



MBA WORLD SUMMIT 2014


QX-QUARTERLY CROSSING

27th & 28th March 2014 | Hong Kong
**For the very first time in
MBA history**

**MBA
WORLD
SUMMIT
2014.**

DEAR ATTENDEES

The “MBA World Summit 2014” in Hong Kong will bring together 62 carefully pre-selected MBA students from top-tier Business Schools worldwide for high-impact exchange and best-practice sharing. In this vein, this first-of-its-kind event is positioned to be a platform to nurture a collaborative culture amongst this entire group of upcoming future business leaders and an unparalleled event to both fascinating and enriching locations in and around Hong Kong.

Designed to be a source of inspiration, creativity and future - driven by the inherent willingness for enriching exchange, attending MBA students will shape parts of the agenda in the form of simultaneously occurring SLS-sessions on Day One - either as workshops, lectures, talk-shops or think tanks - where proven success strategies, new visions, challenging difficulties and even spectacular failures are shared with each other - privately, objectively and humorously - in a homely atmosphere that is equally relaxing as it is energizing. Thus, the MBA World Summit also will serve as a capstone event for MBA students, allowing them to reflect on what they have learnt in their two years, and providing a myriad of exciting opportunities for future personal and career development.

We are thrilled to partner with some of the most dynamic and innovative companies from around the world in organizing this inaugural summit. The handpicked MBA talents will participate in numerous impactful and illuminating discussions with senior company executives about the various

career paths available to them in today's fast-paced and complex business climate. These industry-leading companies will also be shedding considerable light into the great businesses that they run and what it would be like to work for them in the most coveted management positions. We are thus expecting an unprecedented meeting of minds, interests and the exchange of exceptional career opportunities that would fruitfully bring together industry partners and upcoming talents. This, we believe is what sets the “MBA World Summit 2014” apart as the premier MBA event worldwide.

Considering Hong Kong's integrative spirit as a cosmopolitan bridge between China and the World, we could not imagine a more suitable city to celebrate this maiden gathering of some of the World's most distinguished MBA students - hailing from 28 countries with the desire to build lasting bonds of friendship - through a variety of creative program formats. These include corporate or cultural expeditions, a junk boat cruise to Hong Kong's outlying islands, inspiring encounters in the most dynamic dining and night life venues of this bustling metropolis and many more.

In order to be invited to this event, students participated in a rigorous selection process over the last few months. After an initial screening of the resumes and motivation letters of more than 2.000 applicants, we invited 600 shortlisted candidates to a qualifying round with a video interview. We were determined to select only the most impressive MBA students whose passion for exchange, innovation and mutual inspiration would help us to create a visionary

and unique learning community of future business leaders. We are pleased to present our final ‘line-up’, consisting of 39 second-year MBA students and 23 first year MBA students coming from 20 Business Schools - brought together for the very first time at the summit.

Hence, we greatly look forward to this upcoming event and believe that it would be a successful event of immense value for all of us - professionally and personally.

We can't wait to explore Hong Kong together with some of the most inspiring and exciting people on Earth and we are excited to experience three wonderful days with all of you.



Thomas Fuchs
Founder & CEO
QX-Quarterly Crossing



Yannick Reiss
Head of International
Growth & Innovation



The Big Apple, the Old Smoke, the Harbor City, the City of Angels - almost every major cosmopolitan city has a nickname suggestive of its allure and charm. None of them, however, arguably matches up to the splendor and promise alluded to in Hong Kong's:

The Pearl of the Orient. This vibrant Asian metropolis, home to over 7 million people, presents a charm, beauty and a breathless energy that justifies its place within the exclusive circle of first-class, truly global cities, such as New York, London, Sydney or Paris.

Anyone who has captured a piece of Hong Kong's magic will never forget it. Its eclectic, East-Meets-West fusion is only fitting for a city standing at the gates of an ancient civilization. This unique city is also a major powerhouse contributing to the world economy, as well as a business hub for both eastern and western companies.

