

School of Economics and Management  
Tsinghua University

Mission

To Advance Knowledge and Cultivate Leaders for  
China and the World.

Aspiration

To Be a World-Class School of Economics and Management.

Core Values

Integrity Dedication Respect



# Global Executive Program in China

FOR MORE INFORMATION  
PLEASE CONTACT US

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Course schedule, fees and faculty are subject to change. The University reserves the right of final decision.



Executive Education  
Website

Executive  
Education

Opportunity in Diversity:  
Decoding the Dynamic Chinese Economy



# GATEWAY TO YOUR CHINA ASPIRATIONS, NAVIGATING ENDLESS BUSINESS OPPORTUNITIES

The business world is constantly changing, and external forces like political issues have made it even more important for international professionals to be agile and open to change. China, as one of the world's fastest-growing economies, has its unique way of doing business. To understand and navigate the dynamic Chinese economy, Tsinghua University School of Economics and Management (Tsinghua SEM) offers the Global Executive Program in China (GEPC) - Opportunity in Diversity: Decoding the Dynamic Chinese Economy.

## PROGRAM OVERVIEW

The GEPC program is designed offline, allowing participants from anywhere in the world to gain the necessary knowledge about the Chinese economy. The offline modules provide hands-on education in different Chinese cities, combining internationalization with localization for doing business in China.

The program aims to help senior executives and business leaders identify opportunities and overcome challenges in the Chinese business world. It covers various aspects, including comprehensive understanding of Chinese culture, mindset, and changing values, awareness of factors influencing social and interpersonal relationships, interaction with government and industry speakers, and building a strong network with other participants and Tsinghua SEM alumni.

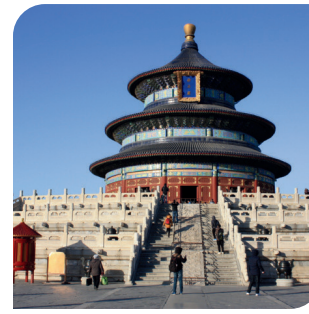
Tsinghua SEM has a strong track record of collaboration with Fortune Global 500 enterprises, leading Chinese firms, and fast-growing start-ups. Some examples include partnerships with Tencent and Alibaba on programs focused on future-tech and new business.





# 2023 PROGRAM HIGHLIGHTS

The 2023 program took place in Beijing, Shanghai, Jiangyin and Shenzhen, providing participants with in-depth sessions on various topics.



## PROFESSIONAL NETWORKS

Participants had the opportunity to visit companies such as Bytedance, Shougang Park, Baidu, Trip.com, Jiang su Zhenjiang New Energy Equipment Co. Ltd (JZNEE), Huaxi Village, BYD, ZTE, and BGI etc, gaining first hand insights into their operations.

## KNOWLEDGE ADVANCEMENT

The program included sessions on China's economic growth, design thinking, China's financial markets, artificial intelligence development, internationalization practices of Chinese enterprises, state-business relations, digitalization, big data and leadership, and aligning innovation budgets with strategy.







### Andrew Ian Smith

Co-Founder & Chief Commercial Officer, Grameen Digital Health

“Through an amazing teaching quality and a rich network of faculty and alumni at Tsinghua, I have not only strengthened my skills but also broadened my network. I have got a deeper knowledge of where the whole innovation ecosystem is going, where the Chinese VC funds are really investing, and where government R&D support might create future opportunity.”



### Andy Lee

Partner, Lee & Wu LLP

“Absolutely a fabulous and astonishing experience. This program gave me a rare opportunity to visit some Chinese enterprises and met some entrepreneurs that I would have never been able to visit and meet without Tsinghua. It opened my horizon about the current business and economic environment in China. The professors also candidly shared the strengths and current issues that many Chinese enterprises are facing.”



### Da Gong Zhao

Director of Finance, Singtel Optus

“Tsinghua GEPC masterfully bridges the gap of offering an English Program to provide an in-depth understanding for business leaders in China. Tsinghua's vast industry network facilitated access to leading enterprises in technology, renewable energy, automobile manufacturing, steel production, tourism, and telecommunications. Another highlight were intimate discussions with government officials, offering profound insights into the multifaceted ways the government supports businesses, both domestic and foreign.”



### Eva Maria Serrano Blanca

Global Brand President, Calvin Klein

“In a world where we are seeing increasing speed of innovation and uncertainty, informed, adaptable, creative business leaders are crucial for an organization's transformational growth. We need to evolve traditional organizations into future-focused ones in order to lead them through this age of disruption. This is key to organizational success today. GEPC brings us at the forefront of change, helps understand it deeply and develop initiatives in order to compete successfully and grow sustainably.



### Gizelle Chua

Executive Director, FRANKY Group of Companies

“The program offers an accelerated avenue to grasp the intricacies of conducting business in China, particularly during its current transformative phase. What struck me most was the synergy between local governments and businesses, seamlessly translating that vision into tangible progress. If you're contemplating business ventures in China, I wholeheartedly believe the GEPC is an indispensable guide.



