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# LSE CHINA DEVELOPMENT SOCIETY

BRIDGING PERSPECTIVES

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

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# 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.



# FORUM OVERVIEW



400+

Registered over 400 participants

29

29 world-class speakers, who are amongst the most authoritative academic figures and influential commentators on China's development and contemporary issues

8

Covered by 8 leading media companies

This year's Forum, themed 'Navigating Complexity', strived to bring to the audience new insights to a number of complex, topical issues surrounding China's development and to promote debates. Our keynote speakers touched on the situations in Taiwan and Hong Kong, the anti-corruption campaign, the slowing down of the Chinese economy, and the outlook for Sino-British trade relations, among other themes. We invited speakers from diverse backgrounds and with contrasting views, who contended on various subjects in the nine debate-driven discussion panels.

The audience of 400 was presented with thought-provoking speeches and engaging interactions. Intellectually stimulating and contentious opinions were raised in the speeches and put to debate in the Q&A sessions, and brought new insights and perspectives to the challenges facing China.

# FORUM AGENDA

8:30-9:00

REGISTRATION

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9:00 – 9:05

WELCOME MESSAGE

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9:05 - 10:00

OPENING AND KEYNOTE SPEECH

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10:10 - 11:25

**PANEL:** CLIMATE CHANGE AND ENERGY: A SUSTAINABLE FUTURE

IN PARALLEL WITH:

**PANEL:** QUESTIONING 'ONE COUNTRY TWO SYSTEMS': A CASE STUDY ON HONG KONG

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11:35 - 12:35

**PANEL:** 1+1>3: ONE-CHILD POLICY ABOLISHED

IN PARALLEL WITH

LUNCH SESSION 1

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12:45 - 13:45

ECONOMIC INEQUALITY AND CHINA' S DEVELOPMENT: A

ROUNDTABLE DISCUSSION

IN PARALLEL WITH

LUNCH SESSION 2

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13:55 - 15:10

**PANEL:** ASIAN INFRASTRUCTURE INVESTMENT BANK: CHALLENGES AND OPPORTUNITIES

IN PARALLEL WITH

PANEL: BELT AND ROAD INITIATIVE: CHINA' S GRAND VISION

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15:20 - 16:35

**PANEL:** CHINA'S ETHNIC POLICY: AN UNEASY HARMONY?

IN PARALLEL WITH

PANEL: WHEN TITANS WALTZ: AN OUTLOOK FOR CHINA'S FOREIGN POLICY

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16:45 - 18:00

**PANEL:** REFORMING CHINA' S ECONOMIC REFORMS

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18:00 - 18:30

CLOSING SPEECH

# FORUM REVIEW

The LSE SU China Development Forum, having been co-organised by the LSE SU China Development Society and the LSE Asian 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, panel discussions and roundtable 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. As an innovation in forms, roundtable discussions are added to the agenda of the Forum from 2016. This new format is designed to remove the constraints imposed by the specificity of the topics by allowing speakers to address boarder issues such as inequality and national development. In those formats, question-and-answer time is given to guarantee the best interactive experience.

Eight 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 widecoverage by our media partners such as China Daily and Ft Chinese.



**ATHAR HUSSAIN**

Director of Asia Research Centre, London  
School of Economics and Political Science



**BRIAN HOSKINS**

Chair of the Grantham Institute for Climate  
Change, Imperial College London



**CAO YUANZHENG**

Chief Economist, Bank of China  
International

# SPEAKER LIST



**CHANGHUA WU**

Greater China Director, The Climate Group



**DANNY QUAH**

Professor of Economics and International Development, London School of Economics and Political Science



**GUAN KAI**

Professor of Anthropology, School of Ethnology and Sociology, Minzu University of China



**CHEN WEI**

Professor, Department of Demography & Centre for Population and Development Studies, Renmin University of China



