

Course Title: Navigating Asian Markets: Long-Term Strategies for Business Success
Instructor: Professor Cassian Cheung
Email: cassian@ust.hk
Course Grading: Pass/Fail Grade

COURSE OVERVIEW

Global companies operating in Asia are facing increasing challenges in a complex environment. Faced with trade disputes, sustainability-related, ESG, and corporate reputational issues, senior executives are struggling to balance short and long-term objectives. This course is essential for students seeking foundational concepts, practical tools, and learning from an Asian perspective for implementing a stakeholder-oriented, sustainable business strategy, while building corporate reputation and embracing ESG practices in the business operating in Asia.

COURSE OBJECTIVES / LEARNING OUTCOMES

1. Provide a comprehensive understanding of the business environment and challenges in Asia.
2. Overview of the sustainability and ESG challenges and practical solutions that are relevant to businesses operating in Asia.
3. Deliver fundamental concepts and tools required to achieve long-term and short-term business goals.
4. Develop critical thinking and teamwork through case assignments and group work.

COURSE OUTLINE

Note: The company visit and guest speakers are tentative and subject to change

Day 1

AM: Lecture - General introduction to Asia's business environment and culture

PM: Company visit – Swire Archive Centre <https://www.swirepacific.com/en/about-us/heritage>

Day 2 –

AM: Lecture - Market entry strategy and market visit

PM: Company Visit – HK Google <https://about.google/>

Day 3 –

AM: Lecture - ESG in Asia and Belt and Road Initiative of China

PM: Company Visit – Lee Kam Kee <https://corporate.lkk.com/en/about-lkk/overview>

Day 4 –

AM: Lecture - New product development in the Asian context and project work

Guest speaker - Mr. Gustav Chan, GM of Nin Jiom Medicine Mfy (HK) Ltd

PM: Group Project Preparation Time

Day 5 –

AM: Lecture - Group project presentation

PM: Cultural activity

Note: all arrangements are subject to change depending on the actual situation.

GRADING / ASSESSMENT

Class participation/contribution	60%
Group project	40%

COURSE MATERIALS

(A) REQUIRED READING (TO BE CONFIRMED)

(B) OPTIONAL READING

INSTRUCTOR'S BIO



Prof. Cassian Cheung is an adjunct professor at the School of Business and Management at the Hong Kong University of Science and Technology. He currently teaches management and marketing courses in the Global Business and World Bachelor in Business programs at the School. He had also conducted management courses at the school's Master of Business Administration program.

Professor Cheung is the managing partner of Cairnhill Consultants, a company advising Asian companies on growth and market entry strategies. He was also a former chief executive officer of Next Digital Limited, a leading media company in Hong Kong and Taiwan. Cassian also served as an independent non-executive director of Trinity Ltd.; a Fung Group company listed on the Hong Kong Stock Exchange.

Prior to joining the faculty of HKUST, Professor Cheung was the President of Wal-Mart China where he led the expansion of Wal-Mart's retail stores and managed a team of 20,000 associates. Before joining Wal-Mart, he was the President of Quaker Oats Asia. Professor Cheung started his career at The Nestlé Company in the USA and was the General Manager and Chief Operating Officer-PRC for Nestlé China.

Professor Cheung is a member of the Global Advisory Board of the Kellogg School of Management at Northwestern University. He was also an advisory member of the Global Business program of the Business School of the Hong Kong University of Science and Technology ("HKUST"). Professor Cheung was conferred an honorary Doctor of Humane Letters degree at St. Joseph's College of Indiana, where he had studied for his bachelor's degree and served on the board of trustees. He also received a Master of Business Administration degree from the Kellogg School of Management at Northwestern University.



Gustav Chan,
General Manager, Nin Jiom Medicine MFG. (HK), LTD.,

Gustav Chan is the General Manager of Nin Jiom Medicine Mfg. (HK) Ltd., a renowned 60-year-old TCM (Traditional Chinese Medicine) company based in Hong Kong. He has over 30 years of experience in FMCG marketing, sales, and general management across a range of product categories and regions.

