



## Seminar & Workshop 论坛及研修班

### 2012年4月12日 SEMINAR

This “**seminar**” will give executives an overview of the importance of innovation and the approach to commercial exploitation. The seminar provides the best practice approaches to sourcing ideas and technologies for R&D through open innovation, Corporate Venturing (CV) and Corporate Venture Capital (CVC) investments to build new partnerships and create valuable new businesses. Case examples will be provided from leading global organizations with a focus on opportunities for China innovation and partnering.

**论坛概况：**此次论坛将为企业经营管理层讲述创新的重要性与盈利的方法，以及如何为企业研发提供原创技术理念的实务，这些原创技术理念将通过开放式创新、公司创投与风险投资等活动为企业建立新的伙伴关系，并产生有价值的新业务。论坛还将介绍一些全球重要组织机构的案例，这些组织机构正在面向中国寻找创新合作机会。

From our experience of previous seminars the executives that will gain the most value are strategy directors, new business development directors, heads of R&D (CTO), chief innovation officers (CIO), venturing executives, finance directors and CEOs who are looking to drive growth, technology development and entry into new markets with new products and business models.

**参会对象：**公司策略、新业务、研发、投资、财务等职能部门总监/经理/主管等人员以及公司总经理。

Participants will have a framework to consider how they can best tackle the innovation and venturing approach, which can be illustrated with case examples and potential partners for their business.

**参会收获：**通过案例分析，以及和潜在商务合作伙伴之间的交流，参会者将学会企业变革与创新的思考框架。

## 2012年4月13、14日 WORKSHOP 研修班

This “workshop” provides the framework and interactive discussion for executives to understand and develop their thinking and plan to drive new growth. The program is a proven model used by global leading corporates including BAE, BP Alternative Energy, Philips, Syngenta, Unilever and many more to develop their 5 Ps of Innovation and Venturing.

**论坛概述：**论坛将为企业经营管理层提供一个头脑风暴互动平台，从而有助于企业新增长计划的制定。这一模式被全球众多的领先企业采用并被证明是行之有效的，英国航空航天公司、英国石油公司（替代能源总部）、飞利浦、瑞士先正达、联合利华以及更多公司都在应用“5P要素”进行变革与创新。

### **创新 5P 要素：**

- Purpose of innovation and venturing to drive growth and determine the most effective model  
具备创新驱动增长的目标，并确定最有效的增长模式
- Process development and implementation including Open Innovation Scouting, Venture development, Corporate Venture Capital and M&A to new technology and business models  
开放式变革、创业发展、风险投资，以及新技术与新商业模式驱动型并购等活动的过程开发与实施
- People that are required with the new skills, capabilities and reward systems  
具备新技能的团队与奖励制度
- Partners that can support the development with venture capital and start up business approach for Global development  
支持企业全球化发展的合作伙伴——风险资本与经营方法支持
- Performance measures that can be used to ensure you business is aligned and the programme can be shown to be on track  
保证业务均衡增长与企业规划良性运作的绩效评估体系

From our experience of previous workshops the executives that will gain the most value are strategy directors, new business development directors, heads of R&D (CTO), chief Innovation officers (CIO), venturing executives, finance directors and CEOs who are going to be responsible for driving growth, technology development and entry into new markets with new products and business models.

**参会对象：**公司策略、新业务、研发、投资、财务等职能部门总监/经理/主管等人员以及公司总经理。

The participants will have an outline which can be used for taking the discussion forward in their business to grow the core business with technology and new business partnerships. The future growth of the business can be effectively supported with this workshop.

**参会收获：**参与者将学会如何与技术、业务伙伴进行商务洽谈，以使企业核心业务获得增长。此次论坛终将有效支持公司业务未来的发展。

# Agenda 议程

## Day 1 Seminar/第一天 论坛 (2012/4/12)

08:00-08:45	Registration 签到	主讲人
08:45-09:00	Welcome & opening remarks: 致欢迎辞: “ Driving Growth” through innovation, venturing and investing 通过创新、冒险和投资 “驱动增长 ”	中欧校领导 章苏阳 Martin Haemmig 马丁·汉明
09:00-09:30	Global overview: “The World of Venture Capital” 全球创投资本概况	Martin Haemmig 马丁·汉明
09:30-10:00	Global trends in Corporate Venturing 公司创投的全球趋势	James Mawson
10:00-10:45	Innovation practices in Chinese corporations vis-à-vis foreign competition in China 国际竞争环境下的中国企业创新实践	Max von Zedtwitz
10:45-11:00	Short break 茶歇	
11:00-11:45	How Chinese innovators in entrepreneurial companies are changing the world 中国创业家如何改变世界	Yinglan Tan 陈映岚
11:45-12:15	Status of government rules & regulations for Corporate Venture Capital & Venture Capital in China 中国企业风险投资及政策现状	John C. Chiang
12:15-12:45	Insights in the entrepreneurial journey 探索创业之路	Kevin Li
12:45-13:45	Lunch Break 午餐	
13:45-14:30	Overview of innovation and venturing necessity and benefits (5Ps of Innovation) 创新概述、必要性和作用 ( 创新 5P 要素 )	Andrew Gaule
14:30-15:15	M&A (acquisitions: domestic & cross-border) ‘Accessing Technology & Accessing Foreign Markets’ 基于技术、市场为目的的境内外并购	James Li
15:15-15:45	Benchmarking the global Corporate Venture Capital industry – Putting China into perspective 全球企业创投回顾：中国创投产业的盛世即将来临	Martin Haemmig
15:45-16:15	Panel Discussion with leading experts: 小组讨论： ‘Global Trends in Corporate Venturing and Corporate VC Investments – Impact on China’ 公司创投与企业风险投资的全球趋势及对中国的影响	Martin Haemmig Yinglan Tan James Mawson John C. Chiang Max von Zedtwitz
16:15-16:30	Short Break 茶歇	

16:30-17:45	Panel Discussion with leading practitioners in China: 小组讨论： 'Corporate Venturing and Corporate VC Investments in Practice in China' 公司创投与企业风险投资实践	Richard Hsu (Intel Capital),  Wayne Shiong, (Bertelsmann)  Xia Yang (商付通)  David Su (Matrix Partners)  Cha Li (iStart)
17:45-18:00	Summary Closing remarks 结束语	Martin Haemmig
18:00-19:00	Networking reception 交流招待会	