**DAVID SNELL**

Partner, PwC



**JAMES MILLWARD**

Professor of Intersocietal History at the Walsh School of Foreign Service and Department of History, Georgetown University



**CHRISTOPHER R. HUGHES**

Professor of International Relations, Head of Department, London School of Economics and Political Science



**GEOFFREY MORROW**

Chief Executive Officer, Gate Ventures Plc



**KENT DENG**

Professor of Economic History, London School of Economics and Political Science

# SPEAKER LIST



**KERRY BROWN**

Professor of Chinese Studies and Director of the Lau China Institute at King's College, London



**LEE GEORGE LAM**

Chairman – Indochina, Myanmar and Thailand, Macquarie Infrastructure and Real Assets, Macquarie Group



**NATALIE G. LICHTENSTEIN**

Chief Counsel, AIB Multilateral Interim Secretariat; Adjunct Professor of China Studies, John Hopkins School of Advanced International Studies (SAIS)



**KEVIN TU JIANJUN**

China Programme Manager, International Energy Agency



**MALTE PHILIPP KAEDING**

Assistant Professor of International Politics, University of Surrey



**RAYMOND LI**

Head of BBC Chinese



**KEYU JIN**

Assistant Professor of Economics, London School of Economics and Political Science



**MATTHEW ERIE**

Associate Professor of Modern Chinese Studies, Fellow at St. Cross College, University of Oxford



**ROBERT G. SUTTER**

Professor of Practice of International Affairs, Elliot School of International Affairs, George Washington University



**SIMON N. M. YOUNG**

Associate Dean (Research), University of  
Hong Kong Faculty of Law



**THERESE HESKETH**

Professor of Global Health, University  
College London



**ZHANG RUIZHUANG**

Professor Emeritus of International  
Relations, Nankai University



**STEPHEN PERRY**

Chairman, the 48 Group Club



**ZHANG JIEPING**

Executive Chief Editor, Initium Media



**STUART GIETEL-BASTEN**

Professor of Economic History, London  
School of Economics and  
Political Science



**ZHANG JIMING**

Minister Counsellor, Chinese Embassy in  
the UK

# MEDIA COVERAGE

新华网 新闻 新华网 > 财经 > 正文

## 专访：中国有足够能力应对经济增长中所面临的问题——访经济学家曹远征

2016年01月30日 18:34:56 来源：新华社

新华社伦敦1月29日电 专访：中国有足够能力应对经济增长中所面临的问题——访经济学家曹远征

新华社记者邓茜

中国银行首席经济学家曹远征29日在伦敦接受新华社记者专访时表示，当前中国经济处于调整之中，由于经济规模基数变大，6.9%的增速所获得的实际增长仍非常可观。当前中国经济的确存在一些问题，但中国有足够的加以应对。

曹远征认为，中国经济增长放缓主要有四点结构性原因。首先，当前外需不振倒逼中国从依靠外需转向扩大内需；第二，中国用工成本提高使制造业低成本竞争优势不可持续，需要依靠创新；第三，中国人口结构发生变化，老龄化趋势明显，医疗养老等消费增大，导致储蓄率下降，使投资驱动正在转向消费驱动；第四，资源环境成本提高，使依靠廉价资源环境成本的增长不可持续。因此，中国经济放缓不是短期的周期性波动，而是趋势性的，也是经济发展的客观规律。

他指出，任何一个经济体增长到一定阶段后都会出现增速放缓的过程，例如同处亚洲的日本、韩国。中国经济当前实际增长仍然很高。现在增长1个百分点，相当于5年前增长1.5个百分点，相当于10年前增长2.6个百分点。基数越大增长会越慢，但每一个百分点的增长总量很高。现在7%的速度相当于5年前的将近10%。

GLOBAL TIMES

HOME CHINA BIZ WORLD OPINION LIFE ARTS SCI-TECH ODD SPORT

HOME >> OP-ED

## AIIB much more than 'China's World Bank'

Source: Global Times Published: 2016-2-3 10:43:01

Editor's Note

The founding of the Asian Infrastructure Investment Bank (AIIB) has drawn global attention. Will the AIIB be dominated by Beijing? How does it compare to other peers? Global Times (GT) London-based reporter Sun Wei talked to Danny Quah (Quah), professor of Economics and International Development, London School of Economics and Political Science (LSE), at the annual LSE SU China Development Forum on January 30.



