

AGENDA

China Marketing Forum: Realizing Opportunities in China's Markets

Crowne Plaza
Fudan University
Shanghai, China
June 29 – 30, 2010

The mission of the China Marketing Forum is to promote excellence on issues related to marketing in China. The conference is organized and hosted by Fudan University with co-hosts including Peking University, Tsinghua University, the Marketing Science Institute, the Sheth Foundation, and the University of Hong Kong.

Tuesday, June 29, 2010

8:30 a.m.

Registration

9:00 – 9:15

Welcome and Opening Remarks

Lu Xiongwen, Dean, School of Management, Fudan University, and Ruth N. Bolton, Executive Director, Marketing Science Institute

► Session One: Organizational and Product Innovation in China

Chair: Jiang Qingyun, School of Management, Fudan University

9:15 – 9:40

Product Innovation

Yu Yingtao (于英涛), Chief Marketing Officer, China Unicom

China Unicom is among China's top three telecom operators. Listed in Shanghai SE (PE = 71; capitalization US\$16.7 billion; RMB 108.7bn), NYSE, and Hong Kong Stock Exchange (an index composite stock; PE = 20.5; HK\$ 221 billion), the firm has 463,000 staff and was rated among China's top 25 most respected firms with special recognition of its capability to capitalize customer value in 2009. Incorporated in 1994 with strong state government support, China Unicom's customer base continues to expand: in 1998, over 1 million customers; in 2003, 19 million customers in its CDMA network (the world's second largest). By 2010, its GSM serves 132 million customers (35% of the market). The firm is renowned for its innovative abilities and cutting-edge tech alliances with Toyota (in-car phone services), Apple (3G and iPhone), Samsung, and other global brands. Yu Yingtao will discuss the firm's innovative capabilities.

9:40 – 10:05

Firm Innovativeness

Zhuo Wang (王茁), Vice President, Shanghai Jahwa

Shanghai Jahwa is modeled as China's P&G, with a full line of household supplies and cosmetics. Its Herbalist line of high-end cosmetics is recognized as one of the few Chinese brands that is well received in the highly competitive French market. Among the 1,000 brands in Paris's cosmetic cold cream market, Jahwa's Herbalist line ranks 14th. Zhuo Wang will discuss Shanghai Jahwa's breakthrough success, highlighting its "skillful" capabilities and how this is transformed into innovative competence.

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10:05 – 10:20

Break

10:20 – 10:45

Title TBA

Philip Wu, Chief Marketing Officer, UPS China

With a careful strategy of gradual business growth, UPS China has differed from other courier firms in its approach to winning a market in China. Yet, by seizing its opportunity during the 2008 Beijing Olympics, the firm expanded and built a logistics system that has brought its operation to new heights. Philip Wu will discuss the nature, challenges, and benefits of this change at UPS.

10:45 – 11:30

Building a Culture of Relentless Innovation in Firms across Nations

Gerard J. Tellis, University of Southern California

What drives innovation across nations has been the subject of research across numerous disciplines. Researchers have proposed religion, geography, country culture, patents, and IP protection as potential drivers. This study of 770 firms across 17 nations shows that corporate culture is the main driver of innovation. Professor Tellis will elaborate on the three traits and three practices that constitute such a culture.

11:30 – 12:15 p.m.

Panel Discussion

Moderator: Bennett Yim, University of Hong Kong

12:15 – 1:45

Lunch

1:45 – 2:30

Special Session: Building Global Chinese Brands: Provocative Perspectives

John A. Deighton, Harvard Business School

► **Session Two: Dynamic Capabilities of Firms in China**

Chair: Yuhuang Zheng, Tsinghua University

2:30 – 2:55

Gaining Brand Leadership Position—Philips in China

Simon Wong, Founder and Chief Executive Officer, Leader Momentum

In the last 16 years, Simon Wong has created the “Simon” legend at Philips by taking nine (out of ten) Philips consumer product lines to the number one brand position in their respective categories. Working in demanding and dynamic distribution channels, he has built the marketing team’s capability to excel in China’s highly competitive consumer markets. Mr. Wong will share the vision, leadership, and executional competence underlying his success in Philips-China.

2:55 – 3:20

Once Started, Nothing’s Unchangeable in China

Huang Zhuang, Chief Marketing Officer, Dell in China

Since its entry into China in 1995, Dell has made significant and continuous changes to resolve marketing issues and adapt to the competitive and dynamic market. Since 2005 these efforts have paid off; in 2007, its shipments in China went up 54% year-on-year. The company has expanded its retail outlets from 45 cities in 2007 to 1,200 by the end of 2009. Dell currently ranks second in market share in China, and its B2B business is China’s largest. China is Dell’s second-largest market, and its China sales revenues are expected to reach 5 billion in 2010. Huang Zhuang will discuss Dell’s experiences in the China market and future possibilities in India.

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3:20 – 3:45

Benefits of Being “in-China”: Stretching from a Point to a Plane

Zhang Jizhen, Marketing Director, China UnionPay

China UnionPay started as an inter-bank payment platform in China, but rather than remaining a behind-the-scenes B2B platform, it continuously exploits opportunities in China’s fast-growing personal financial market. It first established its brand name among consumers, then offered credit cards and other transactional vehicles (debit cards and others) with its client banks, thereby capitalizing on its resources. Today, China UnionPay is one of the most recognized names in the credit card business in China. In recent years, it has followed its customers to establish operations in the Asian and European markets. Zhang Jizhen will discuss how the firm continuously innovates its services to attract and expand its client base.

3:45 – 4:00

Break

4:00 – 4:30

Dynamic Capabilities in China: Insights and Implications

David K. Tse, University of Hong Kong

Professor Tse specializes in firm entry, brand building, and innovation strategies for firms operating in China. He will share his thoughts on the essence of being dynamically capable in today’s China market.

4:30 – 5:15

Panel Discussion

Moderator: Siqing Peng, Peking University

5:15 – 5:30

Closing Remarks

Ruth N. Bolton, Executive Director, Marketing Science Institute, and Hean Tat Keh, Peking University