



# LSE SU CHINA DEVELOPMENT SOCIETY

BRIDGING PERSPECTIVES



LSE SU CHINA DEVELOPMENT SOCIETY 伦敦政治经济学院 中国发展社团

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# 01

# SOCIETY OVERVIEW

## ABOUT US

Founded in 2002, LSE SU China Development Society (CDS) is a pioneer organisation at LSE to promote a global understanding of China. With a vision to 'Bridge Perspectives and Opportunities', CDS strives to build an open platform for discussion of issues surrounding China's rapid development.

CDS has established itself as one of the few highly respected societies on campus with a membership base of over 3000 students, academics and professionals from various backgrounds. We are also in collaboration with many prestigious organisations including LSE Asia Research Centre, Confucius Institute for Business London, 48 Group Club and China-Britain Business Council.

## WHAT WE DO

CDS has laid a great emphasis on preparing those who wish to contribute to China's future development for the challenges and opportunities lying ahead. We organise annual LSE SU China Development Forum, Bridging Minds Symposium (an intellectually stimulating public lecture series), China Outlook Trip, informative corporate presentations and networking sessions for our members and the wider public.

## MISSION

CDS aspires to become one of the most influential China-oriented student societies in Europe. Our goal is to nurture and empower the leaders of tomorrow. We believe a better and more impartial understanding of China can be achieved through facilitating free exchange of information and ideas.

# 02

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# FORUM OVERVIEW

The LSE SU China Development Forum, co-organised by the LSE SU China Development Society and the LSE Asia Research Centre, was first founded in 2009. Since then, the Forum has grown phenomenally to become the largest China-themed forum in Europe, with an audience of more than 400.

The aim of the Forum is to: provide a platform for both students interested in Chinese affairs as well as professionals well versed in China studies to engage in vibrant and in-depth intellectual discussions; bridge the gap between China and the outside world and promote mutual understanding; provide participants with valuable learning and networking opportunities to connect with global experts and future leaders.

The Forum consists of speeches and panel discussions. Speeches are given by prominent figures in fields like government, academia and business while panel discussions are debate-based and formulated to inspire meaningful thoughts among the viewers. In both formats, question-and-answer time is given to guarantee the best interactive experience.

Seven years in a row, we have successfully hosted numerous outstanding speakers and aspiring future leaders. Our past speakers include: the Australian Prime Minister Kevin Rudd, Nobel Laureate Eric Maskin, Chinese Ambassador to the UK Liu Xiaoming and so on. We have also enjoyed wide coverage by our media partners such as China Daily and FT Chinese.

# 03

# CDF 2015

## SPEAKER LIST

**LORD ADAIR TURNER**

Former Chief of Financial Services Authority, UK

**CAO YUNHUA (曹云华)**

Dean of School of International Studies, Jinan University

**ATHAR HUSSEIN**

Director, the Asia Research Centre, LSE

**LI SHANTONG (李善同)**

Senior Research fellow, Development Research Centre of the State Council, China

**JOHN HUGHES**

Group Political Advisor, British Petroleum

**PIAO JIANYI (朴键一)**

Director of Northeast Asia Research Centre, Chinese Academy of Social Sciences

**CINDY FAN**

Vice Provost for International Studies, UCLA

**YU DAN (于丹)**

Professor of Media Studies, Beijing Normal University

**STEPHEN PERRY**

Chairman, 48 Group Club

**FENG WEI (冯玮)**

Professor of History, Fudan University

**VERNON HENDERSON**

Professor of Economic Geography, LSE

**LI CHENGYAN (李成言)**

Director, Centre of Anti-Corruption Studies, Peking University



## MAYLING BIRNEY

Assistant Professor, Department of International Development, LSE



## DAVID PIACHAUD

Professor of Social Policy, LSE



## YANG WEI

Research Associate in Health Economics, University of Kent



## ZHOU HANMIN (周汉民)

Vice Chairman, the Chinese People's Political Consultative Conference, Shanghai Committee



## HUO RONGRONG (霍蓉蓉)

Head of European RMB Development, HSBC



## GÖRANMALMQVIST (马悦然)

Professor Emeritus, Stockholm University



## FANG LIJIE (房莉杰)

Associate Professor, Research Centre of Social Policy, Chinese Academy of Social Sciences



