

# WORKSHOP

## Hoe kan je succesvol onderhandelen met je Chinese zakenpartner?

### ABOUT THE SPEAKER

#### Bo Ji, Chief Representative Europe & Assistant Dean Global Executive Education



Bo is currently the Assistant Dean & Chief Representative for Europe at Cheung Kong Graduate School of Business (CKGSB), a top business school with more than 10,000 chairman/CEO level alumni in China. Bo had an over-20- year successful business career in Global Business Development, Innovation, Strategy, Supply Chain Management, M&A, etc. He served as the senior executive at the headquarters of many Fortune 500 companies such as Monsanto, Cargill, Pfizer, Wrigley, and Mars. He is also a well-sought conference speaker. Combining his extensive business experiences and indepth knowledge, Bo has been teaching EMBA/MBA at some of the world's most prestigious business schools such as INSEAD, Esade, MIT, New York University, Hong Kong University of Science and Technology, Technology University of Munich, Tsinghua University, CKGSB, Zhejiang University, Sun Yat-Sen University, Shanghai Jiaotong University and Taiwan's National Chengchi University etc. In addition, Bo also offers advice to Chairmen and CEOs. He is also a frequent speaker at renowned international conferences, forums, TV media and annual corporate meetings.

### DEZE WORKSHOP IS MOGELIJK DANKZIJ:

#### FOUNDING MEMBERS



#### STRUCTURAL PARTNERS



#### IN COOPERATION WITH

