

***Ninth Annual Symposium:***

**Rethinking Your China Strategy**

**June 6, 2019, Raytheon Amphitheater, Northeastern University  
  
AGENDA**

7:30-8:00 *Registration*

8:00-8:15 *Welcome,* **Raj Echambadi,** Dunton Family Dean, D’Amore-McKim School of Business, Northeastern University

*Introduction,* **Ravi Ramamurti,** University Distinguished Professor and Director, CEM, Northeastern University

8:15-8:55 Opening Keynote: *Supply Chain in a New Age*

**Spencer Fung** (PA ’96)**,** Group CEO, **Li & Fung**, Hong Kong (and NU Trustee, CEM Board member)

*(Speakers’ group picture)*

9:05-9:45 *Hasbro’s Evolving Strategy in China*

**Wiebe Tinga,** Chief Commercial Officer, **Hasbro**, Pawtucket, RI (and CEM Board member)

9:50-10:30 *China and PCCW-Media Group’s Global Strategy*

**Janice Lee**, Managing Director, **PCCW-Media Group**, Hong Kong (and CEM Board member)

10:30-10:45 *Coffee Break*

10:45-11:20 *Navigating China: Trade Wars and Beyond*

**Michael Enright**, Partner, **ESA** (Hong Kong) and Professor, **Hong Kong University**

11:20-11:40 *China’s Global Giants: A Thumbnail Sketch*

**Lourdes S. Casanova**, Sr. Lecturer and Director, **Emerging Markets Institute, Cornell University**

11:40-12:10 *Lunch Buffet*

12:10-12:50 Luncheon Keynote: *PerkinElmer’s Strategy in China*

**Prahlad Singh** (MBA ’00)**,** President and COO, **PerkinElmer** (and CEM Board member)

12:50-13:00 *Conclusions,* **Ravi Ramamurti**.

*This free event is made possible by gifts to CEM by David Nardone (BSBA ’79, MBA ’82) and an Anonymous donor*

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