## LEO L. LIAO (廖立远)

Chairman, ChinaNext Foundation



## DANNY QUAH

Professor of Economics and International Studies, LSE



## JAMES KYNGE

Emerging Markets Editor and Associate Editor, Financial Times



## LUO LISHENG (罗立胜)

China Director, Confucius Institute for Business London



## WANG JING

Assistant Professor, Research Centre of Social Policy, Chinese Academy of Social Sciences



## GERALD BLOOM

Research Fellow, Institute of Development Studies



## YU YONGDING (余永定)

Academician, Chinese Academy of Social Sciences

# 04 CDF2015

## PHOTO GALLERY

- 1.CDS members with Professor Danny Quah
- 2.CDS members with Professor Cindy Fan
- 3.Professor GöranMalmqvist addressing the audience
- 4.The parallel session at the Venue
- 5.Q&A session





02



03



04



05

# CDF2015

KEY FACTS AND REVIEWS

05

26

500+

Registered over 500 participants with 100+ people on the waiting list

10+

Partnered with over 10 leading media corporations

## FORUM AGENDA

8:30-9:00

REGISTRATION

9:00-9:05

WELCOME MESSAGE

9:05-10:00

OPENING AND KEYNOTE SESSION

10:15-11:30

CHINA' S RELATIONS WITH ITS NEIGHBOURS

NEW URBANISATION

11:45-12:30

MEDIA AND PHILOSOPHY—IN COLLABORATION WITH MOTHERS' BRIDGE OF LOVE

LUNCH SESSION 1

12:45-13:30

DISCUSSION SESSION: CORRUPTION IN CHINA

LUNCH SESSION 2

13:45-15:00

SOFT POWER

NEW DIRECTION OF SOCIAL POLICY IN CHINA

15:15-16:00

DISCUSSION SESSION: SHANGHAI FREE TRADE ZONE

CHINESE CULTURE GOING GLOBAL

16:15-17:30

CHINA' S ECONOMY—THE NEW NORMAL

17:30-18:00

CLOSING SPEECH

# EVENTS

## OVERVIEW – DYNAMIC KNOWLEDGE BASED EVENTS

# 06



Our around-the-year events are at the centre of the society's working effort. We aim to maximize our members' experience by offering them with a broad spectrum of informative and vibrant activities.

Taking "Academics", "Career" and "Social" as our three main focuses, our flagship events include China Outlook Trip, Bridging Minds Symposium, Chinese New Year Festival, Internship Panels, Networking

Events and Sponsorship Events etc.

Over the past few years, over 75 well-known scholars, professionals in financial industries and China-related businesses, as well as journalists and writers from all over the world have joined us to share their wisdom. The calibre and diversity of our speakers is our greatest asset, and have been unrivalled in student-organised events. With our continuous effort to extend outreach, our events have

gained wide influence and attracted attendants from fellow universities and the general public; this has truly been a testimony of the success our events franchise has achieved.

At the Events Division, we strive for creativity, flexibility and quality. Allow yourself to think and dream in unlimited ways and together we let the dreams come true.

**1 China Dreams and UK Dreams**

**Peggy Liu**, Chairperson of JUCCCE and Executive advisor to Marks & Spencer and HP

**Julian Borrà**: Experienced writer and strategist

**2 Global Financial Regulation-Implications for China**

**Charles Haswell** :Global Head, Financial Sector Policy, HSBC

**Paul Kelly**: Professor of Political Philosophy and Head of Department

**3 Global Hegemony and China's Peaceful Rise**

**Professor Danny Quah**: lecturer of Economics and International relations at LSE

**4 Moral Crisis in Rural China**

**Dr. Hans Steinmüller**: specialist in the anthropology of China

**5 Under the umbrella**

**Professor Danny Quah**: lecturer of Economics and International relations at LSE

**6: Alternative Financial Investments in China**

PhD in Economics, associate professor at Peking University HSBC Business School, director of the PKU-HSBC financial research lab.