## Day 2 Workshop/第二天研修班 (2012/4/13)

08:30-09:00	Registration 签到	
09:00-09:15	Welcome & opening remarks 致辞	Martin Haemmig
09:15-12:30	<b>Key Challenges in Innovation:</b> <b>创新的主要难点：</b> 'The 3-phases Organizational Maturity Model' 三阶段组织成熟度模型 Building a local innovation center and growing it to a global innovation platform (including cases from local Chinese MNCs) 建立一个本地创新中心，并使其发展成为一个全球革新平台（包括中国本土跨国公司案例）	Max von Zedtwitz
12:30-13:30	Lunch 午餐	12:30-13:30
13:30-17:00	<b>The 5 Ps of Innovation and Venturing (1-2):</b> <b>创新与创业 5P 要素 (1-2 点)</b> 1) Purpose of innovation and venturing to drive growth and determine the most effective model 具备创新驱动增长的目标，并确定最有效的增长模式 2) Process development and implementation including Open Innovation Scouting, Venture development, Corporate Venture Capital and M&A to new technology and business models 开放式变革、企业发展、企业风险投资，以及新技术创新商业模式驱动型并购等活动的过程开发与实施	Andrew Gaule
17:00-18:00	Fireside chat/Fireside(Topic tbd) 互动交流（主题待定）	季琦, Ji Qi

Day 3 Workshop/第三天研修班 (2012/4/14)

09:00-09:15	<p>Summary of Workshop 1 of 2 and Outlook of Workshop 2 of 2</p> <ul style="list-style-type: none"> <li>• 论坛概括</li> <li>• 论坛展望</li> </ul>	Martin Haemmig
09:15-12:30	<p><b>The 5 Ps of Innovation and Venturing (3-5):</b>  <b>创新与创业 5P 要素 (3-5 点) , 包括著名企业的案例</b></p> <p>3) People that are required with the new skills, capabilities and reward systems          具备新技能的团队与奖励制度</p> <p>4) Partners that can support the development with venture capital and start up business approach for Global development          支持企业全球化发展的合作伙伴——风险资本与经营方法支持</p> <p>5) Performance measures that can be used to ensure your business is aligned and the program can be shown to be on track          保证业务均衡增长与企业规划良性运作的绩效评估体系          Including cases of well-known corporate          包括著名企业的案例</p>	Andrew Gaule
12:30-13:30	<p>Lunch          午餐</p>	12:30-13:30
13:30-17:00	<p>Corporate Venture Capital Investments &amp; Exits:          企业风险资本投资和退出</p> <p>1) CVC models and organizational structures in China          中国企业风险投资模式与组织架构</p> <p>2) Investing in and exiting Chinese companies          中国企业的投资与退出</p> <p>3) Technology deals vs. service-based investments          基于技术型投资 vs. 基于服务型投资</p> <p>4) Proprietary access opportunity to leading M&amp;A deals overseas          私有化带来的海外并购机遇</p>	<p>Martin Haemmig</p> <p>York Chen</p> <p>Bruno Raschle</p>
17:00-18:00	<p>Q&amp;A : peer learning session          现在问答 ( 现场问答 )          Summary &amp; Wrap up          总结、活动圆满完成 ( 致闭幕辞 )</p>	Martin Haemmig

## Speakers 演讲者

- **Zhang Suyang**  
**IDGVC Partners**



Suyang joined the IDG Capital team in 1994. He has been the central programming coordination manager of Shanghai Bell, deputy director of Shanghai factory 520 of Minister of Post & Telecommunication, and General Manager of Hainan Vantone Group Shanghai Company. Suyang earned his bachelor degree in Electronics Engineering from Shanghai University in 1982. He pursued further studies in business management from 1988 to 1990 in Germany, and got EMBA of China Europe International Business School from 1998 to 2000.

### 章苏阳

#### IDG 技术创业投资基金

章苏阳 1994 年加入 IDG 资本。曾任上海贝尔公司中央计划协调高级主管、邮电部上海 520 厂副厂长，以及海南万通集团上海公司总经理。他 1982 年获上海大学电子工程专业学士学位，1988 至 1990 年在德国进修企业管理，1998 至 2000 年在中欧工商管理学院就读 EMBA。

- **Adj. Prof. Dr. Martin Haemmig**  
**“The Globalization of Venture Capital”**  
**Switzerland**



Dr. Martin Haemmig is an Adjunct Professor at CeTIM (Center for Technology and Innovation Management) at UniBW Munich & Leiden University on venture capital, incubation and hi-tech startups. He is a former ‘Senior Advisor on Venture Capital’ for Stanford University - SPRIE. For the last decade, his research covers the entire value chain on the global venture capital industry in the major key hotbeds in 15 countries, including the United States, Europe, Israel, China, India, Japan, South Korea, etc. During his annual 7-8 months global travels, he lectures and/or researches at Stanford University, UC Berkeley, INSEAD, UniBW Munich, ETH Zurich, as well as at China’s Peking University, Tsinghua, Renmin, Fudan and JiaoTong University, plus India’s Institute of Technology, Science and Management in Delhi, Mumbai, Bangalore and Hyderabad.

He is author for books on ‘*The Globalization of Venture Capital*’ (English & Chinese) as well as for book chapters and articles on the various venture capital ecosystems. He was invited by the Chinese government as co-founding professor to assist the design and establishment of the world’s only doctoral degree program on Venture Capital (Renmin University, Beijing). Subsequently, he was nominated as advisor on venture capital & internationalization for China’s largest science park (Zhongguancun in Beijing), with over 20,000 companies and 1 million employees. In recent years, he also held some strategic advisory positions at the world’s largest MNCs, VC/PE firms and a few global hi-tech startup companies.

Martin Haemmig earned his electronics degree in Switzerland, his MBA and doctorate in California and is a graduate from the Board Management School at the University of St. Gallen

in Switzerland. After working for almost 20 years in global high-tech companies in Asia, Europe and USA, and obtaining the Swiss National Marketing Champion award in 1994, he returned to academia a decade ago for global benchmark research and teaching on venture capital and startup companies.

