being the twin drivers of the future Chinese economy, with the gradual opening the China market to foreign investment, how can Singapore businesses explore new opportunities within the rapidly developing market of China?

Up your China-quotient and future-proof your business with Future China Advanced Leaders Programme. A first-of-its-kind business management course, it provides business leaders, senior executives and heads of organisations with an intimate understanding of China through an integrated in-depth study of its cultural, historical, political, social and economic paradigms.

Future China Advanced Leaders Programme, the ideal platform for enhancing business success in China.
Why This Programme

With the conclusion of the 19th National Congress of the Communist Party of China (CPC) in October 2017, President Xi Jinping has set the goal of alleviating poverty by 2020, becoming a top innovative nation by 2035 and making China a nation with global influence by 2050. China is set to become an economic superpower that cannot be ignored, especially by businesses in the region including Singapore. With the Belt and Road Initiative (BRI) and Innovation as the twin drivers for the future growth of the Chinese economy, how can Singapore businesses leverage the rise of China for own business advancement and transformation in the next two decades? With the gradual opening of the China market to foreign investment, how can Singapore companies explore new business opportunities amidst the increasingly intense foreign competition in the market?

Up your China-quotient and future-proof your business with Future China Advanced Leaders Programme. A first-of-its kind business management course, it provides business leaders, senior executives and heads of organisations with an intimate understanding of China through an integrated in-depth study of its cultural, historical, political, social and economic paradigms.

Future China Advanced Leaders Programme (FC-ALP), the ideal platform for enhancing business success in China.
The Future China Advanced Leaders Programme 2018 aims to equip business leaders with an insider’s perspective of China’s development as the country progressively renews its leadership and recalibrates its transformation to achieve steady long-term sustainable growth. With a rapidly affluent urbanising population with strong consumption-led demand, China remains the world’s second largest market and economy.

Jointly organised by Business China and Nanyang Business School, in partnership with International Enterprise (IE) Singapore, the Future China Advanced Leaders Programme aims to benefit top management, high-potential executives and business owners by equipping them with an in-depth understanding of the Chinese enterprise psyche, business landscape and economic paradigm.

Focusing on a comprehensive 3Cs approach – Curriculum Rigour, Contacts Establishment and Cultural Insights, the Future China Advanced Leaders Programme prepares individuals and organisations to be China-savvy and China ready, thereby enhancing the business profiles to advance internationally.
KEY HIGHLIGHTS OF THE PROGRAMME

China-Savvy
Gain an in-depth understanding of modern China.

China-Ready
Acquire insights into China-related business fundamentals.

Connected
Network with leading academics, business and industry leaders, as well as government officials from Singapore and China.

GROOMING FUTURE LEADERS TO BE:

Contacts Establishment
Establish contacts with Singapore and China business and industry leaders, as well as government officials in China.

Capability Enhancement
Gain insights into the latest development of Chinese economies, successful business models and internationalisation perspectives.

Curriculum Rigour
Acquire intimate knowledge of China through an integrated in-depth study of its cultural, historical, political, social and economic paradigms.

3Cs + 5cs
Consultative mentorship and coaching
Comprehensive reading materials
Consolidated Belt and Road update
Cultivation of useful networks
Concrete business plan
The Future China Advanced Leaders Programme is designed primarily for individuals who have been identified as future leaders or senior management of organisations who hold significant responsibilities for strategic decision-making and operations in China.

Potential participants include:
- Business leaders and heads of business units;
- High potential senior managers & executives;
- Next generation business owners; and
- Directors of government agencies with substantial links to China.
Chinese elites, including business and government leaders, take great pride in their heritage. Gaining an insider’s understanding of China will give participants a distinct cultural advantage in a world where ‘guanxi’ matters. An intimate awareness of Chinese culture will help participants deepen ties with their Chinese stakeholders on a personal level.