**Mr.Wu Ge**: Founder of the FISH BONE FUTURES INVESTMENT Rules, Chief CTA of CIFCO Hedging Fund (Integrated No.1).

**7: Media Censorship in China**

**Professor Hugo de Burgh**:

Professor of study of journalism and Director of the China Media center at Westminster University

# FUTURE FRANCHISE

At CDS, our events are of great variety and diversity. These include career advice, networking opportunities, knowledge based and socio-cultural related events.

01

## BRIDGING MINDS SYMPOSIUM (BMS)

As a knowledge-based event, Bridging Mind Symposium brings China's hottest issues under the spotlight and stimulates intellectual discussion around the topic. Our idea behind BMS is timeliness and freedom of speech. For example, our first BMS of the year

02

## STRONG PRESENCE OF CAREER EVENTS

From the very early stage of CV preparation to accessible career opportunities from top employees ---- Events Division offers a spectrum of career events to help members with different needs. Our **CV Clinic Workshop** with professionals from various backgrounds helps participants kick start their application preparation. Our **Spring Internship Panel** provides a great platform for First-Years to consider early career opportunities into the industry. Jointly organized with the Asia Career Society, our **Summer Internship Panel** delivers even more insightful advice to benefit students across different years and backgrounds.

03

## EXCELLENT OPPORTUNITIES OFFERED BY OUR SPONSORS

Jointly organised by society's sponsors, our beneficiaries gained knowledge about The **Swire Group** recruitment process through the Management Trainee Programme Talk, explored Investment Banking opportunities in Asia Pacific with UBS at its London Office Information Session, learned networking skills at **Quilter Cheviot Wine Tasting Event** across the street, honed their job hunting skills with guidance and training from **UK Career Interactive**.





## 04

### CHINA OUTLOOK TRIP (COT)

As one of our flagship event, COT aims to help some of our keenest members to gain an in-depth understanding of the political, economic and social development in China through first-hand experience.

Every summer, we bring a group of China lovers all the way across the globe to China. Our past itinerary covered Beijing, Shanghai, Tianjin, Hangzhou and Xi'an. The uniqueness of the trip lies in that not only do we explore the many historical heritages, but also are privileged to visit many big corporate players that have been integral in propelling the fast development of China, such as SinoPec and Alibaba. Aside from sightseeing and corporate visits, we also have one-day exchange with local university, LSE alumni coffee chat as well as recreational events such as karaoke etc. Through this two-week trip, the participants will see through their own eyes the transformation China is experiencing as it comes to terms with its new role in today's world.

2015 is the 4th year since we launched the COT. We have always received exceptionally positive feedback yet constantly finding ways to improve further. With a single aim of showing our participants a real China, we are determined to constantly break new ground through approaching China's development from a direct and unique standpoint, thus proving a fruitful learning experience for all.

## 05

### SOCIAL EVENTS

To add to the diversity of our events and create a dynamic atmosphere, we have also organised a range of social and cultural events. For example, every year, we hold the Chinese New Year Festival. Having secured funding from the Student Union, we were able to bring a wide range of activities to campus, such as dumplings tasting, calligraphy learning as well as traditional Chinese accessories exhibition. This year we have attracted more than 300 students, professors and passerby to celebrate the festival. As a China focused society, we want to create a festival atmosphere on campus, a sense of homeliness for our fellow Chinese students, and at the same time, promote Chinese culture. Meanwhile, in the past year, we have explored more creative ways of social events. Our Wine -Tasting Session and our East-West Music Event, for instance, provide a more creative networking platform that brings together students and professionals in London.

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# EXTERNAL RELATIONS

## QUICK GLIMPSE— PLATINUM SPONSORSHIP SERVICES

Platinum Sponsorship is the highest level of service we provide. We very much treasure our relationship with our platinum Sponsors and strive to maximise the value we create for them. Below is a selected list of the services included in the package (please refer to our Sponsorship prospectus for the full list and pricing)

The Sponsor will be labeled as **Platinum Sponsor** and feature the sponsor's logo in all of the Society's information distribution channels, which include:

- Weekly newsletter, online Social networks, posters, leaflets, notice boards, banners and any other physical promotional items;
- Specially dedicated section on our website [www.lsecds.org](http://www.lsecds.org);
- Up to three corporate events upon request by the Sponsor, hosted by the Society, as part of the Society's year-round programme.