## 马丁汉明博士

马丁·汉明博士是慕尼黑联邦国防大学和莱顿大学技术和创新管理中心风险投资、育成及高科技创业企业客座教授。他曾是斯坦福大学亚太地区创新和创业中心资深顾问。在过去的十年中，其研究涵盖 15 个国家中主要地区的全球风险投资领域的各方面，包括美国、欧洲、以色列、中国、印度、日本、韩国等。在每年 7-8 个月的行程中，马丁·汉明博士在以下大学授课和/或作研究：斯坦福大学、加州大学伯克利分校、欧洲工商管理学院、慕尼黑联邦国防大学、苏黎士瑞士联邦理工大学，中国的北大、清华、人民、复旦和交通大学，以及印度德里、孟买、班加罗尔和海得拉巴的印度技术和管理学院。

马丁·汉明博士是《风险投资国际化》（中英文）一书的作者，也是很多风险投资领域的书和文章的作者。其受邀于中国政府，作为共同创始教授参与世界上首个风险投资博士点（中国人民大学）的设计和创立。其后，其被任命为中国最大的科技园区中关村科技园区（超过 2 万家企业和 1 百万工作人员）的风险投资和国际化方面的顾问。近年来，他在很多世界知名的跨国公司、PE、VC 和高科技企业担任投资策略顾问。

马丁·汉明博士在瑞士获得电子专业学士学位，在美国加利福尼亚取得 MBA 及博士学位，并毕业于瑞士圣加伦大学管理学院。在亚洲、欧洲和美国的高科技企业工作近 20 年并于 1994 年获得瑞士全国营销冠军之后，他在十年前选择回到学术领域，研究和教授风险投资和创业公司。

- **James Mawson**  
**Founder and Editor**  
**Global Corporate Venturing**  
**London, UK**



James was editor of Private Equity News, part of Dow Jones and The Wall Street Journal in London, for nearly four years until May, 2010 when he launched Global Corporate Venturing as an independent title from his own publishing company. As well as editing Private Equity News, James coordinated leveraged buyout and venture capital coverage for use by other titles in the Dow Jones and News Corporation group, acted as a spokesman on BBC radio and television and chaired awards and conferences for a host of media groups, including the BVCA awards and event for more than 1,000 people in October, 2009.

Previously, James had freelanced for a host of national and trade media titles, including the BBC, Financial Times, Economist, Independent on Sunday, Sunday Express and Dow Jones Newswires; provided research for Nick Davies's book, Flat Earth News; was a foreign correspondent in central and eastern Europe; and was international editor for FT Business.

After graduating from King's College, London, James's first job was working at technology publishing house ComputerWire. He is also a director of the London Press Club and acts as a pro bono editor for the European Venture Philanthropy Association's monthly newsletter.

## 詹姆斯马森

### 《全球企业风险投资》创始人和编辑

在 2010 年五月之前，James 在《私募股权新闻》担任了近四年编辑，该报刊归属于伦敦的道琼斯和华尔街日报旗下，之后，他创立了《全球企业风险投资》，作为其出版公司旗下的独立刊物。

除了担任《私募股权新闻》的编辑外，James 还为道琼斯和新闻集团旗下其他刊物协调报道杠杆收购和风险投资，担任 BBC 广播和电视的发言人，还主持了许多媒体集团的颁奖和会议，包括 2009 年 10 月由 1000 多人参加的英国风险投资协会颁奖。

此前，James 还为一些全国性的及行业媒体刊物担任独立撰稿人，包括 BBC、金融时报、经济学家、星期日独立报、周日快报、道琼斯通讯社；为 Nick Davies 的书《媒体潜规则》做研究；在中欧和东欧做海外特派员；并担任《财富商业》的全球撰稿人。James 毕业于伦敦大学国王学院，其第一份工作是在技术出版公司 ComputerWire。James 也是伦敦新闻俱乐部的董事，并担任欧洲风险慈善协会的月度期刊的义务撰稿人。

- **Prof. Dr. John C. Chiang**  
**Dept of Technology Management**  
**Director - Global Innovation Research Center**  
**School of Software and Microelectronics**  
**Peking University China**



Dr. John C. Chiang was appointed as Director of Global Innovation Research Center at Peking University in June 2008, where he also teaches courses on innovation, technology management and international business. He joined PKU in February 2006 as Professor in the Department of Management of Technology at the School of Software and Microelectronics. Dr. Chiang was the most recent President of USITO, the organization representing five major US IT industry trade associations and close to 50 individual U.S. IT companies in China, a role he had held from October 2008 until December 2010.

Dr. Chiang came to China in the beginning of 2000, joining Motorola China as Deputy GM of the infrastructure business unit, then moving to Asia HQ spearheading its post-WTO strategy. In early 2000, he then moved to Motorola China HQ, serving as Senior Director of Strategy and Business Development. In 2003, he served as Director of Motorola China R&D Institute, and in 2004, he became the founding president of Motorola (China) Technologies, Limited.

From October 2005 to September 2008, Dr. Chiang was a Partner in DragonBridge Capital, a U.S.-based merchant bank with China as its primary serving market.

Dr. Chiang was born in Beijing, raised in Taiwan, and received the Ph.D. from Johns Hopkins University in 1975. He received the EMBA from Georgia State University in 1989. After his academic career, Dr. Chiang joined Bell Laboratories in 1980, and later held progressive technical and managerial positions at Racal-Milgo, Hayes, and GTE. He was Senior Vice President of Operations at KG Telecom and led the launch of the first private mobile services in Taiwan, during 1997-2000.



