

BUSINESS News**Capital Dynamics to illuminate businesses with China Immersion Programme**

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By Christine Lim

KUALA LUMPUR, Sept 6 (Bernama) -- Capital Dynamics, Asia's first global investment house with offices in Kuala Lumpur, Shanghai, Hong Kong, Singapore and Sydney, is assisting corporate and business leaders to expand their presence into China with its China Immersion Programme in Shanghai from Oct 14 to 18.

Its founder and chief executive officer, as well as fund manager, Tan Teng Boo said the programme, comprising five days of lecture sessions, case studies, networking opportunities and company site visits, is based on Capital Dynamics's practical experience in building business in China.

"The programme will feature insights from 15 speakers from the academic, corporate, public administration sectors; a renowned international artist; as well as law, investment and professional services practitioners," he told Bernama in an interview recently.

The speakers include Mao Lixiang, a highly successful business pioneer, who will elaborate how he merged Western and Chinese management styles, and capitalised on them to build China's leading kitchen appliance manufacturer.

The others are Dr Gao Jingyan, who will talk about her vast practical experience and theoretical knowledge on China's political system and public administration; and Prof Yan Se of the Guanghua School of Management, Peking University who will shed light on China's economy and the government long-term plans.

There will also be a session on understanding China's legal and administrative requirements.

"English will be the medium of instruction during the programme as most of the speakers can speak English. However, wherever necessary interpretation will be provided in the English language.

"We are targeting 40 senior managers and corporate leaders for the programme," he said, adding that the programme will also emphasise on the business and cultural etiquette which is highly valued in business negotiations.

Tan, the brain behind Capital Dynamics, will also brief business executives in a short session on the first day of the programme to provide an overview of why businesses should invest in China.

"Malaysian companies should strategise their position in China now to take advantage of its booming consumer market as its ongoing trade dispute with the US and slower economic growth could make the cost of business more competitive," he said.

In order to gain a stronger footprint in China, Tan said companies need to establish presence there.

"Many companies from Singapore, the Philippines, the US and Europe have penetrated into China's market," he said.

Tan said Malaysian companies have the edge in China due to good relations established between the governments of both countries.

Besides China, he said, Malaysian businesses need to explore beyond the traditional market in the Southeast Asian region and venture into other bigger markets in an evolving competitive global landscape.

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