



## Climbing the Great Wall: An Insider's Guide to Business Success in China

### OVERVIEW

With a massive consumer base spending heavily both at home and abroad, China represents a tremendous opportunity for companies seeking growth. But the path to profits is highly complex, fraught with potential pitfalls that are best avoided. In this immersive, interactive executive seminar, Matt Pillar, a Harvard-trained China business expert, presents real-world observations on how to navigate this complex, fast-growing market and establish a platform for lasting success.

The seminar, which may be tailored for specific companies and/or groups in either half-day or full-day formats, will engage participants in a review of cultural sensitivities, business customs, and the current economic environment, and then focus on a wide range of proven, time-tested business strategies and tactics to mitigate risk and build for success. The seminar lectures and group discussions have been designed to be focused, practical, and well-paced, drawing upon first-hand experience, ongoing research from primary and secondary sources in English and Chinese, and insights gathered from many years spent living, studying, and working on the ground in Beijing, Shanghai, Hong Kong, and throughout Southeast Asia.

Participants will leave the seminar equipped with the confidence and basic knowledge necessary to better develop or refine an effective China market strategy for their own enterprise.

### TOPICS OF DISCUSSION

The seminar takes a practical approach to contextual learning with actionable strategies and tactics that enable executives to more effectively deal with the critical issues that foreign companies face in launching and building their businesses in China.

Topics of discussion will include:

- **The China Market: Background, Socio-Economic Indicators.** A brief overview of the country, its people, major historical milestones, political leadership and initiatives, and socio-economic indicators;
- **The Business Environment: Unique Attributes, Major Trends.** The emergence of a global economic superpower, modernization trends and consequences, observations on how the China market is different and changing, and thoughts on constraints and weaknesses that may impact future growth;
- **Industry Sector Analyses.** Digital media, higher education, luxury goods, and travel and tourism;
- **Success Tips: Strategic and Tactical Considerations.** Guiding principles, cultural sensitivities, market entry and corporate positioning, government relations, staffing, team building, local vendors, strategic alliances, accounting and financial management, IP protection, consumer targeting, market segmentation, brand building, advertising and public relations, sales, and investments and M&A, among others; and
- **Participant Discussion: Executive Challenges.** Open, interactive discussion of various issues of importance to executives including cultural context in decision-making, balancing risk and opportunity, talent development, team building, business ethics, compliance, and protecting core assets and capabilities.

### WHO SHOULD ATTEND

Senior executives at for-profit businesses and NGOs, entrepreneurs, investors, and professional service providers who would like to gain an in-depth, practical understanding of the current China market and ways to more effectively and successfully conduct business there. Group discussions on selected topics and networking opportunities with fellow participants and the program leader make this a highly engaging and useful learning experience.

### PROGRAM LEADER

Matt Pillar is an accomplished executive with more than two decades of experience building businesses in Asia. He is Founder and Managing Director at Fire Dragon Enterprises (<http://www.firedragonllc.com>), a global strategic advisory firm focused on Greater China, and Drucker Senior Fellow with the Peter F. Drucker and Masatoshi Ito Graduate School of Management at Claremont Graduate University (<http://www.cgu.edu>).

Fluent in Mandarin Chinese, Matt graduated with a Bachelor of Arts degree with Honors in East Asian Studies from Brown University; completed a rigorous course of study at Nanjing University in Nanjing, China; and received a Master in Business Administration degree with Honors from Harvard University, where case studies and lecture material which he co-authored and published have been taught in both the Harvard Business School executive education program and second-year MBA curriculum. He currently writes about China business and strategy at <http://www.climbingthegreatwall.com> and may be followed on Twitter at <https://twitter.com/firedragonllc>.

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