

Unicorn or Dragon

How to achieve miraculous growth?

An application of Chinese ancient philosophy Sun Tzu in the modern business

Date: Wednesday, March 20, 2019

Time: 17:30-19:00 Conference, 19:00-19:45 Networking & Buffet

Venue: Internef 271, HEC, University of Lausanne, 1015 Lausanne, Switzerland

Audience: Swiss public; Entrepreneurs; Alumni, Faculty members,
and Students of UNIL and EPFL



SPEAKER:

Bo Ji, Assistant Dean of Global Executive Education and Chief Representative for Europe, CKGSB

Bo is a China expert, an inspiring TEDx speaker. Currently he is the Assistant Dean of Global Executive Education and Chief Representative for Europe at Cheung Kong Graduate School of Business (**CKGSB**), a top Chinese business school with more than 50% of 11,000+ alumni are at the CEO/Chairman level, managing 1/5 of China's most valuable brands, including graduates from Chinese tech giants such as Alibaba CEO Jack Ma and Co-founder of Tencent Chen Yidan. In 2011, the alumni group's combined companies raked in \$1 trillion in revenue, accounting for 12.7% of China's GDP. Its network in China is immense: if CKGSB's alumni network were a nation, it would be the 16th largest economy on earth.

Click here to find out more about CKGSB Europe: <http://english.ckgsb.edu.cn/europe/>

HOST:



**Prof. Dr.
Minyue Dong**

Director of China
Economics and
Finance Center



**Prof. Dr.
Jean-Philippe
Bonardi**

Dean of HEC
Lausanne

TICKETS

NO entry fee BUT
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