### Héctor Jesús Dorbecker Herrera

Counsellor of Economic, Technology, New Industries and Financial Affairs for the Embassy of Mexico in China

“My experience has been truly unique and enriching.. I have gained in-depth knowledge about business in China, its business culture, and effective strategies for establishing strong connections in this ever-growing market. I gained invaluable perspective to foster collaboration between Mexico and China, and to lead more effectively in a globalized environment.”



### Maciej Goncerzewicz

Deputy Head of Finance, Sleek

“Without understanding there is no cooperation, without cooperation there is no peace and development, which I think the World and China wants, yet don't know how to get there. The Chinese efficiency we observe during the program, with the overwhelming progress in technology and economy might be terrifying to some, also the informal meetings and honest discussions about the issues and challenges made all of us equal, like partners struggling for better future.”



### Mansoor Mohamed

Former Hub Head Asia Pacific, South African Tourism

“The GEPC provided me with deep insights into the Chinese economy and a much better understanding of the culture of doing business with China. I had an opportunity to visit and interact with local government, large Chinese corporations and SMEs in Beijing, Shanghai and Shenzhen. I strongly recommend this to anyone who wants to get an in-depth understanding of doing business with China.”



### Marcin Brzeziński

CEO, Premium Capital Investment

“The Tsinghua GEPC program is something more than you can imagine: the People, culture, atmosphere, diversity, and knowledge. It was an honour to be a part of it. The best educational experience I ever had. China has a spirit that is unique. I hope that more people would understand Chinese culture and atmosphere.”



### Mason Du

Co-Chairman, External Relations, HBS Alumni Angels

“The GEPC profoundly reshaped my perspective on China and how it connects to the rest of the world. It taught me the dynamics between central and local governments, the relationship between state-owned enterprises and the private sector, and other vital insights essential to grasping China's fabric. The program delves into leadership, innovation, capital markets, business-government relations, and internationalization – all of which are not only globally relevant but also critical for identifying opportunities specific to the Chinese landscape.



### Nicolas Depoorter

Vice President Engineering, Bosch Rexroth (Beijing) Hydraulic Co. Ltd.

“The program overreached my expectations. I recognized that it offers an invaluable deep insight into China's economy. We experienced the massive diversities of this country, not only in terms of business, but also culturally on the 12 days program in Beijing, Shanghai, Jiangyin, Huaxi and Shenzhen. We had the privilege to visit and interact with the top management of 14 companies from SOEs to private own, from MNCs to SMEs, from high tech to town enterprises.”



### Thomas Tey

Senior Vice President, Khazanah Nasional

“The GEPC exceeded my expectations in terms of content and contacts. Holistic debate about economic issues and trends facing China today, as well as opportunities to engage with senior management of leading, high-tech companies in industries such as EV, Renewables and Digitization. The Tsinghua platform offers unparalleled access to both the public and private sectors, enabling participants to witness and experience firsthand on-the-ground situation.”



# GLOBAL EXECUTIVE PROGRAM IN CHINA

GEPC stands as a transformative educational initiative, offering business executives an unparalleled opportunity to gain profound insights into China's multifaceted landscape. This program, conducted in English by the prestigious Tsinghua University, serves as a beacon for those seeking an insider's perspective on the intricacies of the world's second-largest economy.

Executives enrolled in the GEPC experience a unique blend of academic rigor, immersive company visits, cultural exploration, and collaborative team projects. The program opens a window into China's diverse sectors, including technology, renewable energy, automobile manufacturing, steel production, tourism, and telecommunications. Through intimate discussions with government representatives and engagement with leading enterprises, participants not only witness the performance and intricacies of China's economy but also gain profound insights into the ways the government supports businesses, both domestic and foreign.

One of the program's key benefits is its role as an accelerated avenue for executives to comprehend the nuances of conducting business in China, especially during its current transformative phase. The GEPC courses paint a comprehensive picture of both the broad strokes and finer details of the Chinese economy, shedding light on the nation's collective endeavor to realize the Central Government's aspirations.

Beyond the academic realm, the program fosters a rich learning experience by immersing participants in Chinese culture. With a diverse student body from 9 different countries, the GEPC encourages open dialogue and understanding, creating a global network that extends beyond borders. This global networking aspect is considered invaluable for future business ventures.

The GEPC not only equips executives with in-depth knowledge about China's business culture but also provides them with the skills and network necessary to navigate and excel in the dynamic Chinese business landscape. The program's comprehensive approach, combining academic excellence, industry exposure, cultural immersion, and global networking, positions it as an indispensable guide for business leaders seeking a deep dive into the Chinese economic landscape.

“GEPC has provided a great window into a comprehensive understanding China through various company visits and diverse lectures. It evokes an international worldview that the world sorely needs. I have personally benefitted from thought provoking interaction that have enlarged my worldview.

**Aik Hong Goh**

Financial Controller Asia Pacific  
Lenovo



## KEY BENEFITS

- Insider's Perspective on China
- Diverse Industry Exposure
- Global Networking
- Accelerated Learning
- Cultural Immersion

## PARTICIPANT PROFILE

The GEPC Program is specifically crafted for senior executives, business leaders, strategy heads, or professionals directly engaged in current or prospective business activities in or with China.