HONG KONG

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THANK YOU

Hong Kong Cyberport Management Co. Ltd has provided us with the perfect premises for the event. Situated within an architecturally diverse complex, we will be meeting in rooms specially designed by our hosts to stimulate creative group discussion.

Therefore, we would like to convey our deep gratitude to our hosts Dmitry Fedotov, Founder & CEO of the MULTICHANNEL GROUP, Herman Lam, CEO of Hong Kong Cyberport Management Co. Ltd, and Mark O. Clift, COO of Hong Kong Cyberport Management Co. Limited, for their generous invitation.

We would also like to express our sincere appreciation to Henkel AG & Co. KGaA for their strong partnership and being like-minded in sharing a passion for people. For their substantial support we like to thank BASF and investOrbit. Further, we would like to express special thanks to Wolfgang Bern for his unbelievable organizational management and great network in Hong Kong.

In addition many thanks to Kate Pepper, for supporting us all the way and providing a much needed helping hand for the setup on location.

Without the help of all the MBA club presidents and career centers in spreading the word to the global MBA community this event would not have been possible - a huge "thank you" to everyone who was involved.

Our greatest thanks, however, go to all those MBA students who enrich the "MBA World Summit" with their voices and experiences - you guys make this event absolutely unique!

Let's have a great time full of inspiring moments!

Sincerely yours,

The MBA World Summit Organizing Team

THE VOICES

Keynote Speaker



HERMAN LAM
CEO,
Hong Kong Cyberport
Management Co. Ltd

Company Presentation



Excellence is our Passion

(4)

Summit Laboratory Sessions - Speakers



TIM EISENMANN (1)
Stanford GSB,
Shaping the World - Start Up or big Business?



GUY SOREQ (2)
Columbia Business School,
Riding the Fracking wave: The Story of Entrepreneurial Characters in an Entrepreneurial Industry



RANJEETA (3)
CEIBS,
Access vs. Ownership amongst Youth



AALOK LALVANI (5)
National University of Singapore,
Sustainability for Young Leaders in Asia



SAIFUL QAZI (6)
Mannheim Business School,
Business Ethics: An Oxymoron?



UZOMA NWAGBA (7)
Harvard Business School,
Private Equity Investment in Emerging Markets



SALLY S. YOON (8)
Chicago Booth,
The Art of Small Talk & Networking



KEVIN ZHANG (9)
Stanford GSB,
The current Status of the Private Equity Industry



KAREEN PROUDIAN (10)
HEC Paris,
Politics through a Role-Playing Exercise



BRIAN CAMPBELL (11)
London Business School,
The Evolution of News



MICHAEL NURICK (12)
Berkeley, HAAS School of Business,
What Rock Stars can Teach us about Leadership



SHRUTI JINDAL (13)
Harvard Business School,
Design Thinking: Innovative Problem Solving of Leaders



LAVANIYA DAS (14)
HEC Paris,
The Business of the Creative Industry - An insight into how revenue is generated and what the internet has done to the film and television industry



KEVAL RAWAL (15)
Hong Kong University of Science and Technology,
RMB Internationalization



SHOKHRUKHKHON TEMUROV(16)
Seoul National University,
Cross-Cultural Leadership in doing Business in Global Market



DAN RAVEH (17)
Wharton School,
Technology Instruments - from Israel to Silicon Valley



GEEMYUNG MOON (18)
National University of Singapore,
Winning Spirit



JOYCE YAN ZHANG (19)
Stanford GSB,
Difference between US & Chinese Markets

AGENDA

WEDNESDAY, 26th OF MARCH

19:00 Felix, The Peninsula We would like to invite you to a welcome reception at the Felix

THURSDAY, 27th OF MARCH

9:00 - 10:00 Cyberport Campus Welcoming: Thomas Fuchs & Yannick Reiss
Keynote Speech: Herman Lam (CEO of Hong Kong Cyberport Management Co. Ltd)

