



Centennial Conference Series

JW Marriott Hotel Shanghai

The Architecture for Global Brands
Leveraging Corporate Capability, Customer Insight and Competitive Strength

Wednesday, March 25

6:30PM-7:30PM Cocktail Reception

8:00PM **Welcome Remarks**

Conference Co-Chairs

Angela Y. Lee, Mechthild Esser Nemmers Professor of Marketing
Peter Tan '83, Executive Vice President and President Asia Pacific,
Burger King Corporation

Dipak C. Jain, Dean, Kellogg School; Sandy and Morton Goldman
Professor of Entrepreneurial Studies; Professor of Marketing

Dinner Address - The Changing World of Marketing Opportunity

Julie Hennessy, Clinical Professor of Marketing

Thursday, March 26

8:00AM-9:00AM Continental Breakfast

9:00AM-9:15AM **Opening Remarks**
Conference Co-Chairs: Angela Y. Lee & Peter Tan '83

9:15AM-10:15AM **Keynote Address - Economic winter is here: Now what?**

Jack Ma, Chairman & Chief Executive Officer, Alibaba Group

Earlier this year, Jack Ma predicted an economic winter was approaching and told anyone who would listen to prepare for it in order to survive and thrive when the metaphorical snows melted. Today, that winter is clearly upon us as the world's economies are facing major challenges and bracing for the possibility of additional issues this year. Mr. Ma will discuss his thoughts on the Chinese and international economies as well as share his leadership view that the strength of nations and companies is shown by how they react to harsh conditions. Major keys to survival are to stay true to one's value system, corporate and personal; and to keep a positive attitude in order to embrace change and learn from and adapt to developments in the economy in order to grow and prosper in the longer term.



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- 10:15AM-10:45AM Morning Break
- 10:45AM-12:00PM **Panel Discussion: Building Global Brands**
Panel Participants
Cassian Cheung '78, *President, Hong Kong Kellogg Alumni Club*
David Chu, *Founder of Nautica and Lincs by David Chu*
Michael Wood, *CEO of Greater China, Leo Burnett*
Moderator: Julie Hennessy, *Clinical Professor of Marketing*
- 12:15PM-1:45PM **Luncheon Address: Global Vision & Leadership**
Dipak C. Jain, *Dean, Kellogg School; Sandy and Morton Goldman Professor of Entrepreneurial Studies; Professor of Marketing*
- 2:00PM-3:00PM **Global Brands and Market Leadership**
Gregory Carpenter, *Chair, Marketing Department, Kellogg School; James Farley/Booz Allen Hamilton Professor of Marketing Strategy*
- 3:00PM-4:00PM **Communicating Brand Values in Thick and Thin Slices**
Angela Y. Lee, *Mechthild Esser Nemmers Professor of Marketing*
- 4:00PM – 4:30PM Afternoon Break
- 4:30PM – 5:15PM **Featured Speaker - “Chinese Economy in Transition”**
Weiyang Zhang, *Dean, Guanghua School of Management*
- 5:15PM – 6:00PM **Closing Remarks and Adjourn**
Weiyang Zhang, *Dean, Guanghua School of Management*
Steve DeKrey, *Senior Associate Dean, HKUST Business School*
Angela Y. Lee, *Mechthild Esser Nemmers Professor of Marketing*
- 6:00PM **Cocktail Reception**