Leveraging Business China’s and Nanyang Business School’s close links with their Chinese counterparts in academic, government, business and industry circles, participants will get the chance to expand their business networks and gain practical expertise. Field trips, study visits, networking sessions and cultural events are an integral part of participants’ exposure to real-life Chinese business experiences.
EXPERIENTIAL LEARNING IN CHINA

Participants of Future China Advanced Leaders Programme 2018 will have the opportunity to visit both key and potential provinces for an in-depth cultural, historical and economic immersion learning journey. The China segment is specially designed to allow participants to learn and experience China’s rich historical and cultural background. An in-depth understanding of the business landscape in China will allow the exploration of investment and development opportunities in selected cities.

For the past few years, the alumni had been through immersion programmes, learning more about the Confucius culture in the Shandong province, going through the Red Tour in Xi’an and Yan’an, re-exploring China’s Great Western Development Drive in the western cities of Chongqing and Chengdu, uncovering emerging opportunities in the rapidly developing central economic corridor in Central China cities of Wuhan and Changsha, witnessing the new economy transitions in Shenzhen and Chongqing, and exploring the opportunities along the Belt and Road countries in Urumqi (China) and Almaty (Kazakhstan).

Participants of 2018 class can look forward to broaden their horizons from another fruitful and eye-opening learning journey along the Southern Transport Corridor, running from Chongqing through Guizhou and Guangxi to Southeast Asia through Singapore.

WHAT THE PROGRAMME COVERS

Topics include:
- Appreciating Chinese tea and wine culture;
- Appreciating and understanding the history of Chinese paintings, poetry and music;
- Discovering and savouring the origins of Chinese cuisines;
- Learning the symbolism of calligraphy; and
- Understanding the impact of cultural values in business negotiation.

CHINESE ARTS AND CULTURE

An appreciation of the finer points of Chinese culture creates important avenues for building beneficial interpersonal relationships.

The series of topics covered in this segment will impart first-hand experience of the most ubiquitous aspects of Chinese culture.

The arts and culture segment will allow participants to gain insights and useful talking points, facilitating better connections with their Chinese business counterparts.
NETWORKING OPPORTUNITIES

Tapping into deeply cultivated business and governmental networks in China, the Programme offers participants the opportunity to foster invaluable connections with key stakeholders to further their business interests in the country.

Opportunities include:
• Interacting with industry leaders and established academics in Singapore and China;
• Sharing sessions and panel discussions with elite business leaders and government officials in Singapore and China; and
• Networking sessions with Business China's Board of Directors, Nanyang Business School's Mayor class, Nanyang Executive MBA's alumni and members of Future China Advanced Leaders Club.

BUSINESS STRATEGY AND MANAGEMENT IN CHINA

This segment will equip participants with skills vital to identifying business opportunities in China, discussing topics on business landscape and competition, corporate leadership, marketing opportunities and crisis management.

Topics include:
• Marketing opportunities and strategies in China;
• Managing and capitalising the value chain in China; and
• Managing crisis through leadership in China.
CHINESE HERITAGE AND SCHOOLS OF THOUGHT

The Programme outlines the historical landscape of China, approaching from a wide range of perspectives. Participants will appreciate the formation of China's social and political culture and how these value systems influence business decisions.

Topics include:
• Chinese philosophical legacy and its business implications; and
• China's history and its influence on China's business practices.

CONTEMPORARY ECONOMICS AND SOCIAL POLITICS OF CHINA

This cluster of topics examines the structural trend in China's urbanisation and industrialisation, as well as its corresponding global impact on businesses. It will also focus on the recent expansion in China's investments overseas, the policy changes in China, its expansion of the domestic market and the implications for growth over the longer term.

Topics include:
• China's political system and leadership;
• Understanding the government mindset for business;
• Policy making: The role of NDRC;
• Industry trends and market analysis;
• Societal issues in China;
• China's international relations and related issues;
• Internet business for traditional enterprises;
• Internationalisation of Chinese companies;
• Urbanisation and industrialisation of China – Global impact and implication to businesses;
• Demographics of China – Implication for future economic growth;
• Future trends - Assessing China's domestic demand and regional growth engines; and
• China's investments overseas – Global impact and future trends.

