



CHINA FORUM
University of British Columbia



REVIEW OF THE 2019 UBC CHINA FORUM



Hosted by UBC BizChina Club

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MISSION

The UBC China Forum aspires to become the most influential China-Canada conference in the nation, acting as a strong link of trade promotion between the two countries and a gateway of business cooperation. Organized by the UBC BizChina Club, the event is entirely student-run and independent of political influence. The UBC China Forum serves as an international platform for students, academics, and professionals to exchange ideas and hold in-depth discussions on business trends in China. Keynotes are addressed by internationally renowned leaders, and panel discussions include experts in their respective fields. This is one of our key steps in adding value to the professional development of the next generation of business leaders.

We believe that the UBC China Forum can become a bridge between the East and the West to stimulate the exchange of business ideas as well as be the ideal platform for information-sharing so that people can acquire a better and more impartial understanding of China. With the success of our first Forum, we hope to leverage our network of international leaders, multinational corporations, and the international student community to contribute to new programs within the University of British Columbia and act as ambassadors for the university overseas.



2019 UBC CHINA FORUM HIGHLIGHTS

With the theme 'New Generation, New Opportunities,' the 2019 UBC China Forum was the largest student-run China-focused conference in Canada, providing insight into the dynamic business, economic, and cultural landscape in modern China. This two-day event at the Vancouver Convention Centre brought together 27 Chinese and Canadian industry-leaders, 42 representatives from multinational corporations, and over 1200 attendees across Canada.

Activities included speeches and panel discussions from distinguished business leaders, a venture capital competition, a case competition, a career fair, and themed seminars. The 2019 UBC China Forum was a trending topic online, reaching audiences of over 62.1 million across our 5 social media platforms and 30 professional media outlets, recording over 11.1 million views on Weibo alone.

Speakers included: Jack Gao, former CEO of Microsoft China; Herbert Chia, former Senior Vice President of Alibaba; Liu Yuan, Managing Director of Zhenfund; Steve Lau, founder of Eagles Fund; Xiufeng Bai, CSO of Meituan, among many others.

We also had the pleasure of hosting distinguished entrepreneurs like Roham Gharegozlou, accomplished media figures like Raz Galor and Christy Chung, and leading scholars like Professor Kai Li and Professor Chunhua Wu, who showed support to the Forum.



FORUM SPEAKERS AND PANEL DISCUSSIONS

The primary focus of the 2019 UBC China Forum was to bring high-profile, top industry leaders within the reach of our mainly student participants. This was indeed a rare and invaluable gathering of minds that, remarkably, managed to overcome cross-border complexities. Our professional-led panel discussions represented four industries of interest:

- Venture Capital & Entrepreneurship
- Technological Innovations & Applications
- Lifestyle & Services
- Media & Entertainment

Venture Capital & Entrepreneurship panel

We had the pleasure of having Wang Xinwei, CFO & Managing Director of China Renaissance with over 30 years of experience in investment management and acquisition; Steve Lau, founder of Eagles Fund and a top ranking Chinese angel investor; Vion Sun, Managing Director & Partner of China International Capital Corporation; Zheng Gang, Founder of Purple Sky Capital; and Liu Yuan, Managing Director of ZhenFund and ranked among Forbes China '30 under 30' in 2018.

Technological Innovations & Applications panel

This comprised Herbert Chia, Partner of Sequoia Capital and the leading mind of Big Data in China; Stone Liu, Executive Manager of MovieBook, which specializes in AI video production and recognition technology; Greg Johnston, CEO of Cal Data Solutions, a local firm specializing in data collection, storage, and analytics; and Roham Gharegozlou, CEO at Dapper Labs & Founder of Axiom Zen – named Canada's Most Innovative Company by Canadian Business.

Lifestyle & Services panel

The discussions were led by Bai Xiufeng, CSO of Meituan Dianping – one of the leading firms of O2O catering services in China – and Gao Chao, CMO of UCOMMUNE and former China Region PR Manager for Amazon and Uber.

Media & Entertainment panel

We had Jack Gao, Founder of Smart Cinema & former CEO of Microsoft China; Christy Chung, an internationally famous Canadian-Chinese Actress with over 20 years of experience in the showbiz; Raz Gal-Or, an Israeli Internet Influencer based in China, specializing in the integration of Westerners into Chinese culture.