首页 > 头条

## “一带一路”战略推动欧亚大陆共同繁荣

2016-02-04 07:55:56 来源：经济日报 记者：薛华彬

日前，在伦敦政治经济学院中国发展论坛上，英国48家集团俱乐部主席斯蒂芬·佩里先生(Stephen Perry)介绍了48家集团俱乐部对于中国“一带一路”战略的认识与看法。佩里认为，“一带一路”战略将为沿线国家以及西方国家带来巨大的发展机遇，中国这一战略的开放、互利共赢的立场也将推动欧亚大陆国家的共同繁荣与发展。

佩里表示自长期关注中国发展，中国在短时间内完成了巨大的转型，摆脱贫困状态，并成为全球第二大经济体，自己非常有幸目睹了人类历史上这一最伟大的发展进程。当前，在快速发展和崛起的背景下，中国提出了基于共同繁荣和互利共赢的人类命运共同体理念，也正是基于这一理念，中国不断加强与其他国家的互动，提出建立亚洲基础设施投资银行，同时启动了“一带一路”战略。

谈及对于这一战略的认识，佩里表示，从文明融合角度来看，这一战略本身具有极大的包容性，支持不同文明之间的包容发展，尊重其他国家选择的发展路径，将推动不同文明之间的求同存异的对话。

佩里着重解释了自身对于“一带一路”战略商业机遇的解读。在他看来，“一带一路”战略将能够带来资源要素分配效率的大幅提升，实现沿线国家市场的深度融合。未来欧亚大陆基础设施的革命、通讯技术的发展和互联互通的拓展，将能够为沿线国家带来前所未有的投资机遇和增长机遇。

与此同时，“一带一路”战略本身将需要大量的基础设施和其他领域的投资，这将是当代世界最大的商业机遇。从获取商业合同份额的角度来看，一些分析认为欧洲国家有可能获得15到20%的合同份额。佩里认为这一比例可能还会更高。未来沿线国家各类项目对于高科技制造业产品、金融、法律等专业服务业领域的需求将不断扩大。这些产业正是欧洲国家具备优势的领域。

对于当前海外舆论对于“一带一路”战略的误解，佩里表示，不能够简单地认为中国推行“一带一路”战略是为了输出过剩产能，也不能将其简单地视为用巨额外汇储备来为中国企业创造海外市场机遇。如果这一战略目的如此单一，那将注定是要失败的，中国政府和企业不会如此简单处理问题。事实上，中国政府不断强调“一带一路”战略规模巨大，期待与沿线国家和其他国家共享这一战略带来的发展机遇。在佩里看来，这一战略可以说是全球经济体共同参与的“合奏曲”，而非中国的“独角戏”。

英国48家集团俱乐部于1954年由一批打破西方国家对华禁运、被誉为“破冰者”的英国工商界人士组建，长期致力于对华友好合作。2008年，48家集团俱乐部成立“青年破冰者”组织，吸收英国青年参与，增进他们对中国了解，并得到英国老一代政治家的支持。