### **Special Services in China Development Forum 2016:**

- The Sponsor will be invited to take active involvement in the topic selection and programme planning of the forum;
- Half a page of the Sponsor's write-up in the audience brochure and forum report;
- One designated speaker, with content subject to mutual consent;
- Designated banner display space;
- One interval slot during which the Sponsor's promotional video will be played;
- Promotional material distribution of the Sponsor in the audience pack;
- Free professional tickets to CDF 2016;
- Special thanks at CDF 2016.

## COLLABORATION AND SYNERGY

Since its establishment, CDS has focused on developing long-term and consolidated working relationships with global corporations. the mutually beneficial bond has been one of the key driving factors of ensuring the success of our events and the elevation of our profile. We have held a long-standing belief that our causes and our work will find recognition among the corporate world and our activities can create value for our sponsors. over time, we have gradually increased our corporate exposure and developed increasingly systematic ways to service our partners. in order to expand the diversity of our events and fund some of our more ambitious ventures, we are continuously seeking to work with corporations in both financial and non-financial forms, with format ranging from a single advertisement to a full-year sponsorship package. the main components of cooperation include:

- Individual company presentation/lecture
- Full year sponsorship
- one off sponsorship of a particular event, e.g. networking Event, CDF
- Free gifts of merchandises
- Sharing of information and contacts

# SPONSORS & PARTNERS

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LSE SU China Development Society is grateful for the kind support of the following partners and sponsors

## Co-organisers and Collaborators



Confucius Institute  
for Business, London  
伦敦商务孔子学院



## Platinum Sponsors



## Gold Sponsor



## Silver Sponsor



## Supporting Partners



## Exclusive Video Reporter



## Simultaneous Interpretation Provider



# 09

# MARKETING & PUBLIC RELATIONS

## INFORMING BY ANALYSING

Marketing & PR division initiates its own projects and works closely with other divisions to create and preserve a first-class image for China Development Society. To achieve this goal, the division engages in various platforms, explores different methods of informing, and practices analysing to enhance the effectiveness of campaign.

Platform	Methods of Informing
The division currently engages in online platforms such as social networks, society website and emails. This job requires imagination, dedication and proactiveness, as there are infinite possibilities on how to conduct successful marketing online. On the same time, the division engages in physical marketing, such as booth, leaflets and posters, to ensure comprehensive coverage. This job requires organising skills, executive ability and creativity, since the division is in charge of settling booths with the school, distributing workforce etc.	A successful marketing and public relation campaign nowadays is so much more than just the ancient "words of mouth". With the rapid rise in mobile terminal and people's increasingly short attention span, method of informing is changing to keep up. To keep online platforms attractive and emphasise the academic focused society image, the division created two academic columns, Insights and A Marginal Recollection. Insights is the column in which reporters interview and recount academics' opinions on pursuing research as a career and on certain topics relating to their fields. A Marginal Recollection is about exploring the achievements and life stories of the Chinese LSE alumni in the past. New articles are published under these two columns regularly through the society Wechat Page. These two columns are division-initiated projects to preserve the academic focused part of society image. And the division is preparing for new methods to hone the other parts of society image.
Analysing	
Analysing is also key to a successful campaign. Data analysis is practiced to check the effectiveness of online campaign and hence shape the future campaign. Research on the potential interviewee is done to ensure the quality of interview and articles. Therefore, the division not only need creative and proactive people, but critical and dedicated as well.	

# MEDIA PARTNERS

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CCTV DREAMS



# JOIN US

## WELCOME

Our success is down to the strength of our people and their dedication; hence one of our top priorities is finding motivated and talented individuals to continue our work. We always welcome anyone who shares our passion and our cause, regardless of their nationality, ethnicity, religion or political ideals. CDS is a platform full of opportunities, challenges and excitement, which are great for personal development. a culture of mutual support and teamwork prevails in the society, forging a strong sense of community. if you empathise with our mission and wishes to be one of us, please email us at committee@lsecds.org (you can also email heads of our divisions directly through the email below). Joining the CDS committee will undoubtedly bring one of the most fruitful chapters in your student life.

