



## ☀ Spring 2016 Bulletin ☀

### Three distinguished Business Leaders join the CBSI Advisory Board

**Dr. Bruce Pickering**

Executive Director  
Asia Society of North California



**Ms. Yulin Xu**

Founder and CEO  
Olixus



**Dr. Yong Liu**

Partner  
Wi Harper



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### Counselor Yihang Yang from Chinese Consulate in San Francisco visits USF

*January 22nd, 2016*

Counselor Yihang Yang and Consul Hong Xia Wang accompanied by USF alumni Yulin Xu, founder of Olixus, met with Xiaohua Yang, Professor and Director of China Business Studies Initiative, Liang Wang, Assistant Professor of Strategic Management, and Wanjun Shang, a USF MBA student. They explored the potential collaboration between the Consulate General and USF. They agreed upon the support and participation in outreach activities, public lectures and professional forums held by USF as well as jointly organizing activities in various business sectors to provide service to Chinese investors, and leveraging USF's strong academic resources to conduct research projects.

### Celebration of Chinese New Year

*February 9th, 2016*

To commemorate the year of the monkey, China Business Studies Initiative along with the Center for Asia Pacific Studies organized a celebratory Lunar New Year event. Around 100 people from USF as well as from neighboring communities joined in on this special occasion. Performances including lion dancing and traditional Chinese music brought excitement and energy to the crowd.



## **CBSI Public Lecture Series: Professor Marshall Meyer**

*February 18th, 2016*

Marshall W. Meyer, the Tsai Wan-Tsai Professor Emeritus at the Wharton School of the University of Pennsylvania and a world leading China expert, discussed Haier's purchase of GE's appliance business and application of two successful concepts: micro-divisionalization and micro business units (MBUs). This is the first of the public lecture series that CBSI launched.



## **CBSI Forum: Chinese Venture Investing in the U.S.**

*February 20th, 2016*

China Business Studies Initiative hosted its successful spring forum on "Chinese Venture Investing in the U.S. and the Silicon Valley", co-hosted by GreenToGo and F-50 Ventures. With China being the second largest market for venture capital, surpassing Europe, this forum examined current trends and challenges in Chinese venture investing in the U.S.. Over 300 people including investors, entrepreneurs, scholars, and students attended this event. Speakers included Counselor Yihang Yang, Shoucheng Zhang, Stanford Physics Professor and Danhua Capital founding Chairman, Raymond Yang, Founder of WestSummit Capital, Laird Q. Cagan, Co-Founder and Managing Director of Cagan McAfee Capital Partners, and Michael Rothenberg, Founder and CEO of Rothenberg Ventures.



## **CBSI Public Lecture Series: Hong Kong Commissioner, Clement Leung**

*February 22nd, 2016*

Commissioner of Hong Kong, Honorable Clement Leung, shared his insights on the future of Hong Kong's economic relationship with the Mainland China with USF students, faculty and community leaders. He also examined Hong Kong's establishment of being an international financial hub, and how it will continue to strengthen its position in the Asia Pacific region at the event.



## **Face View Mask Competition**

*February 29th, 2016*

CBSI sponsored the Face View Mask Marketing Plan Competition, organized by Dr. Monika Hudson. The Face View Mask was invented and founded by Jeanne Hahne, an alumna of USF. Three teams from the School of Management student clubs --Marketing Club, Asian Entrepreneurs Club (AEC), and Entrepreneurs Club-- competed in this hands-on experience. CBSI affiliated student organization, AEC, mentored by Professor Vivian Faustino-Pulliam, won the second place.



## MBA Students from the Globalization of Chinese Business Class visit Wi Harper

March 1st, 2016

Professor Yang and the MBA students in her Globalization of Chinese Businesses course visited Wi Harper, which is a pioneer in cross-border venture investing with offices in Beijing, San Francisco, and Taipei. Professor Yang and her students met with Dr. Yong Liu, a partner of Wi Harper and had a roundtable discussion on Chinese venture capital (VC) investment in the U.S.. Dr. Liu also gave an insightful overview on the VC industry. Dr. Liu also discussed the roles of Chinese VCs in the US market, and more importantly, their obstacles in entering the U.S. market. He concluded the meeting with his insights on the trends of the U.S. market.