01

XinhuaNet  
30<sup>th</sup> January

02

Global Times  
3<sup>rd</sup> February

03

Economic Daily  
4<sup>th</sup> February

伦敦政治经济学院举办第八届中国发展论坛

2016年02月05日 07:24 我有话要说(0人参与) 来源:美联社



2016年1月30日，由伦敦政治经济学院（LSE）亚洲研究中心和伦敦政治经济学院中国发展社团举办的第八届中国发展论坛“顺利举行。

本届论坛的主题是解读复杂性（Navigating Complexity），主要探讨转型期的中国在气候变化、一国两制、一孩政策等问题上所面临的挑战与机遇。伦敦国王学院中国研究教授Kerry Brown、中国银行国际经济学家曹远征、伦敦政治经济学院国际关系学院院长Christopher R. Hughes、伦敦政治经济学院亚洲研究中心主任Athar Hussain、BBC中文网总编李天文等嘉宾参与论坛并发表主题演讲。400多名LSE的本科生、研究生及伦敦金融、商务人士和主要媒体参加了论坛。

论坛的学者特别探讨了中国政府在转型时期遇到的环境发展问题。对于中国未来五年的经济与国际形势，与会嘉宾们表现出极大的兴趣，在主题演讲的基础上，参会学者和专家与听众就相关话题进行了广泛的交流。

中国发展论坛为伦敦地区金融、企业、学界的学者、商务人士、以及广大学生提供了一个了解中国经济发展的窗口。一年一度的论坛选择人们所关注的热点话题，吸引了大批学者、以及相关人士和学生。

欧洲时报.com

政治、经济“双论坛”在伦敦举行 中英贸易成焦点

发布时间: 2016-02-05 13:13:26 来源: 欧洲时报国际版 作者: 张清涛、杨麟 李海峰 编辑: 张清涛 浏览次数: 209 评论: 0

【欧洲时报记者张清涛、杨麟报道，实习记者李海峰编译报道】随着中英关系进入“黄金时代”，两国贸易合作给未来的发展格局也带来了无限可能。“2016中英商务论坛”近日在伦敦举行。关于中英两国贸易关系、中国现有问题及中国最新改革方案成为讨论的焦点。

【2016中英商务论坛】

随着中英关系进入“黄金时代”，关于中英两国的贸易关系也成了中英学者和工商界最近关注的热门话题。由伦敦政治经济学院中国发展社团和中国银行伦敦分行共同主办的“2016中英商务论坛”近日在伦敦举行。论坛上中英贸易关系、“一带一路”、“人民币国际化”以及中国在英投资等问题展开讨论，让观众更深入的了解发展中的中英商务合作。

“中国经济前景不会暗淡”



中国银行前经济学家曹远征。（图片来源，本文图片除署名外均为资料图）

对于近年来国际舆论普遍关注的中国经济下行，中国银行前经济学家曹远征在接受《欧洲时报》采访时表示，这是中国经济发展到一个结构上的调整。“下行不可怕，关键是在过程中如何能够稳住”。这需要国家宏观调控和改革，也是“十三五”计划的主要任务之一。

新华网

LSE“中国发展论坛”：猴年话中国

文编: 赵海博 林丹 发布时间: 2016-02-05 15:38

由英国伦敦政治经济学院中国发展社团和亚洲研究中心联合举办的“中国发展论坛”上高规格成功举办。伦敦国王学院中国研究教授Kerry Brown、中国银行研究公司首席经济学家、伦敦政治经济学院国际关系学院院长Christopher R. Hughes、BBC中文网总编李天文等嘉宾参与论坛并发表演讲。400多名LSE学生及伦敦金融、商务人士和主要媒体参加了论坛。



1月30日在LSE举办的“中国发展论坛”

本届论坛的主题是解读复杂性（Navigating Complexity），涵盖了经济、金融、跨境、商业、社会保障等领域。论坛以中英文同声传译的方式进行，多位演讲嘉宾将带来的演讲对中国未来至关重要，并引出论坛内热议的关键词：中英关系、香港、一国两制、中国经济形势、环境问题、金融问题、投资、“一带一路”、中英合作等一系列话题。

04

ukchinese.com  
5<sup>th</sup> February

05

Nouvelles d'Europe  
5<sup>th</sup> February

06

Huawen  
5<sup>th</sup> February

# PHOTO GALLERY





# BUSINESS FORUM OVERVIEW

Following the phenomenal success of the annual LSE SU China Development Forum, LSU SU China-Britain Business Forum is a brand-new conference initiated by the LSE SU China Development Society two years ago. This forum seeks to:

