

Co-organisers:



Executive
Education
高層管理教育



HKU-Cyberport Regional Expansion Strategy Training Programme



In this era of rapid change, new technologies, new models, and new formats emerge in an endless stream. If an enterprise wants to maintain its competitiveness, and enter overseas market, it must constantly adjust its strategic layout, optimise its business model, and establish a management system.

Designed by HKU Business School, this programme provides high-quality business management and entrepreneurial management knowledge to innovative and entrepreneurial talents, helping them consolidate business model, establish overseas enterprise system and improve strategic thinking.

The curriculum will be taught by professors and entrepreneurship mentors. A dual solution combining academic and industry will be proposed to solve the staged problems on the road to entrepreneurship.

 23 June 2023
29 June 2023

 HKU Business School
Cyberport Campus

 HK\$18,000
(Discounts available*)

Faculty from HKU Business School



Prof. Christine CHAN

Associate Dean (Outreach and Global Engagement)
Professor in Management and Strategy
HKU Business School



Mr. David S. LEE

Principal Lecturer in Accounting and Law
BFin(AMPB) Deputy Programme Director and Admissions Tutor
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Dr. Royce YUEN, J.P.

Adjunct Associate Professor
HKU Business School



Mr. Baniel CHEUNG

Adjunct Assistant Professor
HKU Business School

* Early bird discount (register before 15 April 2023) - 10% off; Group discount (at least 3 participants from the same organisation) - 15% off; HKU alumni/staff discount - 20% off. Provision of the discount(s) is subject to the [terms and conditions](#) set by the co-organisers.

Programme Structure

Module 1: Law and Ethics

Examples and mini-cases that highlight key areas of awareness for start-ups:

- Corporate structures
- Protecting IP
- Navigating regulations
- Reputational risk

Module 2: Oversea Branding

- What is branding and why it matters?
- Values of branding – cases of recent M&A
- Understanding of disruptive brands – Uber, WeWork, Airbnb
- Characteristics of enduring brands
- Brand expansion to overseas market – implications of cultural factors
- The modern customer journey
- Telling your brand story in the digital age
- Engaging your stakeholders about your brand idea – investors, media, clients, end-users
- Key principles of branding
- Major pitfall in brand-building, especially among new start-ups

Module 3: Foreign Market Entry

- The global business environments (i.e., political, economic, and cultural environments)
- Foreign market entry strategy
- Timing of foreign market entry
- Entry mode choice
- The organization and control of foreign affiliates
- The success and failure of foreign operations

Module 4: Oversea Expansion

- Reasons of overseas expansion
- Expansion to a single country vs. multiple countries
- Identify our competitive advantages in overseas market: branding, product, technology, people, etc.
- Local market knowhow and expertise in foreign country
- Policy and support by overseas government and quasi-government organizations
- Sales, channel and marketing management: directly owned or outsourcing to partners
- Understand the importance of cross-cultural management
- Market penetration planning and milestones
- Company structure, management team and advisory board
- Investor and fund-raising strategy
- Case sharing in Japan market expansion

Enquiries

Should you have any queries, please feel free to contact us:

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Action Now



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Registration



Cyberport