## 姜家齐博士

姜家齐博士于 2008 年 6 月被委任为北京大学创新研究中心主任，他并讲授创新，科技管理，和国际商务方面的课程。姜博士于 2006 年初开始担任北京大学软件与微电子学院的管理技术系客座教授。姜博士才卸任美国信息产业机构（USITO）总裁的职位，美国信息产业机构是一家独立的、非盈利的会员商会组织，代表 5 所美国的大型信息及通信产业协会及近 50 家美国的信息及通信产业的公司。这份职务从 2008 年 10 月开始，于 2010 年底结束。

姜博士于 2000 年初来到中国，加入摩托罗拉(中国)电子有限公司，任电信系统业务副总经理，同年 8 月担任亚太区中国战略负责人，推动加入 WTO 后的战略发展。2002 年初起，姜博士调往摩托罗拉中国区总部担任策略及业务发展高级总监，2003 年兼任摩托罗拉中国研究院院长，2004 年姜博士创立并担任摩托罗拉（中国）技术有限公司总裁。姜博士于 2005 年 10 月至 2008 年 9 月间担任龙桥投资公司合伙人，龙桥投资公司是一家美国商务银行，对国内高科技公司提供创新，创业顾问，及融资服务。

姜博士出生在北京，在台湾成长，后赴美国 Johns Hopkins 大学攻读，于 1975 年获得博士学位，并于 1989 年获得乔治亚州大学的 EMBA 学位。在大学任教 4 年后，姜博士转往电信行业发展，于 1980 年加入 AT&T 贝尔实验室。随后在 Racal-Milgo，Hayes，GTE Mobilnet 任职，调升技术与管理的职务。1997-2000 年间，他担任台湾和信电信公司的运营高级副总裁推动台湾首个民营的移动通讯服务。

### ● Max von Zedtwitz, Ph.D.

**GLORAD(Research Center for Global R&D Management and Reverse Innovation)**  
**Managing Director & Founder, and Professor**  
**Tongji University, Shanghai, China**



Max von Zedtwitz is an expert in the area of global R&D management and doing business and innovation in China. A visiting professor at universities in China and Europe, he is based in Shanghai where he runs a Tongji-based think-tank on “Global R&D and Reverse Innovation”. He is a former Vice President with PRTM Management Consultants, where he was co-responsible for their global R&D practice and overall lead for global innovation and China R&D projects. Before joining PRTM, he was Managing Director of AsiaCompete Int'l, a China business intelligence firm, and held full-time professor appointments at Tsinghua and Beijing Universities in Beijing and IMD in Switzerland, one of the world's leading schools for executive education.

Max has led more than sixty consulting engagements in R&D, technology and innovation strategy, product development operations, global strategy, productivity improvements, product lifecycle management, organizational road-mapping and design, corporate incubation, start-up management, China business and corporate M&A. He has also worked in all major markets, including Europe, the US, China, Korea, and Japan, for firms such as Nestle, Deutsche Telekom, Siemens; PepsiCo, Johnson & Johnson, Alcan; LGE, NTT, Li-Ning and GoodBaby. He maintains a network of more than two thousand executives from the technology-intensive Fortune-500 to tap into the latest developments of global innovation.

Max is frequently recognized as one of the leading experts on global innovation and China R&D. He has been quoted in periodicals such as the Economist and the New York Times, and is a keynote speaker at executive conferences and business schools around the world. Max has written more than 70 scientific articles and ten books; he also is an editor or on the editorial

advisory board of nine journals, including the highly ranked Journal of International Management, Technovation, The Journal of Entrepreneurship and Innovation Management, and R&D Management. In 2009 he was recognized as one of the fifty most influential innovation scholars worldwide.

Max holds Ph.D. and MBA degrees from the University of St. Gallen, and a M.Sc. in Computer Science from ETH Zurich. He also completed a post-doctoral fellowship at Harvard University.

## **冯泽威博士**

### **全球研发管理与反向变革研究中心总经理、创始人与教授**

Max 是全球研发管理领域的专家，并擅长中国区业务的经营与创新。作为中国与欧洲多所大学的访问教授，他以上海为立足点，经营着一家咨询研究机构，该机构以同济大学为基础，研究方向是“全球研发与逆向创新”。Max 曾是 PRTM 咨询公司副董事兼管理顾问，期间他共同负责 PRTM 咨询公司的研发业务，并牵头全球创新与中国研发业务。加入 PRTM 之前，Max 曾是 Asia Compete 国际的董事总经理，并拥有清华大学、北京大学、瑞士洛桑管理学院等大学的全职教授身份。

Max 曾主导 60 余个咨询项目，涉及研发、技术与创新、公司战略、产品开发、组织涉及、公司并购等多个领域。他曾在欧洲、美国、中国、日本、韩国等多个国家工作过，服务过的公司包括雀巢公司、德国电信、西门子、百事可乐、强生、加拿大铝业、伦敦黄金交易所以及李宁公司等。

作为全球创新与中国研发领域的领袖，Max 备受推崇，其研究成果曾被多家著名期刊引用，包括《经济学家》、《纽约时代杂志》等，他也是全球多所商学院高管会议的主讲人。Max 的著作包括 60 余篇科学论文与十本专著，他也是一位编辑，并加入九家术期刊的编辑顾问委员会。2009 年，Max 被推选为全球五十位最具创新影响力的学者之一。

Max 拥有圣加伦大学博士与 MBA 学位，苏黎世联邦理工学院计算机科学硕士学位，他也完成了哈佛大学博士后奖学金。

- **Tan Yinglan**  
**Head of Projects**  
**National Research Foundation**  
**Singapore**



Tan Yinglan is the Head (Projects), National Research Foundation, Prime Minister's Office (Singapore). He oversees the National Framework of Innovation and Enterprise, reporting directly to the Research, Innovation and Enterprise Council chaired by the Prime Minister. He heads 3 government investment funds with a budget of S\$360 million and invested in 41 high-tech enterprises and 6 early-stage venture funds, resulting in 2 acquisitions (Brandtology & Curiox) and 7 follow-on financings within 18 mths. He also served as board member / board observer of 6 early-stage venture funds and selected high-tech enterprises and assisted in go-to-market, personnel recruitment and follow-on financing. Tan Yinglan had previously been the first Director of 3i Venturelab China, a joint-venture between private equity firm 3i (LSE:III) and INSEAD. He had also been the Senior Assistant Director at the Ministry of Trade and Industry (Singapore), where he was the deskhead for Economic Development Board Investments portfolio. Yinglan was also the Special Assistant to the Chief Economic Advisor of

the World Bank, as a Milton and Cynthia Friedman Fellow. During graduate school at Stanford, he had co-founded, raised angel funding and sold an online dating startup (which is still featured as a case study in Stanford University).