- promote mutual understanding between China and Britain on a wide spectrum of issues related to business including but not limited to business environment, government policy, enterprise philosophy and development trends
- establish a platform for insightful discussions and debate about the opportunities and challenges behind Sino-Britain relations between business leaders, professionals, academics as well as prospective students
- connect business elites and future leaders through a broad range of interactive and intellectually stimulating activities

The first forum themed “Accelerating Growth: UK-China Trade in 2015” was co-organised by the LSE SU China Development Society and Ernst & Young, attracting 15 high-profile speakers and over 200 student and professional audience. Since then, the LSU SU China Development Society consistently strived to improve the forum by inviting more inspiring speakers, broadening the coverage of topics and initiating more interactive activities.

This year’s forum, themed “Bridging Growth and Opportunities: Chinese Investment in the UK”, was brought by LSE SU China Development Society in collaboration with Bank of China under a great historic background. Xi Jinping and David Cameron have committed to creating a “global comprehensive strategic partnership for the 21st century”; the Sino-Britain relation is entering a “Golden decade”; unprecedented trade and investment deals, which is “up to 20bn”, between two economies have been signed. In the three keynote speech

sessions and one panel discussion session, our speakers talked about the following topics:

- What is “One Belt One Road”; why is “One Belt One Road”; what are the opportunities “One Belt One Road” brought to the UK
- What is the role of London in RMB internationalisation process; what lessons should RMB learn from other currencies; what are the possible risks of RMB internationalisation
- What makes the UK a distinct destination for Chinese Investment; What are the opportunities and challenges to Chinese investors; what are the key drivers of Chinese investment in the UK
- What is special about the fashion industry; what makes the UK a big player in the fashion industry; why there is a huge opportunity within the fashion industry as Chinese investment in the UK grows?

Aiming at providing a more practical experience of applying student audience’s knowledge, analytical skills and creativity, the LSUSU China Development Society has also held a Case Study session as a part of the forum. The case study is about advising STIC (Shanghai Technology and Investment Corporation) to acquire FabFasion, a leading, national premium department store chain in UK and Ireland. Seven professionals and over thirty students participated in the intellectually-stimulating discussion and presented their ideas.

This year, the forum attracted 10 high-profile speakers and over 100 student and professional audience in total. The forum has also received strong support from the 48 Group, China-Britain Business Council and LSE SU Consultancy Society.

## FORUM AGENDA

8:15-9:00

REGISTRATION

9:00 – 9:10

WELCOME

9:10- 9:30

OPENING SPEECH

9:30- 10:00

KEYNOTE SPEECH ONE -  
“ONE BELT ONE ROAD” :  
OPPORTUNITIES FOR THE UK

10:00 - 10:30

KEYNOTE SPEECH TWO – LONDON  
AS THE CENTRE FOR RMB  
INTERNATIONALISATION

# SPEAKER LIST

10:30-10:45

BREAK

10:45-11:45

PANEL DISCUSSION: CHINESE INVESTMENT IN THE UK IN 2016

11:45-12:15

KEYNOTE SPEECH THREE – CHINESE INVESTMENT IN UK'S FASHION

12:15-12:35

CLOSING REMARKS

12:35-13:35

NETWORKING SESSION



**WEI SHI**

Chief Risk Officer  
Bank of China (UK) Limited &  
Deputy General Manager  
Bank of China London Branch