Summit Laboratory Sessions

10:00 (1) Tim Eisenmann (Workshop)	10:00 (2) Guy Soreq (Workshop)	10:00 (3) Ranjeeta (Workshop)
11:00 Henkel Company Presentation (4)		11:00 (5) Aalok Lalvani (Workshop)
12:00 Lunch (1. Group)		12:00 (6) Saiful Qazi (Workshop)
13:00 Lunch (2. Group)		13:00 (7) Uzoma Nwagba (Think Tank)
14:00 (8) Sally S. Yoon (Talk Shop)	14:00 (9) Kevin Zhang (Talk Shop)	14:00 (10) Kareen Proudian (Workshop)
15:00 (11) Brian Campbell (Workshop)	15:00 (12) Michael Nurick (Workshop)	15:00 (13) Shruti Jindal (Workshop)
16:00 (14) Lavaniya Das (Workshop)	16:00 (15) Keval Rawal (Workshop)	16:00 (16) Temurov Shokhrukkhon (WS)
17:00 (17) Dan Raveh (Workshop)	17:00 (18) Geemyung Moon (Talk Shop)	17:00 (19) Joyce Yan Zhang (Talk Shop)

Henkel interviews
(in parallel)

19:30 - open end One Harbour Road Restaurant, Grand Hyatt Networking Dinner

FRIDAY, 28th OF MARCH

09:30 - 13:30 Cultural & Corporate Expeditions

Cultural Expeditions

Cultural Expeditions Nr. 1:
Victoria Peak Tour

Cultural Expeditions Nr. 2
Big Buddha Tour

Corporate Expeditions

BASF SE
investOrbit WGC HOLDINGS LTD.
Multichannel Group

13:30 - 18:00 Junk Boat Junk Boat Networking & Exchange

20:00 - open end Dragon-i Resolution, Dinner and Party

MAIN VENUE



Cyberport Campus

A major part of the program will take place at the Cyberport Campus, Hong Kong.

Cyberport is a creative digital community in Hong Kong with the vision to establish itself as a leading information and communication technology hub in the Asia-Pacific region.

Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

- An enriching venue for high-impact exchange and best practice sharing, stimulating creative ideas and in-depth exchange on groundbreaking topics of tomorrow.



THE SPOTS in detail



Felix, The Peninsula - *Welcome at the Grand Dame*

Set in the most prominent location, Felix boasts Hong Kong's spectacular skyline and pushes culinary boundaries under the helm of Chef Yoshiharu Kaji. Located on the 28th floor of The Peninsula tower, Felix is the creation of renowned avant-garde designer Philippe Starck. Serving Modern European cuisine made with the freshest seasonal ingredients, the restaurant offers breathtaking views of Victoria Harbour, Hong Kong Island and Kowloon. Other unique venues within Felix include the Wine Bar, the Balcony, the American Bar and the Crazy Box.

One Harbour Road - *Networking Dinner*

Networking dinner at one of Hong Kong's most superb restaurants: The Cantonese cuisine at One Harbour Road restaurant is unpretentious Hong Kong dining at its best - lovingly prepared and beautifully presented. Enjoy stunning views of Victoria Harbor and traditional home-style cuisine.
- The perfect spot to end the first day of the summit.



Victoria Peak Tour - *Scenic Highlights*

We will take a tram ride providing a wonderful panorama of the city's skyscrapers, harbor and the hills of Kowloon in the distance, to finally arrive at one of the city's most popular spots: Victoria Peak, where visitors from all over the world come to take in the spectacular views of Hong Kong's impressive skyline - take a nature walk, visit the shopping paradise, the peak tram historical gallery or Madam Tussauds Hong Kong.



Big Buddha Tour - *Scenic Highlights*

Escape from the noise and lights of the city and enjoy the pleasure of peace and quiet at Lantau Island. Enjoy the breathtaking views during the 25 minute cable car ride, and visit the magnificent Tian Tan Buddha, the world largest outdoor bronze Buddha, representing the harmonious relationship between man and nature, people and religion. Walk around Ngong Ping Village, relax, take a deep breath and visit some of the amazing surrounding happenings.
- Big Buddha Tour, enjoy the green side of Hong Kong that many never see and experience an one-of-a-kind Sky-Land-Sea adventure you would not expect in a metropolis like Hong Kong.



