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# TOChina BUSINESS PROGRAM

## 2015



[www.chinabusinessprogram.it](http://www.chinabusinessprogram.it)



TOChina System, University of Torino  
CLE Campus, Lungodora Siena 100/a  
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### Strategic business skills for prospective managers with a China horizon

Hangzhou, China: 06 July - 14 August, 2015

### 南欧-中国商业战略研修班

**SMART CITY DEVELOPMENT - GREEN TECH - FOOD & SAFETY - AFFORDABLE LUXURY - PHARMACEUTICAL & HEALTH - AEROSPACE - TOURISM**

The TOChina Business Program is developed in partnership by



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### ➤ WHY THE TOChina BUSINESS PROGRAM?

For the past 30 years entrepreneurs and managers from around the world have been engaging China mostly as a destination for investment and a global industrial hub, producing – or, often, assembling – goods for export.

In several key sectors that era is now over, and in many others it will be soon. China is fast becoming itself a prime **global investor**, and its **increasingly mature market** is a key driver of global growth.

Those companies – and nations – which **get in-sync** the soonest with this new reality will make the stronger claim for a share of the next growth cycle.

The TOChina Business Program was launched in **2013** to ensure that **far-sighted players** from Europe, China, and beyond – companies, institutions, individual prospective managers – can access **world-class training in China** on how to engage effectively with the new business environment which is being engineered in China through the current wave of economic reforms.



The TOChina Business Program class of 2013 | © TOChina





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## ➤ WHAT DOES THE PROGRAM OFFER?

- ✓ The TOChina Business Program (CBP) offers a **set of 6 crash courses** – for a total of over 200 hours of intensive training – designed to equip a high-power group of prospective managers with strategic skills in the areas of **business internationalization, intercultural management and entrepreneurship**, with a **China focus** and specific attention devoted to five key sectors: **smart city development, green tech, f&b and food security, accessible luxury, pharmaceutical / medical technology, aerospace, and tourism**.
- ✓ Its **curriculum** has been especially developed by an international team of scholars of contemporary China together with executive education specialists and China-based professionals.
- ✓ The program aims to respond to the growing demand for highly-qualified profiles combining **linguistic and substantive competence on China**, good command of the **key tools of international business**, and an **entrepreneurial spirit** free of naiveté.
- ✓ The CBP is an extremely enriching – and intense – learning experience, which involves
  1. **over 30 hours of formal training in class** per week;
  2. a variety of **group projects and business development simulations**;
  3. **case studies on strategic business sectors** for Europe and China;
  4. all of this in the historic Yuquan Campus of Zhejiang University in the **iconic city of Hangzhou**.



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## ➤ WHO IS THE PROGRAM DESIGNED FOR?

The TOChina Business Program is designed in particular for

- ✓ **outstanding graduate students and young professionals from outside China** who have acquired substantial expertise on China and now wish to combine it with essential managerial competences to make a stronger claim for a business career with China. Applicants from **Italy** and **southern Europe** especially welcome;
- ✓ **outstanding mainland Chinese graduate students and young professionals** with excellent command of the English language who aim for a career in international business;
- ✓ **second-generation Chinese** from Italy and southern Europe who wish to benefit from a fresh opportunity to reconnect with mainland China through the dynamic city of Hangzhou, while accessing advanced training for prospective international managers and networking opportunities with top local business players.