**ROBIN MANSELL**

Deputy Director  
London School of Economics



**CAO YUANZHENG**

Chief Economist  
Bank of China International



**GEOFFREY YU**

Executive Director & Investment Strategist  
UBS Wealth Management



**STEPHEN PERRY**

Chairman  
48 Group Club



**RICHARD ZHANG**

Executive Director &  
Head of China Business EMEA  
CBRE



**KATIE LEE**

Director of China Relations  
UK Trade & Investment



**PETERZHANG**

Managing Director  
SinoFortune Group



**MARK HENDERSON**

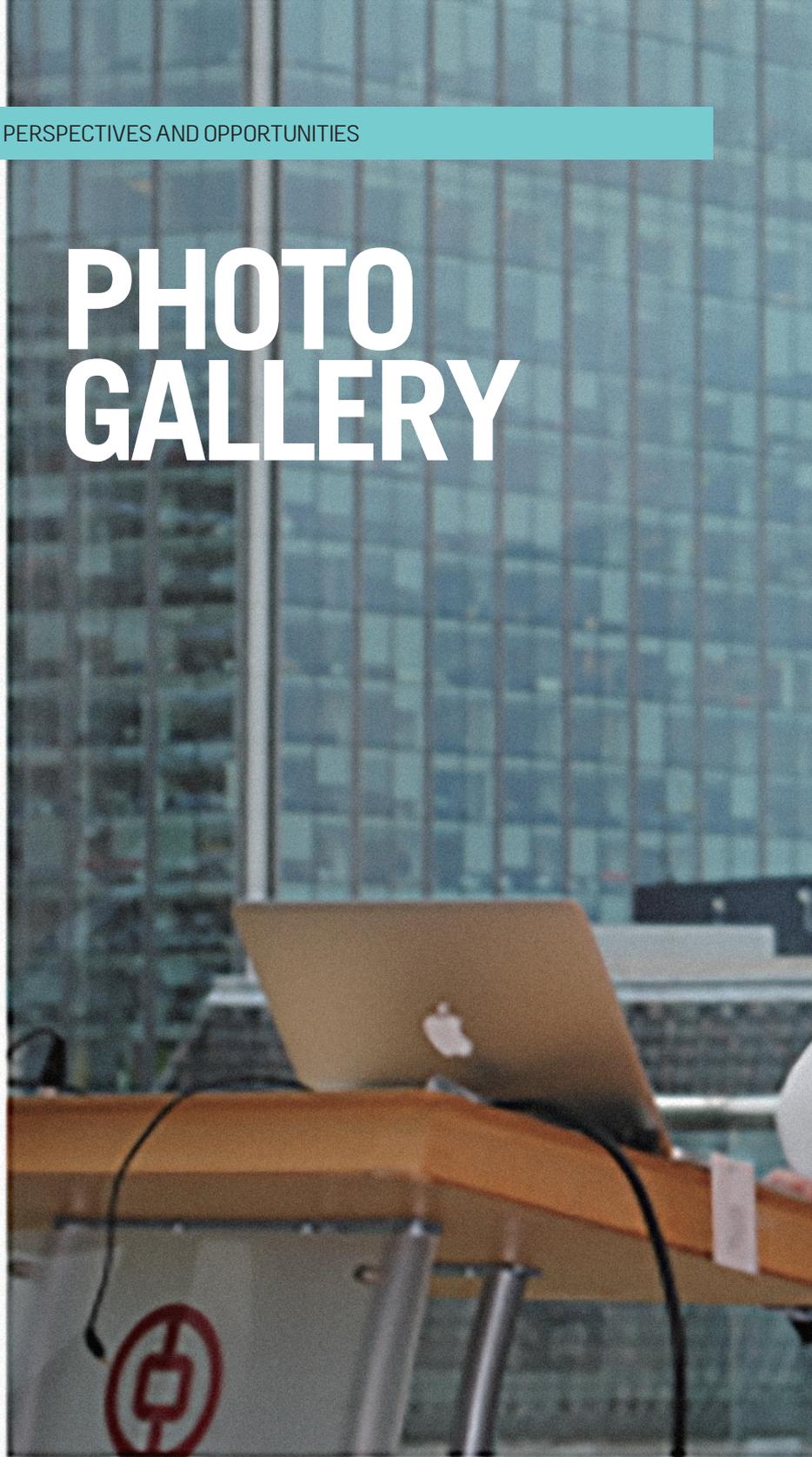
Chairman  
Gieves & Hawkes



**STEPHEN PHILLIPS**

Chief Executive  
China Britain Business Council

# PHOTO GALLERY





# EVENTS

## OVERVIEW – DYNAMIC KNOWLEDGE BASED EVENTS



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.