# 2024 PROGRAM

## PROGRAM LOCATIONS

The 2024 program will feature on-site modules in Beijing, Chengdu and Shenzhen, providing participants with a diverse range of experiences across different Chinese cities.



## COMPANY VISITS

Participants will have the chance to visit several thriving Chinese companies and engage with top executives, gaining valuable insights into their strategies and operations.

## ALUMNI NETWORK

Leveraging Tsinghua's alumni network, participants will have the opportunity to connect with successful professionals and form lasting connections that will support their future endeavors.



五十知天命。能百战归来再读书，更深度的再洞察中国，这两周吸取的经验和建立的友谊太珍贵了。所谓读万卷书，不如行万里路，G&PC结合了课堂讨论和公司考察，开拓了我的视野，回到职场，能更好的学以致用。本着清华的校训：行胜于言、要提醒自己自强不息、厚德载物。

**Andrew Phua**

Executive Director/Chief Representative Greater China  
Singapore Tourism Board





# OUR FACULTY

Partial List



**BAI Chong-En**

- Dean, Tsinghua SEM
- Mansfield Freeman Chair Professor of Economics



**CHEN Yubo**

- Senior Associate Dean, Tsinghua SEM
- Coca Cola Chair Professor of Marketing



**ZHANG Bo**

- Professor, Computer Science and Technology Department, Tsinghua University
- Fellow, Chinese Academy of Sciences



**ZHANG Li**

- Dean and Professor, School of Architecture, Tsinghua University



**David Qingzhong PAN**

- Executive Dean and Professor, Schwarzman College, Tsinghua University



**Stephen Guanpeng DONG**

- Vice Chairman, China Public Relations Association
- Professor and Dean, National Institute of Public Relations and Strategic Communication, Communication University of China



**Christoph H. LOCH**

- Professor of Operations and Technology Management, Cambridge Judge Business School



**Eden YIN**

- Associate Professor in Marketing and Fellow of St Edmund's College, Cambridge Judge Business School



**DI Ruipeng**

- Director, Global Executive Courses, Tsinghua SEM



**Tomas CASAS**

- Assistant Professor, Research Institute for International Management, University of St.Gallen
- Director, China Competence Center



**XU Sitao**

- Chief Economist and Partner, Deloitte China
- Guest Professor, Tsinghua SEM



**GE Jun**

- CEO, TOJOY Shared Holding Group
- Former Global Vice President, NVIDIA
- Former Global Vice President, Apple
- Former Vice President, Intel & Managing Director, Intel China

# APPLY FOR 2024

We invite you to join us in the anticipation of our 2024 program, promising nothing short of extraordinary. Elevate your expectations as we unveil a captivating lineup designed to exceed the remarkable standards set in the previous year. Embrace the journey and be a part of this extraordinary experience.

## DATE AND DURATION

2-weeks module in September 2024

## LOCATION

Beijing, Chengdu and Shenzhen

## INVESTMENT

The program fee for 2024 is RMB 118,000, excluding airfare, hotel accommodations, insurance, visa, and personal expenses.

## PROGRAM COMPLETION

Participants will be awarded a Course Study Certificate by Tsinghua University upon successful completion of the program.

## LANGUAGE

All sessions are conducted in English, with simultaneous translation provided for any Chinese sessions.

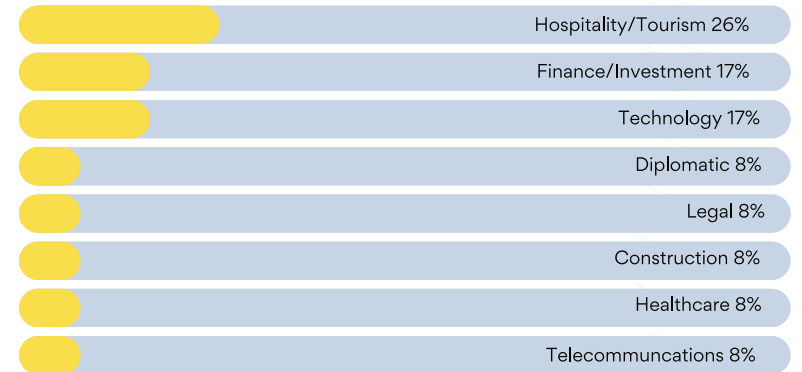
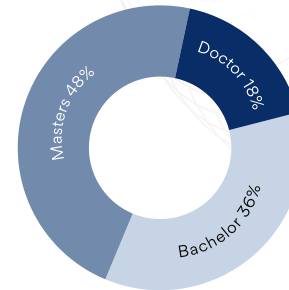
Course schedule, faculty and fees are subject to change. The university reserve the right of final decision.

## OUR PARTICIPANTS

**41** Average Years

C-suites 75%

Director 25%



## APPLICATION PROCESS

We welcome applicants from diverse backgrounds and experiences, particularly those with a track record of leadership and a passion for exploring business opportunities in China. To apply, please visit our website and complete the online application form. Our admissions team will review your submission and be in touch regarding the next steps.