### International Management & Entrepreneurship

- Introduction to International Management

### China: Market Readiness

- Doing Business with China
- China Business Outlook

### Strategic Business Development

- Business Finance
- Strategy & Strategy Execution
- Negotiation & Marketing



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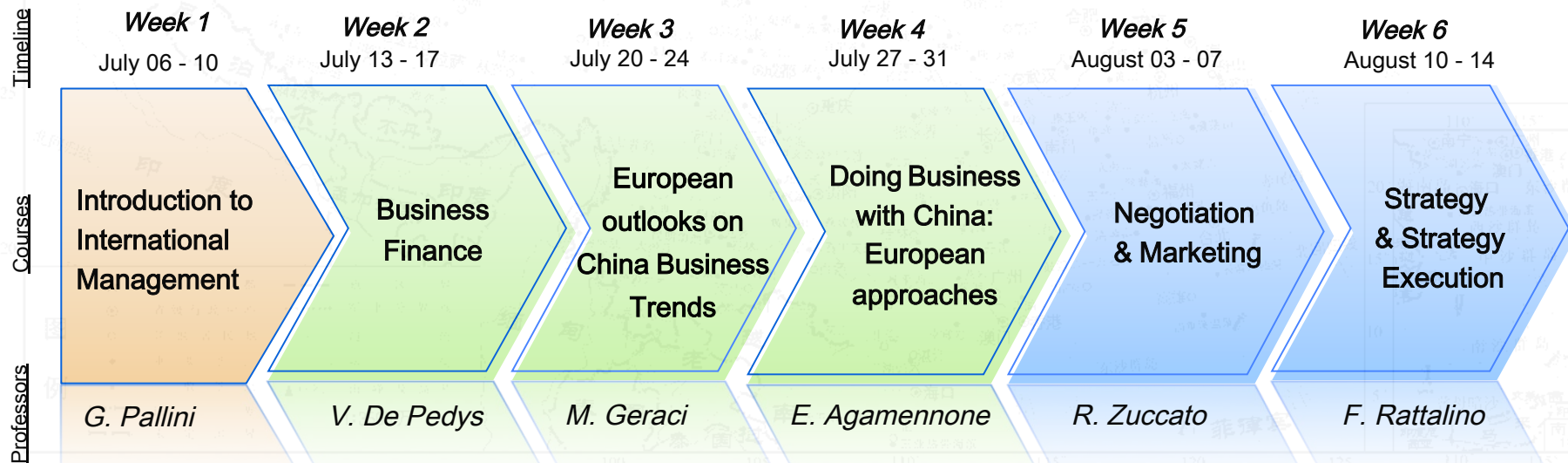
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### ➔ WHAT IS THE STRUCTURE OF THE PROGRAM?

The CBP will take place in Hangzhou, China, from **06 July to 14 August 2015**. Online applications will be accepted starting on January 19, 2015 until March 20, 2015 at [www.chinabusinessprogram.it](http://www.chinabusinessprogram.it). All selected participants are awarded a scholarship depending on their status. Competition to participate is intense: early application is key.

The program is scheduled over **6 weeks**, with classes running from 9am to 1pm and from 2.30pm to 6.30pm (see the Call online). Participants are required to prepare case studies and work on group projects ahead of sessions.





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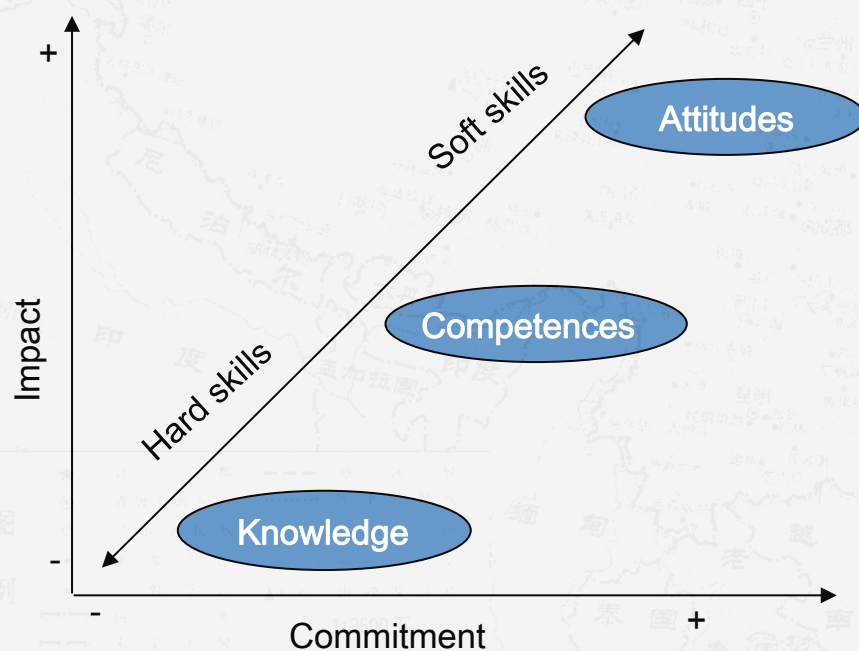
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## ➤ WHAT METHODOLOGY IS USED?