## BMS Review

**1 China Dreams and UK Dreams**

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

**Julian Borra**: 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

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

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.

# EXTERNAL RELATIONS

## COLLABORATION AND SYNERGY

External Relation Division has held a long-standing belief that our cause and our work will find recognition among the corporate world, and our activities can create value for our sponsors. Since its establishment, we have focused on developing long-term, working relationships with global corporations. The mutually beneficial bond between our Society and our partnered corporations has been one of the key driving factors for the success of our events and the elevation of our profile.

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, both socially and financially. Our forms of collaboration with our partners range from a single advertisement to a full-year sponsorship package. The main types of cooperation include:

- Full year sponsorship
- Individual company presentation/lecture
- Free gifts of merchandise
- Sharing of information and contacts on the Society's information distribution channels

## A FINANCIAL BACKBONE- SPONSORSHIP SERVICES

External Relation division serves as the financial backbone of the China Development Society, providing the society with the necessary monetary support through signing sponsorship contracts with corporates. In the past, we have carefully selected our sponsors, making sure that both our Society and our partners can benefit from this partnership. Our past sponsors, including the Swire Group, have been greatly appreciative of our professional services.

Among the different levels of sponsorship, Platinum Sponsorship is the highest level of service we provide to our sponsors. 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 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 the sponsor's logo will be featured in all of the Society's information distribution channels, e.g. weekly newsletter, website and other social media platforms.

One-off sponsorship of a particular event, e.g. networking Event, CDF

Special Services in China Development Forum 2016 which includes an invitation to the CDF topic selection and programme planning procedures; half a page of the Sponsor's write-up in the audience brochure and forum report; having direct contact with one designated speaker; having a designated banner display space; free professional tickets to CDF and special thanks at the CDF.

## A MEDIATOR-OTHER RESPONSIBILITIES

The ER Division, like a mediator, has collaborated closely with other divisions in organising corporate events, as well as promoting the Society's image to the external community. For example, this year, we helped the Business Forum team in securing its collaborator - Bank of China. Meanwhile, we are also dedicated to bring more welfare to our society members through various initiatives, including discount agreements with restaurants and collaborating with career-advice agencies.

# SPONSORS & PARTNERS

## CO-ORGANISOR & COLLABORATORS



## PLATINUM SPONSORS



真生活 真伙伴  
THE REAL LIFE COMPANY

友邦保险

## GOLD SPONSOR



## SUPPORTING PARTNER



Charity Registration Number: 1105543  
www.mothersbridge.org

## WITH KIND SUPPORT FROM



## SILVER SPONSOR



# MARKETING AND PUBLIC RELATIONS

## INFORMING THROUGH CREATIVITY

Marketing & PR division aims to promote CDS among various types of audiences and maintain a first-class image for the society, using diverse platforms at its disposal. Apart from the traditional methods of marketing, the division also employs creative projects, such as the Insight Column and Zheng Jing Fang, to maintain a long-term presence of the society among the audience. Here at Marketing, we never intend to constrain your thoughts into any pre-existing framework. Instead, we encourage creativity, flexibility and thinking out of the box. We don't decide on what to do, so you have the say about what to initiate!



#FEMINISM

01

### THE INSIGHT COLUMN

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.