New economy sharing "Riding the Waves of the Future Economy" at BASH (Build Amazing Start-Ups Here), by Mr Alex Lim, Former Head, Infocomm Investments Pte Ltd; Mr Koh Tuck Lye, Founding Partner & CEO, Shunwei Capital Partners; Mr Ju Tan, Managing Partner, BlueRun Ventures China; Mr David Su, Founding Managing Partner, Matrix Partners China; Mr Zhuang Chenchao, Co-Founder and Former CEO, Qunar.com and Managing Director, Zebra Global Capital; Mr Foo Jixun, Managing Partner, GGV Capital and Ms Sun Xueling, CEO, Business China.
The Future China Advanced Leaders Programme is taught by experts from respectable think tanks and leading universities, as well as business and government leaders from Singapore and China. These distinguished individuals are world-renowned thought leaders who teach, with practical experience and valuable insights.
HIGHLIGHTS OF SOME EXPERT LECTURERS

Prof Chen Shaoxiang
Professor of NBS IT and Operations Management Division, Prof Chen was also the Director of China Executive Development Program under the China Programs that has trained more than 5,000 senior executives, mostly from China, in the areas of Management, Finance, Banking, Economics and Human Resources. He obtained both his PhD & MBA degrees from Katholieke Universiteit Leuven, Belgium. Prior to joining NTU, he has lectured in Docent, K.U. Leuven, Belgium and Nanjing, China. A two-time teaching award winner, Prof Chen also won 2004 the Research of the Division Award. His consulting and executive training clients include IBM, Bell Alcatel, Ford Motors, DHL, TNT, Nissan, SATS (Singapore Airport Terminal Services) and NCB (National Computer Board of Singapore), ERASMUS (Netherlands) and SASOL (a South Africa chemical company).

Mr Li Liangyi
Li Liangyi is the Chairman of the Singapore Huading Group, and is member of the expert panel of State Administration of Foreign Experts Affairs P.R. China (education, science, technology, culture and sports field). He is also a council member of Singapore - China Friendship Association and Singapore-China Business Association, Honorary President of Singapore Cultural & Art Association, the first President of ASEAN “new ambassador” Silk Road Cultural Tourism Alliance, and Secretary-General of Chinese Belt Road Initiative Tourism Alliance.
He is a renowned speaker / consultant with expertise in the area of Chinese culture and history, tourism, creativity and master planning. Since 1980s, he has travelled to most parts of northwest of China and he is better known as “Silk Road practitioner”, having travelled to the famous Silk Road for more than 300 times. Mr Li is senior adviser to the cultural departments and tourism bureaus of more than 20 provinces in China. He is also an adjunct professor at more than 30 universities in China. He also conducts regular lectures on topics such as: “Chinese culture”, “Dialogue between Chang-an and Rome-Rebuilding the glory of Silk Road”, “Brand building with culture and creativity”, etc.

Mr Liang Chun
Liang Chun is currently the Chairman of the board of BDO China Li Xin Da Hua Certified Public Accountants. Since 1986, he has been engaged in the management accounting system in Inner Mongolia Autonomous Region Department of Finance. In 1992, Mr Liang Chun entered the CPA, Certified Public Accountants and has served as Deputy Director of Inner Mongolia, Shenzhen Guozheng CPA Director, Beijing Zhong Tian Hua Zheng Certified Public Accountants Chairman, Chairman of Beijing Lixin Certified Public Accountants, Lixin Certified Public Accountants Management President, Chairman of Ericsson Dahua Certified Public Accountants.
Dr Wu Wei
Dr Wu Wei is an Associate Professor, Public Policy and Global Affairs of Nanyang Technological University, Singapore. He received his MA degrees from both Stanford University and Xiamen University, and he has a Ph.D. in Communication from Indiana University, Bloomington, USA. Dr Wu now specialises in communication and management, and has conducted a wide range of studies on media effects and public relations. He has published in top-ranking international journals, and made presentations at major international conferences. Dr Wu has taught courses in Government-Media Relations, Public Relations, and Organisational Communication, at both undergraduate and graduate levels. He has also conducted extensive training and consulting services for various government agencies and companies in Mainland China, Hong Kong, Taiwan and Singapore. His recent research projects involve studies on public communication, government-media relations in Singapore, and NGO management in China.