Yinglan is the author of *The Way Of the VC: Having Top Venture Capitalists On Your Board.*(Wiley, 2009) and *Chinnovation - How Chinese Innovators are Changing the World* (Wiley 2010). His book, *The Way Of The VC*, is used as a teaching text at various business schools. *Chinnovation* has been ranked #1 on Amazon.com on April 12, 2011 in the Business & Investing (International) category.

Yinglan is an Adjunct Assistant Professor at Nanyang Technological University and teaches the Masters program in Technopreneurship & Innovation. He has also taught at the Advanced Management Programme and modules on Entrepreneurial Finance / Management at Singapore Management University and guest lectures at Fudan University and Tsinghua University.

A Certified Risk Analyst, Yinglan was educated at Harvard (as a JFK Fellow), Stanford (Masters in Mgmt Sci.) and Carnegie Mellon (Dual Degrees in ECE and Econs).

## 陈映岚

陈映岚是新加坡总理公署，国立研究基金会处长（策划）。他负责监督创新和企业投资项目，旗下基金投资了41家高科技企业，包括品智（被MediaMonitor并购），Curiox（被Zicom并购）。陈映岚也是中国首任3i Venturelab董事：联合私人股本公司3i企业（伦敦证券交易所：III）及欧洲工商管理学院(為世界领先的商学院之一)的合资企业。他曾任职于新加坡和工业部，负责经济发展局投资的高级助理司长和经济司长。在留美期间，还曾在世界银行，作为米尔顿弗里德曼和辛西娅院士。在斯坦福大学读研期间，他是一间互联网公司创办人（这仍是一个在斯坦福大学案例研究精选）

曾就读哈佛大学（作为肯尼迪电院院士和研究员），斯坦福大学（管理科学硕士学位）和卡耐基梅隆大学（电子电脑工程与经济双学位）的他经过认证的风险分析师。他也兼任新加坡南洋理工大学兼职助理教授，新加坡管理大学高级总裁班的兼职助理教授；上海复旦大学客座讲座。

陈映岚是《风险投资之道》(The Way of the VC) 著作的作者。（Wiley出版社，2009）出版；并在隔年出版（*Chinnovation - How Chinese Innovators are Changing the World*）《中国创智-中国的创新如何改变世界》（Wiley，2010年）。《风险投资之道》被挑选为哈佛商学院的MBA的教材。

## ● Andrew Gaule

### Founder

### Corven Networks



Andrew Gaule is the founder of Corven's H-I Network a thought leadership forum comprised of senior executives from some of the world's leading organisations. Andrew also leads the Corven Innovation and Venturing practise. Andrew has led innovation, venturing and growth initiatives at leading global organisations from the financial services, FMCG, defence, technology, health and government sectors. These programmes have delivered new sources of value, driven strategic renewal and supported organisation culture change.

Andrew is the author of 'Open Innovation in Action – How to be strategic in the search for new sources of value' which includes case studies from H-I Network clients P&G, QinetiQ, Shell, DSM and Tate & Lyle. Andrew has an economics degree from St John's College, Cambridge, is

a qualified chartered management accountant and gained his MBA at Henley Business School. When he is not working he is busy with his two young daughters and learning Mandarin.

## **安德鲁 高乐**

在2000年，安德鲁创建了Corven网络公司，现在他所领导的团队能为全球各领先组织机构的发展贡献力量。安德鲁特别关注于我们的创新和企业风险投资。

安德鲁是《开放式创新行为——如何在新价值源寻找中发挥战略作用》一书的作者，该书包括Corven网络成员宝洁、英荷皇家壳牌集团、帝斯曼集团和英国国防科技公司的案例分析。安德鲁创作了许多专题，并在欧洲、美国和中国频繁发表演讲。安德鲁在圣约翰大学获得了经济学学士学位，在剑桥获得特许管理会计师证书，并在亨利管理学院取得MBA。

### ● **Kevin Li**

#### **Executive Director, Centre for Entrepreneurship CEIBS, Shanghai**



Li Shanyou, Kevin is an Adjunct Professor of Entrepreneurship, Executive Director of the Centre for Entrepreneurship and Investment at CEIBS. Prior to joining CEIBS on September 1, 2011, he founded Ku6.com Inc. in 2006 and led the company to be the first independently listed China video site in NASDAQ in June of 2010. Before starting up his own business, he was the Senior Vice President and Editor-in-Chief of Sohu.com Inc.

Mr. Li's rich and dynamic business and management experience began as early as 1994. He has, at different times, been on various Human Resources executive positions in companies like Motorola (Tianjin) Inc., Alcoa Inc., Bausch & Lomb Inc., Sohu.com Inc., etc. In 2001, he transferred to a new position in Sohu.com Inc. as the Editor-in-Chief, and successfully helped Sohu News to revive from a rough time, after which he was promoted to the Senior Vice President. In 2006, he resigned from Sohu.com Inc. after reaching a new peak in his career, and founded Ku6.com Inc. Under his management, Ku6.com Inc. became the first listed China media video site in oversea stock markets. March 2011, Mr. Li declared to leave Ku6.com Inc. to pursue a new chapter of his career as an educator with a position in CEIBS as an Entrepreneurial Studies Professor. In the past 18 years, he has accumulated various experiences and lessons in HR Management, Internet and Media Management, of Venture Development and Merger and Acquisition fields etc.

Graduated from Nan Kai University with a Bachelor's degree in Mathematics, Mr. Li was part of EMBA program in CEIBS in 2004.

