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

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”
Weiyiing Zhang, Dean, Guanghua School of Management

5:15PM – 6:00PM  Closing Remarks and Adjourn
Weiyiing 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