02

### ZHENG JING FANG

Zheng Jing Fang is a newly initiated online video interview column that challenges division members' creative capacity and technical skills. It all starts with internal brainstorm sessions that produce interesting ideas for our video-making. Subsequently, you will go into teams, hunt for interviewees and make your own innovative videos, which will then be published onto our CDS Wechat Platform. Topics are wide-ranged. In the past, our division members have come up with ideas like interviewing the homeless living on the street, and even inviting LSE students to taste exotic Chinese food and talk about their feelings. For the coming term, we'll continue with this creative effort and it's your turn to contribute your ideas.



facebook



03

### VARIOUS PLATFORMS

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.



CHINA  
DEVELOPMENT  
SOCIETY  
THE LONDON SCHOOL OF ECONOMICS STUDENT UNION

# SPONSORS & PARTNERS

NOUVELLES D'EUROPE  
欧洲时报



INITIUM MEDIA  
端传媒



ECONOMIC DAILY  
经济日报



THE CHINESE WEEKLY  
华闻周刊



## ACCREDITED MEDIA

XINHUA NEWS AGENCY  
新华社



GLOBAL TIMES  
环球时报



BEAVER ONLINE



UK-CHINESE TIMES  
英中时报



# 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](mailto: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.

## CONTACT US

ROLE	NAME	CONTACT
President	Rantao Li	<a href="mailto:r.li@lsecds.org">r.li@lsecds.org</a>
Secretary	Yinan Hu	<a href="mailto:y.hu@lsecds.org">y.hu@lsecds.org</a>
Treasurer	Luyu Qiu	<a href="mailto:l.qiu@lsecds.org">l.qiu@lsecds.org</a>
VP, Chief Director of Forum	Xuan Lin	<a href="mailto:x.lin@lsecds.org">x.lin@lsecds.org</a>
Director of Forum	Kunhong Wu	<a href="mailto:k.wu@lsecds.org">k.wu@lsecds.org</a>
Advisor of Forum	Qiang Hua	<a href="mailto:q.hua1@lsecds.org">q.hua1@lsecds.org</a>
Director of Forum	Xinping Jia	<a href="mailto:x.jia@lsecds.org">x.jia@lsecds.org</a>
Director of Forum	Jinwei You	<a href="mailto:j.you@lsecds.org">j.you@lsecds.org</a>
Director of Forum	Yiran Shen	<a href="mailto:y.shen@lsecds.org">y.shen@lsecds.org</a>
VP, Head of Events	Tingrui Yan	<a href="mailto:t.yan@lsecds.org">t.yan@lsecds.org</a>
Director of Events	Siyao Song	<a href="mailto:s.song@lsecds.org">s.song@lsecds.org</a>
Director of Events	Ying Xu	<a href="mailto:y.xu@lsecds.org">y.xu@lsecds.org</a>
VP, Head of External Relations	Yunzhi Xu	<a href="mailto:y.xu1@lsecds.org">y.xu1@lsecds.org</a>
Director of External Relations	Juanqi Hu	<a href="mailto:j.hu@lsecds.org">j.hu@lsecds.org</a>
Director of External Relations	Joanne Tiffany Tsang	<a href="mailto:j.tsang@lsecds.org">j.tsang@lsecds.org</a>
VP, Head of Marketing and PR	Yuanpeng Liang	<a href="mailto:y.liang@lsecds.org">y.liang@lsecds.org</a>
Director of Marketing and PR	Xu Xu	<a href="mailto:x.xu@lsecds.org">x.xu@lsecds.org</a>
Director of Marketing and PR	Yanfei Zhou	<a href="mailto:y.zhou@lsecds.org">y.zhou@lsecds.org</a>
HR Manager	Hao Jiang	<a href="mailto:h.jiang@lsecds.org">h.jiang@lsecds.org</a>
HR Coordinator	Yanchen Li	<a href="mailto:y.li2@lsecds.org">y.li2@lsecds.org</a>





## FOLLOW US

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

FACEBOOK PAGE: LSESU CHINA DEVELOPMENT SOCIETY

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

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