Dr Li Ming Jiang
Dr Li Mingjiang is an Associate Professor at S. Rajaratnam School of International Studies (RSIS), Nanyang Technological University, Singapore. He is also the Coordinator of the China Program at RSIS. He received his Ph.D. in Political Science from Boston University. His main research interests include China-ASEAN relations, Sino-U.S. relations, Asia-Pacific security, and domestic sources of Chinese foreign policy. He is the author (including editor and co-editor) of 12 books. His recent books are New Dynamics in US-China Relations: Contending for the Asia Pacific (lead editor, Routledge, 2014) and Mao’s China and the Sino-Soviet Split (Routledge, 2012). He has published papers in various peer-reviewed journals including the Journal of Strategic Studies, Global Governance, Cold War History, Journal of Contemporary China, The Chinese Journal of International Politics, the Chinese Journal of Political Science, China: An International Journal, China Security, Harvard Asia Quarterly, Security Challenges, and the International Spectator. Dr Li frequently participates in various track-two events on East Asian regional security.

Mr Wu Qiong
Wu Qiong is currently the Managing Director and Chief Researcher of the NDRC International Cooperation Center. Since joining the China central planning agency NDRC in 1994, Mr Wu has headed bilateral and multilateral cooperation initiatives and supervised projects such as pilot programs across the country on industrial energy efficiency financing and a green vehicle industrial park in Jinan, Shandong. Previously he has led projects on non-performing assets of Chinese banks, China’s real estate price mechanisms, and corporate restructuring of nearly thirty Chinese SOEs. Prior to 1994, he was a researcher at the State Council’s Development Research Center on macroeconomic analysis. Since 2010, Mr Wu have been an active lecturer in China’s Peking university and he had also lectured worldwide in Singapore’s Nanyang Technological University and also Harvard University. Mr Wu received a Bachelor’s degree in engineering and Master’s degree in economics in China.
STRUCTURE AND DURATION

The three-segment programme is to commence in May 2018 and end with the experiential journey in China June 2018.

Segments one and two will be conducted in Singapore and the final segment will be in China for immersion experience. Each participant will be guided through the segments to prepare themselves for a full business proposal that will be beneficial to themselves and their organisation. A day of sharing of business plan plus a commencement ceremony will be held in July 2018.

Dates for Programme:
First segment (Singapore) : 2 – 4 May 2018
Second segment (Singapore) : 23 – 25 May 2018
Third segment (China) : 25 June – 4 July 2018
Commencement and Sharing (Singapore) : 19 July 2018

LEARNING ENVIRONMENT

More than just theory, the Programme is designed to provide an immersive opportunity for participants to gain a first-hand understanding of China. The curriculum is specifically created to promote interaction among a diverse mix of participants and their China counterparts. The Programme focuses on opportunities for dialogues, networking events and study visits form the foundation for highly effective experiential learning.
FUTURE CHINA ADVANCED LEADERS CLUB

The Future China Advanced Leaders Club (慧眼中国汇) provides a platform to ensure the continuity of close friendships and camaraderie forged among participants who have graduated. Other than strengthening their connections with fellow participants who belong to the top management from leading organisations in Singapore, the Club also provides opportunities for the exchange of business insights.
“Economic and political situations in China are developing so fast that one cannot afford to not be updated. This course provides a really unique opportunity to look at China from a different angle.”