The methodology of the TOChina Business Program is based on the principles of **action learning**, where teaching aims to develop knowledge, competences and attitudes that can quickly be operationalized in the business world.



- Interactive lessons with international scholars and professionals
- Real company case studies
- Teamwork projects
- Role plays and simulations



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WEEK 1, July 06 - 10

## INTRODUCTION TO INTERNATIONAL MANAGEMENT

### CONTENTS

- *Introduction to International Management* is a highly interactive course consisting of several interlocking sections whose aims are:
  - learning how to take decisions in an executive and structured way
  - working in team efficiently and structuring the communication of the decisions
  - analyzing dynamics and processes in an effective way and by priorities
  - **international managers and China: key challenges and how to overcome them**

Linked in

### LECTURER

*Gianluca  
PALLINI*

- ✧ Professor of Company Finance, Economics and Business Administration, Catholic University of Milan
- ✧ Executive Trainer in Finance, Wealth Management & General Management
- ✧ Previous positions:
  - Credit Suisse, Director
  - Infrastrutture S.p.A., Investment manager





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WEEK 2, July 13 - 17

## BUSINESS FINANCE

### CONTENTS

- The aim of this course is to develop a good comprehension of the principles and tools used in the financial system at the management level. In particular:
  - learning how to read and interpret balance sheet data
  - understanding the concept and dynamics of “cash flow”
  - understanding the implications at a financial level of managerial decisions and of a business strategy, and analyzing business performance indicators
  - **business finance in China: access to credit, financial innovation, company accounts supervision**

LinkedIn

### LECTURER

*Vittorio  
DE PEDYS*

- ✧ Affiliate Professor, ESCP Europe business school, Torino Campus
- ✧ Previous positions
  - ICCREA Bank, CFO
  - Salento Bank, Managing Director
  - CITIGROUP, Managing Director





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WEEK 3 July 20 - 24

## EUROPEAN OUTLOOKS ON CHINA BUSINESS TRENDS

### CONTENTS

- This short course includes formal training and a hands-on approach to case studies on the following topics:
  - China's transformation as a business environment after the 2013 3<sup>rd</sup> Plenum
  - finance in China: business opportunities, access to credit, the role of RMB
  - the future of consumption in China
  - China's next growth cycle: emerging sectors in manufacture and services

LinkedIn

### LECTURER

*Michele  
GERACI*

- ✧ Head of China Economic Policy Program and Assistant Professor of Finance, Nottingham University Business School, Ningbo, China
- ✧ Head of China, Global Policy Institute
- ✧ Senior Research Fellow and Adjunct Professor of Finance, Zhejiang University
- ❖ Previous positions:
  - MBA, Massachusetts Institute of Technology, Sloan School of Management



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WEEK 4 July 27 - 31

### DOING BUSINESS WITH CHINA: EUROPEAN APPROACHES

#### CONTENTS

- This long course provides a practical training of how to do business with China and/or with Chinese companies, through lectures, group activities, and the participation of international managers and entrepreneurs illustrating case studies.
  - Doing business with China: false myths and main trends
  - Legal structures and contracts to do business in China: WFOE, JVs and others
  - How to draft a business plan and a "China plan"
  - Chinese companies in Europe: opportunities, risks and countermeasures
  - Sectoral focus and case-studies: **smart cities development, manufacture, food & beverage, accessible luxury & quality of life, pharmaceutical / health tech.**

LinkedIn

#### LECTURER

*Edoardo  
AGAMENNONE*

- ✧ Legal Counsel, EDF Asia Pacific
- ✧ PhD Candidate, SOAS (London)
- ❖ Previous positions:
  - Foreign Counsel, King & Wood Mallesons
  - Senior Associate, Gianni, Origoni, Grippo, Cappelli & Partners



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WEEK 5, August 03 - 07

## NEGOTIATION & MARKETING

### CONTENTS

- This course explores the following areas:
  - basic behavior, phases and processes of negotiation (opening, deal design,...)
  - negotiation techniques in the selling process
  - “complex selling” methodology with respect to services and products
  - identity, branding, and product positioning
  - **negotiation techniques and how to position your brand in China**