Throughout his corporate career, Gustav has successfully launched and developed prominent brand franchises in Hong Kong and China. He has worked for multinational companies including Johnson & Johnson, Nestle, Seagram Asia Pacific, and A. S. Watson, handling brands like Johnson's Baby, Brand's Essence of Chicken, Chivas & Martell, and Crystal Spring Lemon Tea.

Gustav holds a B.Soc.Sc. (Hons) degree from the University of Hong Kong, an MBA from Kellogg School of Management at Northwestern University, and a JD (Juris Doctor) degree from City University of Hong Kong. Additionally, he is a Certified Practitioner of NLP, Time Line Therapy Practitioner, and Certified Hypnotherapist. Outside of his professional pursuits, Gustav is an esteemed guest lecturer of marketing at HK PolyU University and HKUST. He has also served as a judge for HKUST full-time MBA students' Case Competition on occasions.



Edena Low

Chief Legal, Compliance and ESG Officer, Grobest Group | Founder, The Advixory | Chair, Ethical Toy Program | Board Risk Committee Member, Habitat for Humanity Hong Kong

Edena Low's LinkedIn: | <https://www.linkedin.com/in/edenalow/>



Joseph Fong
Head of Asia, The Centre for Corporate Public Affairs

Joseph Fong's LinkedIn: <https://www.linkedin.com/in/joseph-fong-4790246/>



Stephen Wong

Former Regional Director, Hong Kong Trade Development Council

Mr. Stephen Wong is a seasoned professional in international trade and commerce. With over 37 years of experience at the Hong Kong Trade Development Council (HKTDC), he has played pivotal roles in promoting Hong Kong's trade interests worldwide.

Mr. Wong joined the Hong Kong Trade Development Council (HKTDC) in 1979. The HKTDC is the statutory organization responsible for promoting and developing Hong Kong's international trade in products and services. During his career at HKTDC, Mr. Wong held positions as the Regional Director for Europe, Regional Director for the Middle East and Africa and Regional Director for the Americas. Prior to his overseas postings, Mr. Wong held a number of senior positions in the head office, including Director of Information Services, during which he spearheaded the Council's E-commerce initiatives and developed the Council's trade portal, hktcdc.com. He was the Director for Product Promotion in the 90s, responsible for the planning and implementation of the Council's trade fairs staged both in Hong Kong and overseas. He also headed the Council's Administration and Human Resources Departments in the 80s. Mr. Wong's dedication has significantly advanced the HKTDC's mission.

Mr. Wong graduated from the University of Saskatchewan with a Bachelor of Commerce degree and attended the Columbia University's Senior Executive Program.



Ms. Bonnie Sze

Head of Swire Archives, John Swire & Sons (H.K.) Limited

Bonnie Sze is Head of Swire Archives at John Swire & Sons (H.K.) Limited. Swire Archives works with the Group's companies in Hong Kong and Asia, supporting them in building and managing their historical archives.

Bonnie joined Swire in 1993. Since then, she had held various administrative and communications positions within the Group, including the Trading Division and Group Public Affairs. In 2011, she was tasked with establishing Swire Archives in Hong Kong, where she oversaw the management and development of the department. Today, Swire Archives has a professional team of archivists who systematically collect and manage the Swire companies' archives and handle enquiries. The department also operates the 6,300 sq ft Swire Archive Centre, which not only includes an environmental-controlled repository to preserve the archives but also an engagement space where guided tours and events are facilitated to support Swire companies in engaging their stakeholders. This initiative has not only preserved Swire's heritage and helped to strengthen the company's brand image, but also enhanced employee engagement and supported corporate social responsibility.


Bonnie obtained a Postgraduate Diploma in Archives and Records Management from the University of Dundee, Scotland, in 2016.



Michael Yung's LinkedIn: <https://www.linkedin.com/in/michaelyung/?originalSubdomain=hk>



Eric Lin · 2nd
 General Manager - Lee Kum Kee | FMCG | Branding | Digital Transformation


 Kellogg-HKUST Executive MBA

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