**Dmitry Barkov**  
General Manager  
Sport & Fashion Management Pte Ltd

“This course is a must for entry level or veterans in China business. It provides the up-to-date version of Chinese thinking, economic, political challenges, and the knowledge of the difference in Chinese and Western philosophies effects on business behaviour.”

**Timothy Chen**  
Company Director  
CCB Life Insurance Company Ltd  
Yangzijiang Shipbuilding (Holdings) Ltd  
Tianjin Zhongxin Pharmaceutical Group Corporation

“Every class has been very relevant, from addressing China’s current issues to inculcating the Chinese culture in us. Learning about the tea culture, wine appreciation, calligraphy and philosophy has been very useful in helping me to better communicate with my business counterparts in China. The alumni also provides a like-minded network which allows us to share any China-related issues and is a useful avenue to gain insights from one another’s experiences.”

**Chua Ai Ling**  
Group Business Development Director  
Teckwah Industrial Corporation Ltd

“I think what really impressed me most was at Horgos where we were brought to see the Free Trade Zone between China and Kazakhstan. It was amazing to see how fast China have finished building the building even though it was in a piece of land that has no development except for that official structure. For the Central Government to put his mind to do something, they really act on it and do on it fast.”

**Victor Foo**  
General Manager  
GNT Singapore Pte Ltd

“I think Future China Advanced Leaders Programme is a very good platform to keep one informed of the developments in China. This platform gives you a very broad perspective of China’s politics, economics, culture and history. This course gives you almost the entire China, presented on a plate right there in front of you.”

**Gan Chong Min**  
Managing Director, Fund Management  
CapitaLand China
“The course provided a platform for me to quickly learn and immerse myself in the Chinese business and social environment. Through understanding cultural aspects and common social issues, I was more confident to talk to my Chinese counterparts and build relationships with them. The course improved my understanding of China and indirectly how the Chinese do business. This course would help any foreigner keen to enter China and explore its vast market.”

Jordan Isac
Assistant to Chairman
OUE Limited

“With the rise of China as a soft power and economic powerhouse in this digital age, Singapore as a wealth management centre and a global business hub has a unique role to play and can seize opportunities. I see this comprehensive Programme as a melting pot where future leaders of Singapore from private/ public sectors and buy/ sell sides can build lasting relationships and gain unique insights on the latest developments and intelligence on China.”

Koh Boon Pin
SVP Capital Markets
DBS Bank
Treasurer of the Future China Advanced Leaders Club Executive Committee

“The history, the culture, business law, taxation, policy and doing businesses in China are all very relevant to my business. So we cover both the theory and practical part of it where we get to travel to China and see for ourselves the progress of the Belt and Road Initiative.”

Brian Koh
Deputy General Manager, Project Management Dept
Sino-Singapore Tianjin Eco-City Investment and Development Co., Ltd

“Our trip to Wuhan and Changsha in central China for the experiential learning journey has benefitted me greatly. In Wuhan, we met and interacted with the local government officials and learnt more about its geographical and business advantage as the central hub of China. In Changsha, our meeting with local China conglomerates’ senior management has rewarded me with valuable insights on strategies, present and future trends to do business in China.”

Joseph Koh
Director
Ping Siong International Pte Ltd
President of the Future China Advanced Leaders Club Executive Committee

“China is a very dynamic market, this course actually gave us a perspective at the national level but at the same time some important fundamental values in terms of the culture and historical perspectives and the social dimension and that’s when how we match this two together and find our way to navigate into the Chinese market.”

Frankie Lee
Deputy Director
Nanyang Technological University – NTUitive Pte Ltd
“The Business China and Nanyang Business School collaborations have certainly pulled together something uniquely comprehensive. It's not pure academics, but also networking opportunities and experiential learning for those seeking to understand China truly.”