# 11

## CONTACT US

ROLE	NAME	CONTACT	▼
President	Yanwei Ge	y.ge1@lsecds.org	
Secretary	Chloe Xinying Lu	x.lu@lsecds.org	
Treasurer	Jing Bi	j.bi@lsecds.org	
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Director of Marketing & PR	Wenxin Lu	w.lu@lsecds.org	
Director of Marketing & PR	Xinxin Zhang	x.zhang2@lsecds.org	
HR Manager	Mingliang Zhang	m.zhang1@lsecds.org	
HR Coordinator	Zihan Wang	z.wang1@lsecds.org	

# OUR EXPECTATIONS

## We are looking for people who

- Clearly identifies with our mission: "Promoting the global understanding of China and bridging opportunities between China and the world"
- Ambitious and focused in their work and uncompromising in their pursuit of excellence
- Put group interest first and make team win their top priority
- Eager to take initiatives and seek challenges, and actively seek ways to improve both themselves and the society
- Has a high regard on responsibility and accountability and act with integrity

## We are offering

- Comprehensive training on valuable transferable skills -Large scope to take on responsibilities and development your own initiatives
- Support and mentorship on your personal development
- Priority access to opportunities with our sponsors and our contacts
- Opportunities to meet like minded individuals and work in a committed team

# PEEK AT THE DIVISIONS

## CDF Team

As the China Development Forum franchise is our biggest project in the year, the CDF team carries significant responsibilities over its shoulders. The project is hugely challenging with heavy workload and strict deadlines, thus helping the team members grow into mentally tough disciplinarians and gain the ability to perform under intense pressure. The function of the CDF team is to draw together the resources of the entire society in order to execute every aspect of the conference, from programme design to sponsor servicing, to perfection. Through this process, team members acquire valuable management skills

and become effective communicator. Teamwork will be of crucial importance in the division and every member will learn to put the group interest ahead of their own through the experience.

## Events Team

Events team lies at the heart of the society's core activities. Through specialising in the organisation of our throughout the year events, team members not only get the exclusive opportunity to interact closely with top speakers (be it from academia, politics, the finance sector) but also have a chance to hone their research skills, planning skills, persona skills and

time-management. On top of this, you will be participating in the CDF and Corporate Relations projects to assist the final execution and delivery of large scale projects, as well as putting on exciting and rejuvenating welfare activities for internal team bonding. The Events team gives its members the opportunity to play the crucial and integral role in decision-making, as well as the freedom to apply ingenious ideas and out-of-the-box initiatives for the benefit of the entire society.

## External Relations Team

External Relations Division is the engine of the CDS machine and



is directly responsible for seeking sponsorship, securing financial support and managing partner relations for the society. The direct and challenging nature of the work enables team members to develop valuable soft skills such as cold calling, proposal drafting, pitching, presentation and negotiation. The division is organised into small sub-teams, hence exposing every member to real multinational corporations and providing face time with senior management. Another crucial aspect of the job is the uncompromising focus on top quality deliverance and making sure that our sponsors' requests are

duly fulfilled. Members will learn to take ownership of the relationships they manage and develop a strong sense of responsibility. The team will be working heavily with business professionals and quickly pick up the subtle skills in business relationship management.

#### **Marketing & PR Team**

Team members will gain experience through working in all our existing marketing channels and gain valuable coordination and communication skills. In this division, creativity and thinking outside of the box is strongly encouraged as we are constantly exploring newer and better ways to

promote ourselves. Your constructive ideas will be implemented quickly and you can make a positive impact from day one. The work carried out by the M&PR division is of crucial importance. The effectiveness of marketing directly determines the outcome of an event. As a result, team members need to have a strong sense of responsibility. As the division is also managing our external relationships with other universities, non-profit organisations and media groups, members will serve the role of bridging us to the wider public, making sure our brand is widely recognised.



## FOLLOW US

CDS WEBSITE: [WWW.LSECDS.ORG](http://WWW.LSECDS.ORG)

FACEBOOK PAGE: LSESU CHINA DEVELOPMENT SOCIETY

WEIBO: 伦敦政经中国发展社团 [WEIBO.COM/LSESUCDS](http://WEIBO.COM/LSESUCDS)