## **李善友**

李善友先生是中欧国际工商学院创业学兼职教授、中欧创业与投资中心执行主任。加入中欧之前，他在2006年创建视频网站酷6网（www.ku6.com）并于2010年6月带领酷6网成为全球第一个在纳斯达克独立挂牌的视频网站。创业之前李善友先生长期担任搜狐网高级副总裁、总编辑。

李先生变化多彩的商业与管理实践始于1994年，曾先后在摩托罗拉、美国铝业集团、博士伦、搜狐等公司从事人力资源管理工作。2001年，从搜狐人力资源总监位置转行做了搜狐网总编辑，帮助搜狐新闻从谷底攀升，后被晋升为公司高级副总裁。2006年，李善友功成身退，从搜狐辞职后创立了酷6网，并使

之成为中国第一家海外上市的视频网站。2011年3月，李善友宣布从酷6网离职，开始新的职业人生，并最终加入中欧，投入创业教育工作。18年来，他在人力资源管理、网络媒体管理，以及创业企业发展、企业并购及上市等领域积累了丰富的经验。李先生毕业于南开大学数学系获得学士学位，还曾在中欧国际工商学院学习并获得工商管理硕士学位。

- **James Z. Li**  
**Chairman & CEO**  
**E. J. McKay & Co., Inc.**  
**Shanghai**



James Z. Li is Chairman & CEO of the E. J. McKay Group, a position he has held since 2001. Prior to E. J. McKay, he was an investment banker with Merrill Lynch, a consultant with McKinsey, and ran the China operations of VA Tech AG, a firm which later merged with Siemens. A Chinese native, James holds degrees from Harvard, Oxford and the University of Chicago, and is an adjunct professor at Tsinghua University in Beijing.

### **李震**

李震先生自2001年开始出任马凯集团董事长兼首席执行官，加入马凯以前，李震为美林的投资银行家、在麦肯锡上海从事策略咨询，并曾出任德国跨国公司VA技术集团（后并入德国西门子）的中国区总经理。李震先生毕业于哈佛大学，并拥有牛津大学和芝加哥大学的学位，兼任清华大学的客座教授。

- **York Chen**  
**Founding Managing Partner**  
**iD TechVentures Ltd.**  
**Shanghai**



York is one of the most active venture capitalists in China for over 12 years. He initiated and set up iDT VC operation in China in early 2000. Termed by media as a “VC Evangelist” and “VC Scholar”, he unselfishly shares his deep observation and advice on China VC to the peer groups at home and abroad. His latest Chinese book “China VC: 20 Years” summarizes the fast development of VC and PE in China profiling key players and twisting events.

iDT VC focuses on early/expansion high tech and high growth investment in Greater China. With offices in Shanghai, Beijing, Chongqing and Taipei, iDT manages four generations of US\$500M limited partnership funds and two RMB funds. With a solid presence in China for more than 12 years, consistent strategy, disciplined operation and delivered track record (5 Nasdaq, 1 ChiNext and more than 19 other IPOs and M&A), iDT has emerged as a strong local VC brand in China.

York also involve intensively in charity activities, including launching Yanxing China in 2003. The student charity project, a family platform built for poor students, has expanded to eight universities in Beijing and Nanjing. [www.yanxing.org](http://www.yanxing.org).

York started his career in the public sector. He holds a B.S. from National Taiwan University, a MBA from Fordham University, and an EMBA from Peking University.

## 陈友忠

York 移居大陆十二年，开办智基创投 (iD TechVentures) 在大陆地区的业务运作。York 积极参与中国创投产业的建设工作，被 Zero2IPO、ChinaVentures、Forbes China 及其他媒体评选为中国最活跃的创投业者之一；另有媒体称 York 为“VC 布道者”及“VC 学者”，把自己从实践中走出来的体会与观察，归纳提升为理论，再与业界分享，历年来发表不少颇具参考价值的报告。其刚出版的“中国创投 20 年”一书，试图记录跌荡起伏、昂扬奋进的创投光辉岁月。

智基创投成立于 2000 年初，原称宏碁创投，管理国内外有限合伙人的基金，共计四期美金基金及二期人民币基金约五亿美元。智基创投的投资重点在大中华地区的高科技及高成长企业，包括广义的 IT 产业、新能源和环保行业以及消费类产品与服务。智基创投在上海、北京、重庆及台北设有办事处。智基有最专业的团队及本土化的投资经验，为最具影响力的创投管理公司之一，在 90 多家投资的公司中，已有 26 家退出，包含五家纳斯达克及一家深圳创业板。

1992 至 2000 年，York 任职新加坡上市公司宏碁电脑国际，并担任董事，负责处理宏碁从莫斯科到新西兰、从汉城至印度之行销、市场、通路及地区业务，创建与管理十余家宏碁子公司及合资企业。此前三年负责经营宏碁在墨西哥及前苏联的业务。作为第一位在克里母林宫公开演讲的华人，他在 1991 年 5 月为两千多位俄罗斯政治及工业的领导人，做市场改革开放前景及策略的报告。加入宏碁之前，York 曾任公共行政人员。York 取得台湾大学理学士及美国 Fordham 大学 MBA 学位，2004 年毕业于北京大学北大国际 EMBA。

- **Wayne Shiong**  
**Partner**  
**Bertelmann Asia Investments**  
**Beijing**



Partner at Bertelsmann Asia Investments (BAI). Prior to joining BAI, Wayne was a Partner with WI Harper Group, one of the earliest VC firms in China, and a China Consultant to Piper Jaffray's equity research team where he was responsible for covering companies in the TMT sectors (Internet, advertising, wireless services, online gaming). Prior to this, Wayne was a co-founder of Xel Ltd., a Bluetooth start-up funded by Mobile Internet (Asia). Prior to founding Xel Ltd., Wayne served as an analyst at Yungenghu & Company, a Beijing-based financial advisory firm. Wayne was born and raised in Beijing. He holds a B.A. in Economics from Peking University.

## 熊伟铭

熊伟铭，贝塔斯曼亚洲投资基金合伙人。在此之前是美国中经合集团的一名合伙人。中经合集团是中国成立最早的早期风险投资公司之一。在加入中经合之前，他担任派杰证券公司中国分析师，负责电信/媒体/科技领域（互联网、广告、无线服务、在线游戏）。在此之前，伟铭是一家蓝牙协议栈软件公司的联合创始人，曾经获得 Mobile Internet Asia 公司的投资。在他的创业经历之前，伟铭在原富投资顾问公司担任分析师，这是一家位于北京的提供金融顾问服务的公司。伟铭毕业于北京大学经济学院国际经济系。

- **Richard Hsu**  
**Managing Director, Intel Capital China**



Richard Hsu is the Managing Director of Intel Capital China. He is responsible for the management of Intel's equity investment activities in China Mainland and Hong Kong. Mr. Hsu is board observer in ChinaCache, Starsoftcom, Supcon, and Beijing eBis. His successful investments include Kingsoft Software (HKSE: 3888) and Actions Semiconductors (Nasdaq: ACTS).