## Counselor Yang visits USF and meets with MBA Students

March 7th, 2016

Counselor Yang from the Chinese Consulate in San Francisco joined Professor Xiaohua Yang's MBA course on "Globalization of Chinese Businesses" to discuss the topics of globalized Chinese businesses and the United Nation's newly announced 17 Sustainable Development Goals. CBSI Advisory Board members David Strehlow, Vice President of Marketing for Huawei, and Yulin Xu, the founder of Olixus were also part of this discussion and they offered their insights on this discussion. Counselor Yang commented that the issues of sustainability are on the agenda for many Chinese businesses, especially those that have expanded internationally. However, like many obstacles that Chinese companies have faced en route to becoming globalized, sustainability initiatives will take time to produce results.

## USF China Scholar Networking Event

March 21st, 2016

CBSI sponsored the China Scholar Networking event where CBSI members along with China scholars in different disciplines at USF gathered around with wine and French cheese as well as Chinese food, shared their common research interests, and explored potential for collaboration across different schools on campus.



## Professor Xiaohua Yang Meets Vice-Minister of Education from China

April 12th, 2016

Professor Xiaohua Yang was invited to the Chinese Consulate General of San Francisco for a roundtable discussion on new trends in the U.S. education system with Vice-Minister of Education in China, Honorable Hui Qing Lin. Together with the other participants, they exchanged views regarding trends and challenges in the global education systems. Included in the discussion were issues of the impact of technology on the curriculum, governance, and management of education institutions, effective resource allocation, and curriculum design in entrepreneurship and innovation program.



## Asian Entrepreneurs Club: Discussion with the Post-90s

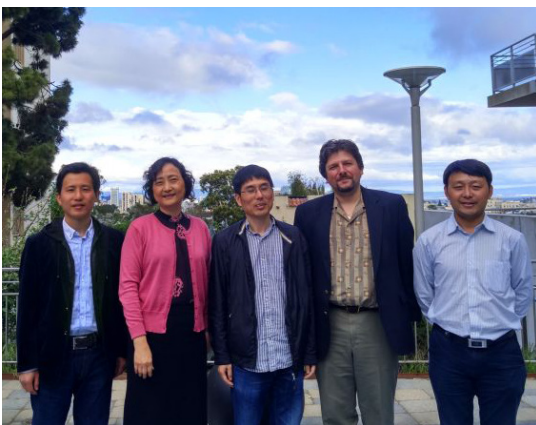
April 14th, 2016

CBSI supported the Asian Entrepreneurs Club in hosting the “Discussion with the Post-90s” event. Over 70 participants attended the event to hear from 4 post-90s mentors on their insights and experience of being young entrepreneurs. Founder of EasyTransfer, Tony Gao explained in his keynote the struggles as a startup partner, while other mentors shared their valuable knowledge on startups and employment opportunities in the United States.

## CBSI Spring Reception

April 16th, 2016

CBSI hosted a successful Spring Reception with the generous support from Jeff Wu, our advisory board member, and his family who opened their Los Altos Hills house for this occasion. Over 40 guests, including CBSI executive and advisory board members, donors, and supporters, enjoyed an afternoon of lively conversations, fine food, wine, and the spectacular view of the Bay Area from Jeff's beautiful garden, which blends with the splendor of nature with the Silicon Valley vibrancy.



## Visit from Zhejiang University

April 21st, 2016

Participating in the Stanford Technology Ventures Program (STVP), Professor of Family Business and Entrepreneurship Dou Junsheng, Business Administration Professor Aiqi Wu, and Professor of Management Science and Engineering Zheng Gang, from Zhejiang University made a visit to the University of San Francisco. CBSI Director Xiaohua Yang and CBSI member Gleb Nikitenko, Center of New Venture Center, hosted this delegation. They exchanged views on the innovation and entrepreneurship curriculum with the visiting academics and compared and contrasted the student involvement of ventures in China and the US. They also explored potential collaboration between SOM and the Business School at Zhejiang University.