Linked in

### LECTURER

*Roberto*  
**ZUCCATO**

- ❖ Affiliate Professor of Marketing, ESCP Europe business school, Torino Campus
- ❖ Fontana Couture / Revers – Managing director
- ❖ Previous positions:
  - Fiat Auto, VP Communication & Institutional Relations, VP Sales
  - Martini & Rossi – Marketing Director Italia
  - Luigi Lavazza – Head of Marketing



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WEEK 6 August 10 - 14

## STRATEGY & STRATEGY EXECUTION

### CONTENTS

- This course focuses on:
  - defining the concepts of business administration, value creation and competitive advantage
  - understanding the fundamentals of organizational culture that influence strategic decisions
  - exploring the tools that are useful to analyze market trends and competition
  - **strategy execution with China: Chinese organizational culture and HR dynamics**

LinkedIn

### LECTURER

*Francesco  
RATTALINO*

- ❖ Managing Director, ESCP Europe business school, Torino Campus
- ❖ Associate Professor of Strategy and Management Control, ESCP Europe business school
- ❖ Previous positions:
  - Oracle
  - Ferrero





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## ✓ How do I apply for this program?

Starting on January 19, 2015 online applications will be accepted at [www.chinabusinessprogram.it](http://www.chinabusinessprogram.it). The webpage will go live shortly beforehand with further information for applicants. Applications will be accepted until noon, March 20, 2015. The selection committee will notify all applicants by March 30: successful applicants will be required to pay their tuition fees by April 10, 2015 to secure their place in the program.

## ✓ Do I need to know Mandarin Chinese or have any particular qualifications to apply?

While full command of the English language is absolutely necessary, participants will be selected among those applicants who can make the strongest case as to their competent commitment to a business / managerial career with China at its core. Applicants will be evaluated according to their qualifications, motivation, and potential.

## ✓ What are tuition fees? Are there scholarships?

All selected participants will benefit from a significant reduction of their tuition fees thanks to 50 scholarships offered by Compagnia di San Paolo, Fondazione CRT, and the Chamber of Commerce of Torino, Italy. Participants are required to pay the remaining share of tuition fees, based on their status (the full cost of the program is EUR 5,000 per person). Details are available on the Program webpage and in the Call.

## ✓ Where and when is the program held?

The CBP is held in the city of Hangzhou 杭州, a former imperial capital one hour away from Shanghai by bullet train. The host institution is Zhejiang University, in its historic Yuquan Campus near the iconic West Lake.



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✓ **Will I be provided with accommodation?**

The stated fees cover tuition only. Participants must take care of their visa application, travel and accommodation in Hangzhou individually.

✓ **Can someone help me set up in Hangzhou? Will there be on-site support there?**

Mr. Francesco Silvestri, the acting director of the Center for Italian Studies at Zhejiang University and 2015 CBP program officer in Hangzhou, can be contacted by participants for on-site support: [cis@tochina.it](mailto:cis@tochina.it).

✓ **Do I need a visa?**

Yes, unless you are a PRC citizen. Since the CBP is a crash international executive education course, and not a standard Chinese academic program, we recommend that you apply for a 60-day tourist visa (not student visa).

✓ **Will I receive a certificate upon the completion of the CBP?**

Yes, of course: the certificate will be produced by the ESCP Europe business school, in conjunction with the Department of Culture, Politics and Society, University of Torino and the Faculty of Arts and Humanities of Zhejiang University.

✓ **Who can I contact for further information?**

Mr. Kavinda Navaratne – TOChina program manager at the Department of Culture, Politics and Society, University of Torino – is the first port-of-call for any queries: [businessprogram@tochina.it](mailto:businessprogram@tochina.it).



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TOChina is Italy's single largest knowledge hub on China's current socio-political and economic dynamics, as well as foreign and security policies.

Developed by the Department of Cultures, Politics and Society of the University of Torino in partnership with the Torino World Affairs Institute and Zhejiang University, its aim is to promote a holistic understanding of China and explore the perspectives of China's growing relations with the Euro-Mediterranean region.

