

De-mystifying China's Outbound FDI

Speaker: Dr. Zhang Hua
Associate Professor of Finance at CEIBS

We cordially invite you to attend our 1+1 Exclusive Lecture on May 4th, 2017
“De-mystifying China's Outbound FDI”

About the lecture

New footprints (and handprints) of the stars are nothing new in Hollywood, but Dalian Wanda's purchase of US film studio 'Legendary Entertainment' last year represented a historic footprint in a new market for the Chinese Real Estate giant. Following a raft of outbound foreign direct investment into the US and Europe in recent years, what are the motivations, risks and opportunities for these Chinese enterprises operating on the global stage? In this exclusive 1+1 lecture, CEIBS Professor of Finance Dr. Zhang Hua will explore the case of Dalian Wanda as well as some of the broader implications for European enterprises subject to investment interest from their globalizing Chinese counterparts.

About Dr. Zhang Hua

Dr. Zhang Hua is Associate Professor of Finance at CEIBS. He received his Ph.D. in Economics from the School of Economics, University of Hong Kong and holds M.A. and B.A. degrees from Fudan University, both in economics. Dr. Zhang's current research interests are corporate finance, corporate governance and business ethics, entrepreneurship, and financial economics.

What is the '1+1'?

This year, CEIBS is launching the 1+1 Project, a series of 5 lectures hosted by leading faculty across three continents. At these invitations only lectures, the audience will consist of our alumni and friends of CEIBS. Each participant will be encouraged to bring with them a 'plus one' who is a qualified prospect for our MBA or GEMBA or corporate programs.

The core objectives of the 1+1 series will be to further strengthen engagement with our international community and also provide attendees the opportunity to play their part in helping to shape the future of CEIBS.

Date: May 4th 2017
Time: 18:00
Venue: Zurich Institute of Business Education – CEIBS Zurich Campus
Language: English
Registration: Please email Katharina Kirchhoff k.kirchhoff@ceibs.ch to register or for any enquires.
Registration Fee: CHF 250, -
(Free for alumni who bring a qualified MBA or GEMBA prospect with them)