Lee Mei Ling
Senior Vice President and Head, Marketing & Sales
City Developments Limited

“看到说所谓一带一路国与国的一个合作模式，让我能够放眼看天下，学怎么去登高望远，然后去理解一带一路的意义。”

Lee Seng Shoy
Managing Director
Hong Guan (Tackle) Pte Ltd

“这个课程让我学到很多东西。我看到一些新加坡人在中国如何扩展他们的社交跟生意网络，也看到了一些在新加坡往来的中国人如何在新加坡扩展他们的业务。”

Kelvin Lim
Executive Chairman/ Group Managing Director
LHN Limited

“China is an important market due to its rapid urbanisation and the increasing affluence of the country. The Belt and Road Initiative represents China’s commitment to engage the regional and global economy. I believe there will be significant opportunities for investments and collaborations between the Chinese and Singapore companies.”

Christopher Ng
Executive Director
Triplestar Holdings Pte Ltd

“China has evolved from being a follower to a leader as they become the world's second largest economy. Based on the growth from China’s urbanisation rate and the middle class, I think it is a matter of time before they overtake the US as an economy. Therefore I would strongly recommend this Programme to those who wish to do business with China as it is critical to understand China from all perspectives.”

Stephen Ng
Chief Executive Officer
China International Capital Corporation (Singapore) Pte Ltd
“Newcomers are able to bring in new ideas and veterans are able to share their experiences in China. I think the Programme is a very good platform to bring newcomers and veterans on China together.”

Calvin Ong  
Personal Assistant to Chairman  
Teckwah Industrial Corporation Ltd

“The course has given us a concise and condensed introduction to China’s past, present and future, allowing us to gain an in-depth understanding of the diverse social ecology and inter-connectedness of the country’s political and socioeconomic environment.”

Shaw Lay See  
Director & Chief Operating Officer  
Far East Organization

“The Future China Advanced Leaders Programme has brought together like-minded people from a diverse industry. It also brings the big corporations and SMEs together. The trip out to China and Kazakhstan has built a camaraderie spirit among participants that extends far beyond the Programme.”

Emily Tan  
Managing Director  
TSM Consultancy Pte Ltd

“组织方安排的非常好，他让我们实地能够考察那边当地的情况，然后跟那边的政府官员还有当地的商人一起交流。通过这样的交流机会我们可以更实际的了解当地的发展情况还有商业的机会，所以对我来说这是一个最好的收获。”

Tan Tze Shang  
Managing Director  
The Ascott Limited

“The Future China Advance Leaders Programme is very important for business leaders because for Singaporeans, most of us are brought up the western way. This Programme emphasises more on the soft side, not just business but philosophy, art, culture that forms part of the business dealings. We need to understand their culture in order to do business with them.”

Lisa Teo  
Executive Director, Corporate Development  
Pacific International Lines (Pte) Ltd
“The course is good because it prepares me for China. I call it the China-ready, China-savvy and China-connected course. 我觉得我来研修班最大的收获其实是认识了我这班同学。我这班同学其实都是在新加坡各个领域相当成功的商人，或各个政府部门的领导。从他们身上我也学到很多中国的经验。”

Ruby Teo  
Principal  
Stalford Education Holdings Pte Ltd  
2nd Vice President of the Future China Advanced Leaders Club Executive Committee

“This Programme is very unique. It allows me to frame my thoughts within the cultural perspective and through that, better understand how the Chinese think and the mindset and considerations behind why things are done in certain ways. Through engagement with Chinese officials, local businesses and industry & commerce federations, I gained a more comprehensive insight and understanding of how things work in China, from an insiders’ perspective.”

Tey Soon Heng  
Chairman  
Spring Maternity  
Committee Member of the Future China Advanced Leaders Club Executive Committee

“I would highly recommend this Programme for executives who want to do business in China. It is a fast-track and comprehensive Programme delivered by experienced lecturers from a diverse area of expertise. The networking sessions between the participants, lecturers, business leaders and government officials had greatly enhanced our learning experience.”