ACCOMMODATION



Junk Boat Cruise - *A different perspective*

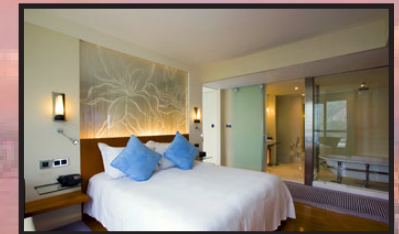
Cruising Hong Kong's outlying islands and Victoria Harbour on a famous traditional Junk Boat we will experience Hong Kong from a different perspective providing us with stunning views of the city's skyline whilst exchanging ideas and delving into thoughtful conversations.

This 5-Star design hotel, Le Méridien Cyberport, is directly located at the main venue - a chic, luxurious hotel with an urban cool design, cutting edge technology and upscale amenities overlooking the South China Sea.

LE MÉRIDIEN CYBERPORT *****
100 Cyberport Road, Hong Kong
Tel.: +852 2980 7788

Dragon-i - *Resolution, Dinner and Party*

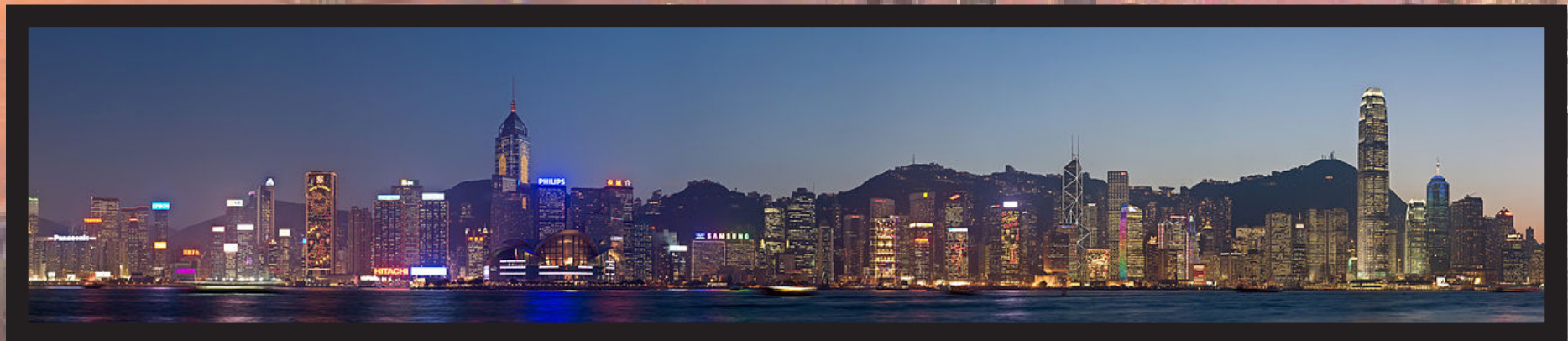
"The" place to see and to be seen for Hong Kong's chic, cosmopolitan party crowd and international visitors will offer an exceptional atmosphere ideal to concluding the MBA World Summit. Dragon-i has gained an unrivalled reputation for fusing contemporary Chinese and Japanese style with the international flair of a top global night spot.
- A sensuous gastronomic and aural treat, located in the heart of Hong Kong's hip Lan Kwai Fong area.



LOCATION MAP



OUR PARTNERS





what if we could bring together the next-generation of business leaders ...

to develop, explore and exchange
cutting-edge strategies and ideas in
a **laboratory for the future.**

to forge lasting relationships and
nurture **a collaborative culture** in
an increasingly networked world.

to connect with inspiring corporations
and executives through creative
workshops and expeditions.

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