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The Hopkins China Forum and



Young China Watchers

cordially invite you to:

Stiff Competition: The New Normal for Foreign Companies in China

Jonathan Woetzel

Senior Partner, McKinsey
Asia Director, McKinsey Global Institute

Jeffrey Towson

Professor of Investment
Guanghua School of Management, Beijing University

Saturday May 30th, 2015
16:15pm –17:30 pm

café**sambal** authentic malaysian
cuisine & bar

259 Jiashan Lu, Jiashan Market, Block A, No 37, near Jianguo Xi Lu
嘉善路 259 弄 37 号嘉善老市 A 栋, 近建国西路, 地铁九号线嘉善路站

Admission: 50RMB

16:00 – Doors Open
16:15 – Lecture
17:00 – Q&A

Please RSVP to Frank Tsai of Hopkins China Forum by writing to editor@shanghai-review.org.

The playing field for foreign companies is changing in China. Inbound and outbound investments are shifting and the country faces slowing economic growth. Experienced “China hands” Jonathan Woetzel and Jeffrey Towson will apply their combined thirty-plus years’ experience in Chinese to explain the new nature of competition in China. They will analyze how competitive advantages and the role of the state have factored into the success or failure of companies in China, and what we can expect in the future from foreign investment. They recently released their second book together, [The One Hour China Consumer Book](#) (2015) which delves deeply into the rise of the Chinese consumer through five stories that document the fight for Chinese consumers.

[Jonathan Woetzel](#) is Senior Partner in McKinsey’s Shanghai office and Asia Director of the McKinsey Global Institute. In addition to his work advising domestic Chinese and multinational businesses on their strategic issues, he also co-leads the Urban China Initiative (UCI), a think tank devoted to transforming China’s urban future, and is a lecturer at the Beijing University’s Guanghua School of Management, the China-Europe International Business School (CEIBS), and an honorary lecturer at Jiaotong University’s Antai Business School. He is co-author (with Jeffrey Towson) of [The One Hour China Book: Five Short Stories That Explain the Brutal Fight for One Billion Consumers](#) (2015), and [The One Hour China Book: Two Peking University Professors Explain All of China Business in Six Short Stories](#) (2014). In addition, he is co-author of [Operation China: From Strategy to Execution](#) (2007) and the author of [Capitalist China: Strategies for a Revolutionized Economy](#) (2003). Dr. Jonathan Woetzel holds a PhD in Political Science from the University of Southern California.

[Jeffrey Towson](#) is Professor of Investment at Peking University’s Guanghua School of Management, a private equity investor and a best-selling author. He has a 15+ year career doing investing and advising across markets in the US, China and the Middle East, in which he has developed over \$25B in real estate, hotels, banking/financial services, insurance, healthcare, consumer products, retail, technology, petrochemicals and energy/infrastructure. He is currently Managing Partner of Towson Capital and previously he has worked for Prince Alwaleed as Head of Direct Investments for Middle East, North Africa and Asia Pacific. He is co-author (with Jonathan Woetzel) of [The One Hour China Book: Five Short Stories That Explain the Brutal Fight for One Billion Consumers](#) (2015), and [The One Hour China Book: Two Peking University Professors Explain All of China Business in Six Short Stories](#) (2014), and author of [What Would Ben Graham Do Now?: A New Value Investing Playbook for a Global Age](#) (2011). Professor Jeffrey Towson holds a MBA from Columbia Business School.

About Hopkins China Forum: Hopkins China Forum events are organized under the auspices of The Johns Hopkins University and its affiliated alumni associations worldwide. For more information on Hopkins events in Shanghai, please contact Frank Tsai at the Johns Hopkins University Alumni Association – Shanghai at editor@shanghai-review.org.

About Young China Watchers: Young China Watchers is an informal group of professionals living in and working on China. Through regular roundtables and talks, it provides a chance for dynamic individuals of all nationalities and employment backgrounds to interact, broaden their professional networks, and discuss the most pressing political, economic, and foreign policy issues relevant to China today. Please contact younqchinawatchers@gmail.com.