Mr. Hsu joined Intel Capital in 2000. His recent position is the Director of Intel Capital China. Prior to Intel Capital China, Mr. Hsu was an investment manager at Intel Capital in North America focusing on communications and networking investments. His investments included Ikanos Communications (Nasdaq: IKAN) and Recourse Technologies (acquired by Symantec). Mr. Hsu began his career in public accounting with Deloitte & Touche and also was an associate in Enron North America's private equity investment group.

Mr. Hsu holds a BA degree in Economics from Pomona College in Claremont and a MBA from University of Chicago. Mr. Hsu is also a non-practicing CPA in California. For more information on Intel Capital, please visit [www.intelcapital.com](http://www.intelcapital.com).

### **许盛渊**

#### **英特尔投资，中国区董事总经理**

许盛渊先生现任英特尔投资中国区董事总经理，负责管理英特尔投资在中国大陆和香港地区的投资业务。许先生目前是蓝汛通讯、软通科技、中控信息技术有限公司和北京长天集团的董事会观察员。

许先生于 2000 年加入英特尔投资。他曾担任英特尔投资中国区投资总监，领导并管理了多个成功的投资项目，包括对金山软件（HKSE：3888）和珠海炬力（Nasdaq：ACTS）等公司的投资。之前，他任职英特尔投资北美地区的投资经理，负责通信和网络领域的投资，在此期间他曾投过 Ikanos Communications（Nasdaq：IKAN）和 Recourse Technologies（已被赛门铁克收购）等。许先生还曾服务过德勤会计事务所和安然北美投资部。

许先生拥有美国 Pomona College 的经济学学士学位及芝加哥大学的工商管理硕士（MBA）学位。此外，他还是美国加州的注册会计师（CPA）。

- **Bruno E. Raschle**  
**Chairman of the Board of Directors**  
**Adveq Management**  
**Zurich, Switzerland**



Before founding Adveq in 1997, Bruno was the founder and Managing Director of the MC Partners fund of funds investment programs at Motor Columbus, Switzerland. Bruno's operational experience includes the management of start-up, turn-around and expansion opportunities in various industries on different continents. Bruno holds an MSc in Construction Engineering from the Swiss Federal Institute of Technology (ETH) and an MSc in Industrial Engineering from Stanford University.

## 布鲁诺·若施勒

### 董事会主席

布鲁诺·若施勒 1997 年创立艾德维克资产管理公司，曾任瑞士 Motor Columbus 公司 MC Partner 基金的基金投资项目的创始人和管理人。在各产业公司创业、重组以及扩张等方面具有丰富的跨国运作管理经验。布鲁诺·若施勒拥有瑞士联邦理工大学建设工程以及斯坦福大学工业工程的的硕士学位。

- **Cha Li**  
**Founding Managing Partner**  
**iStart Ventures LLC**  
**Dragonvest Partners LLC**



Mr. Cha Li is a serial entrepreneur and angel investor, currently the Founding Managing Partner of iStart Ventures LLC and Dragonvest Partners LLC. Prior to founding iStart and Dragonvest, Mr. Cha Li was the CEO of MotionPoster PLC (Asia). He was also the founder and managing director of Idea Factory, a technology start-up incubator in Shanghai. Mr. Cha Li had founded and managed a number of successful start-up companies such as EastWest Creative Communications Inc., InterPro LLC. He also worked at Saatchi & Saatchi, ZiffDavis etc. Mr. Cha Li has deep knowledge and extensive hand-on skills in international entrepreneurship and venture investing. His career spans from China, US and Europe in media, telecom, technology, entertainment and investment.

Mr. Cha Li graduated with a master degree from the University of London. He is an Honorary Professor at Jiaotong University Shanghai as well as an Executive Advisor to Shanghai University Campus Technology Venture Foundation.

## 查立

### 起点创业投资基金创始合伙人

### 乾龙创投合伙基金创始合伙人

查立先生是起点创业投资基金和乾龙创投合伙基金的创始合伙人，也是一个多次成功创业而蜕变成的天使投资人。

查立先生曾在Saatchi & Sattchi、ZiffDavis等著名跨国媒体公司任管理职务，后在美国创业，曾任EastWest Creative Communication Inc、InterPro等公司的总裁和CEO，并在英国上市公司MoPo担任其亚洲CEO。他在美国、欧洲和亚洲有丰富的国际商务经验，并在中国有多年作为投资人和企业家的直接创业和投资经验。

查立先生专注与早期的创业投资，他在媒体、电信、互联网行业有丰富的经验和资源。他曾创立了和软银共同投资的早期中国技术性创业公司的孵化机构IdeaFactory，组建过中国最早的搜索引擎、在线学习、在线音乐和手机游戏等公司。后又创立了乾龙创业投资基金，投资了手机电视、网络游戏、手机游戏、互动电视、移动互联网领域里的中国创业企业。2011年查立先生创办了“起点创业营”，这是一个结合创业孵化器和种子基金的创业投资机构，致力于发现、扶持、催生更多优秀的创业者及优质创业企业。“起点创业营”的投资领域包括：无线互联网、新媒体（TMT）、健康服务及环保科技等领域，以种子期和A轮投资为主。



查立先生获英国伦敦大学硕士学位，曾任留英中国学生会创始主席，上海交通大学客座教授，上海大学生创业基金特邀顾问。

- **David Su**  
**Managing Partner**  
**Matrix Partners China**



David Su is the managing partner for Matrix Partners China and leads the firm's investments in the consumer internet and medical technology. David has invested and served as board director at Adsame Network, Aipai Games, Bona Film (NASDAQ:BONA), China Reach Surgical, Kingnet Network, Yoka.com. He is also an independent board director and Audit Committee member of China Kanghui Holdings (NYSE:KH), the leading orthopedics devices company in

Prior to joining Matrix China, David was a co-founder and General Partner of TDF Capital China. Between 2000 and 2008, David led TDF's investments in Baidu.com (NSDQ: BIDU), AAC Acoustic (2018.HK), China Kanghui Holdings (NYSE:KH) and P-Cube (Sold to Cisco systems). David was concurrently a partner of KPCB China Fund when TDF formed an alliance with KPCB in 2007. Prior to venture capital, David was the Head of Greater China operations at Lotus Development, IBM Software Group. David graduated with a Bachelor of Applied Science in Computer Engineering from Nanyang Technological University, Singapore.