Yang Sai Hoi  
Vice President, Head of TM Concrete – China  
Silka Asia Pacific Management Pte Ltd

“The Future China Advanced Leaders Programme organised by Business China has strengthened my ability to steer and lead the YCH team to expand our market presence in China and to entrench our positioning as the preferred supply chain management and logistics partner. This programme is also a good platform for us to network and uncover new synergies with partners looking to grow with us throughout the Asia Pacific region.”

Roger Yap  
Vice President, China and Operations  
YCH Group

“I really like the hands-on and very practical experience that we have in the second segment where the whole class went to China for the experiential learning journey. I think these closed-door discussions with government leaders and Sino-experts from both Singapore and China gave the whole class a better understanding of China’s changing landscape.”

Jube Zhong  
Assistant CEO & Executive Director, Commercial Properties  
Yanlord Land (Chengdu) Co., Ltd
ADMISSION FOR FUTURE CHINA ADVANCED LEADERS PROGRAMME

We welcome candidates from all parts of the world. Admission is selective and based on professional achievement and organisational responsibilities.

Application Process

Candidates may apply for the Future China Advanced Leaders Programme through Business China. Candidates’ eligibility will be assessed on an individual basis and the success of application will also depend on the vacancies available, hence interested candidates should apply early to secure a place.

Applications are open till 23 April 2018. All applications with supporting documents must be submitted by 23 April 2018.

Programme Fee

The Programme fee is S$30,000 per participant (not inclusive of GST). This covers the cost of all course materials, including domestic travel*, meals and accommodation for the study visit to China.

Please contact Business China for details of the programme fee.

* International airfares are to be borne separately by the participants

Contact Information

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Tel: (65) 6213 0406 / (65) 6213 0407 / (65) 6213 0408
Email: FC_ALP@businesschina.org.sg
www.futurechina-alp.sg
ABOUT BUSINESS CHINA

Launched in November 2007 by Founding Patron and Singapore’s Founding Prime Minister Mr Lee Kuan Yew, Business China’s mission is to nurture an inclusive bilingual and bicultural group of Singaporeans through extensive use of the Chinese language as the medium of communication, so as to sustain our multi-cultural heritage, and to develop a cultural and economic bridge linking the world and China.

Business China also organises events, networking opportunities and knowledge-sharing platforms for its members and the public – each an avenue for gaining valuable insights on various aspects of China. It aims to anchor Singapore via platforms linking China to the world, create value for Business China members and the business community and facilitate the development of China-ready and China-savvy young Singaporeans.

With these initiatives, Business China aims to help Singapore executives, enterprises and young Singaporeans leverage on their cultural understanding, linguistic advantages and in-depth knowledge to make successful inroads into China.

Visit www.businesschina.org.sg for more information.

ABOUT NANYANG BUSINESS SCHOOL

Consistently ranked among the world’s premier business schools, Nanyang Technological University’s Nanyang Business School (NBS) has been nurturing leaders for business and public service, advancing global management knowledge and practice for over 50 years. Being fully integrated into Nanyang Technological University, we draw on the strengths of one of Asia’s most comprehensive research-intensive universities to provide holistic, interdisciplinary business education. NBS believe that responsible and culturally sensitive leadership in business and government is crucial to securing a sustainable future for a globalised world. Through teaching and research, NBS grooms culturally intelligent leaders who pursue lasting success that seeks not only economic profit, but also the interests of the community and environment.

For more information, please visit www.nbs.ntu.edu.sg.

ABOUT INTERNATIONAL ENTERPRISE SINGAPORE

IE Singapore is the government agency that promotes international trade and partners Singapore companies to go global.

We attract and anchor global trading companies in Singapore by promoting our unique advantages as a global trading hub. Today, Singapore is home to a complete ecosystem for the energy, agri-commodities and metals & minerals trading clusters.

Through our network of over 35 overseas centres and comprehensive assistance programmes, we partner Singapore companies to strengthen their global competitiveness.

Visit www.iesingapore.gov.sg for more information.