## ➤ Cutting-edge Research

TOChina pursues rigorous, in-depth research based on international and Chinese sources, intensive fieldwork, and surveys with top-level local partners. TOChina scholars actively participate to the global conversation on China's future across academic journals and in the international media.

## ➤ Advanced Training

Combining traditional training practices with innovative scenario-building techniques of analysis, TOChina manages Italy's only IR double degree in Global and China Studies, run in partnership with Zhejiang University, one of China's C-9 universities of foremost national relevance. TOChina researchers train or consult for the EU, the Italian Ministry of Foreign Affairs and Parliament, and international companies.

## ➤ Smart Networking

TOChina's networking activities range from Track II dialogues on the high politics of Sino-Italian and Sino-Mediterranean relations with key officials from the Chinese Party-State, to service networking for engaged entrepreneurs and local officials. Graduates from the top TOChina programs form a high-power alumni community.



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The TOChina Business Program steering committee is composed by the following China and business specialists:



**Dr. Giovanni ANDORNINO**

Assistant Professor of International Relations of East Asia, University of Torino

Vice President, T.wai

➤ *TOChina Coordinator*



**Prof. Francesco RATTALINO**

Managing Director, ESCP Business School, Torino Campus

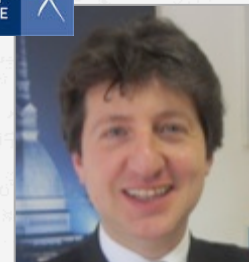
➤ *TOChina Business Program Academic Director*



**Prof. LIU Wei**

Associate Professor of History and Politics, Zhejiang University and University of Torino

➤ *Executive Director, Center for Italian Studies at Zhejiang University*



**Dr. Silvio MARENCO**

Corporate Service Director, ESCP Business School, Torino Campus

➤ *TOChina Business Program Corporate Director*





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The TOChina Business Program is run jointly by the following academic partners:



The **Department of Culture, Politics and Society** of the **University of Torino** is home to Italy's only double degree in Global and China studies, in partnership with Zhejiang University. It is the HQ of the TOChina research and training system.



**Zhejiang University** is one of the C-9 universities of primary national relevance in the PRC. Its Faculty of Arts and Humanities and **Center for Italian Studies** have been TOChina's n.1 partner in China since 2007.



**T.wai, the Torino World Affairs Institute**, is an independent, non-profit institute pursuing rigorous policy-oriented research in the fields of global politics and security studies. It is Italy's only think-tank with a dedicated China research program.



**ESCP Europe** is the world's oldest business school. Triple-crown accredited (EQUIS, AMBA, AACSB), ESCP Europe welcomes 4,000 students and 5,000 executives from 90 nations every year at the Master level and for MBAs, PhDs, and Executive Education.



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## ➤ WHAT HAPPENS AFTER THE PROGRAM?

1. CBP participants who successfully complete the six courses are invited to join the **TOChina alumni**. A dynamic, exclusive community, the TOChina alumni only admits graduates from the signature TOChina programs. Institutionally, it promotes alumni visibility in high-value segments of the job market, both in China and Europe. Informally, it functions as a channel for exchanging valuable information and early warning among its members, constantly on the look-out for opportunities around the globe.
2. CBP alumni benefit from the **ESCP Europe business school placement services**, on par with ESCP Europe Master's alumni.
3. CBP alumni profiles will be shared among donors and supporters of the program, including the Compagnia di San Paolo and Fondazione CRT banking foundations (Italy), the Torino Chamber of Commerce (Italy), and the "Eccellenze Italiane" commercial park in Hangzhou (China).

## ➤ TRUE STORIES: OUR CURRENT RECORD

Matteo S. currently holds the record among TOChina alumni as the one who was hired the soonest after graduation (he graduated in December 2013 from the TOChina-supported Global and China Studies Master's degree at the University of Torino): **a fellow TOChina alumnus forwarded Matteo's CV to his bosses and within a week from graduation Matteo had a permanent contract with Bank of China in Milan.**



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旅游景点版

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Luck does not exist. There exists only the moment  
when **talent meets opportunity**

(Seneca)

师傅领进门，修行靠个人

(Chinese proverb)

(Chinese proverb)

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