**徐传陞**  
**经纬中国管理合伙人**

徐传陞，经纬中国创投基金管理合伙人，负责主导经纬中国在互联网和医疗领域的投资。徐传陞投资并担任传漾网络，爱拍游戏，博纳影业，中国瑞奇外科，恺英网络，Yoka时尚网等公司的董事。他也同时担任在美国纽交所上市的康辉医疗（NYSE：KH）的独立董事和审计委员会委员。

在加入经纬中国之前，徐传陞是华盈创投的联合创始人和管理合伙人。在2000年至2008年间，徐传陞主要专注于中国TMT和医疗科技领域的投资。他主导了华盈创投基金对于百度（NADQ：BIDU）、瑞声声学（HKSE：2018）、康辉医疗（NYSE：KH）、P-Cube（被思科收购）等的投资。2007年初华盈创投联同KPCB合作成立凯鹏华盈之后，徐传陞同时成为凯鹏华盈的合伙人。在涉足风险投资行业之前，徐传陞曾在IBM莲花软件公司担任大中华地区总经理。徐传陞毕业于新加坡南洋理工大学计算机工程系。

- **Ji Qi**  
**Founder, Executive Director & CEO of Hanting Inns and Hotels**



MMr. Qi Ji is one of the most successful serial entrepreneurs in China. During the past 10 year, Mr. Ji was founding CEO of Ctrip.com, Home Inns and Hotels, and China Lodging Group. All of the 3 companies, as leaders in China service space, successfully got IPO in the United States and now trading on Nasdaq Stock Exchange. Mr. Ji is the first entrepreneur who founded 3 companies with market value over US\$ 1 billion for each, in China, which is also a legend in the worldwide entrepreneur history.

In the recent years, Mr. Ji has been recognized as a spirit idol by thousands of young people and industry practitioners for his successful business and management experience as

well as his entrepreneurial image of passion, rationality, and toughness. He was described as “Godfather of Entrepreneurship” and “Creator of National Spirit”.

Moreover, Mr. Ji is the initiator and practitioner of “China Service”. He is the first person to observe that China manufacturing merit of low-cost was under threat, and he proposed that it was time to develop the service economy vigorously. His view was well recognized by government, entrepreneur circle, and other social communities. “From China Manufacturing to China Service”, written by Mr. Ji, was reported or reprinted by Peoples’ Daily, CCTV, China Entrepreneur, and other mainstream media. The article was also reprinted in official journal of Bo’ao Forum for Asia 2007. In early 2011, “A Lifetime Cause”, Mr. Ji’s entrepreneurial and management notes, was officially published, and ranked in top mainstream book list many time.

Mr. Ji Qi graduated from Shanghai Jiao Tong University with a master degree of Science in mechanical Engineering.

## **季琦**

### **汉庭酒店集团创始人、执行董事、CEO**

季琦是中国连续创业最成功的企业家之一，10年时间内他作为创始CEO连续创办的“携程旅行网”、“如家快捷酒店”、“汉庭连锁酒店”这三家著名的中国服务企业，并先后在美国纳斯达克成功上市。成为第一个连续创立三家市值超过10亿美元公司的中国企业家，创造了世界企业史上的奇迹。近年来，他的成功创业及管理经历和他本人富有激情、理性、坚韧的企业家形象，使季琦先生成为很多年轻人、行业人士心目中的精神偶像，被中国媒体誉为“创业教父”、“国家精神造就者”。

此外，季琦先生还是“中国服务”概念的发起者和实践家。是他首先看到了中国制造的低成本优势正受到挑战，应该大力发展服务经济。季琦对于未来中国的企业家，将在服务产业创业上将有更多成功机会，在服务产业产生更多的世界级优秀企业的观点，得到了政府、企业界、社会等各方面的广泛认可。他所撰写的《从中国制造到中国服务》一文，被《人民日报》、中央电视台、《中国企业家》多家主流媒体采访、转载，并被推荐编入2007博鳌亚洲论坛官方会刊。2011年初季琦的创业手记和管理笔记《一辈子事业》出版发行，多次登上主流图书排行榜。

季琦先生毕业于上海交通大学，获得机械工程系硕士学位。

- **Mr. Yang XIA**  
**Vice President**  
**Beijing Commerce & Service Network Technology Co., Ltd.**



Mr. XIA joined Beijing Commerce & Service Network Technology Co., Ltd. in Dec. 2010, serves as Vice President, as well as the President of East-China Region. Mr. XIA worked with Legend Capital for 6 years since 2004 as Executive Director, then Managing Director and Chief Management Adviser. Before that, Mr. XIA has been working with Lenovo for 6 years since 1998. He used to be the General Manager of Lenovo (Shanghai), then the General Manager of the Notebook PC Business Unit at the headquarters of Lenovo, and then the General Manager of the Dept. of Products Marketing at the headquarters.

Mr. XIA holds a Master of Business Administration from China Europe International Business School and a B.S. in Computer Sciences from Fudan University.

## **夏暘**

### **北京商服通网络科技有限公司副总裁兼华东区总裁**

夏暘先生 1998 年加入联想集团，先后任联想电脑华东区总经理、联想（上海）有限公司总经理、联想集团笔记本电脑事业部总经理、联想集团产品营销部总经理。2004 年加入联想投资有限公司，先后任执行董事、董事总经理、首席管理顾问。2010 年 12 月加入北京商服通网络科技有限公司，任副总裁兼华东区总裁。

夏暘先生 1985 年毕业于复旦大学计算机科学系，获理学士学位；2007 年毕业于中欧国际工商学院（CEIBS）EMBA 专业，获工商管理硕士学位。