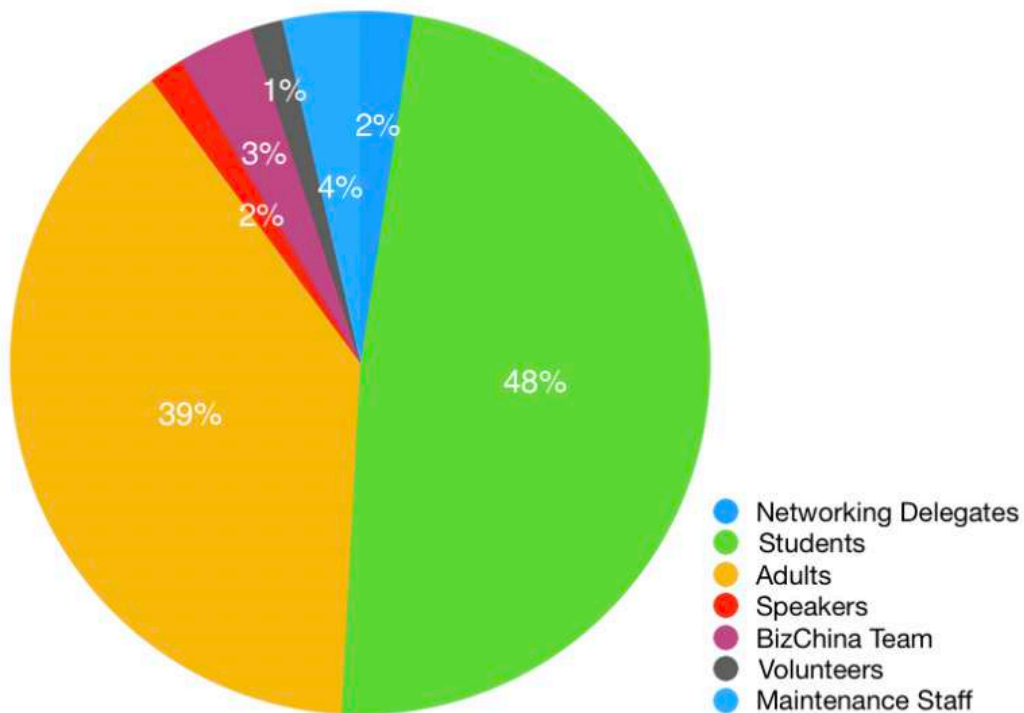
AUDIENCE

The event advertised on social media attracted a capacity-audience of 1480 people from various backgrounds. 48% consisted of local students and students coming from Victoria, Toronto, Montreal, New York City, Los Angeles and other cities, while the other 39% was made up of professionals such as entrepreneurs, engineers, designers, lawyers, scholars, scientists.

The Forum was able to engage both young and old aged 15 to 65, who came ready to listen to the insights of the speakers and also to participate in the activities. Our informational data shows the cultural pluralism of the audience, 86% of whom had multi-cultural experiences and 65% who came from international backgrounds. Such a culturally-mixed setting provided talented individuals with the unique opportunity of meeting and networking with peers and professionals alike. We believe that such diversity aligns with the values espoused by UBC now and for the future.

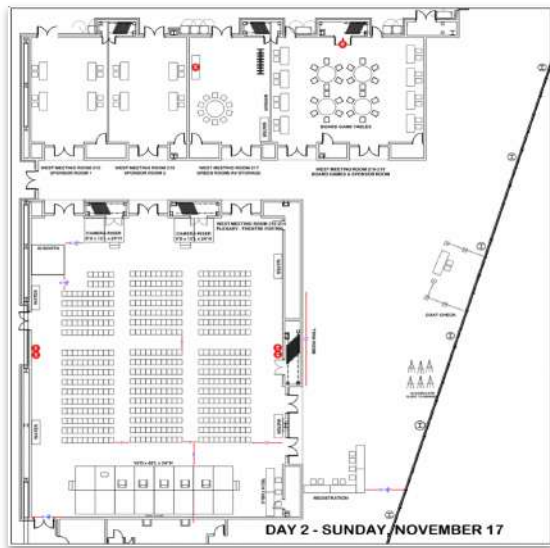


Pie Chart of Participant Demographic



	Day 1	Day 2	Total Unique Attendees
Student Tickets (Two-Day Pass)	181	547	
Student Tickets	175	191	
Students - Giving Tickets (i.e. campus partners, sponsors)	46	46	
Total Students	402	418	820 / <u>593</u>
Adult Tickets	211	173	384
Adults - Corporate Giving Tickets (i.e. sponsors & partners)	138	138	
Total Adults	349	311	660 / <u>522</u>
Total Audience	751	729	1480 / <u>1115</u>
Networking Delegates	41	0	41
Speakers	27	27	
Volunteers	25	25	
BizChina Team	59	59	
Maintenance Staff (i.e. AV team, security, photographer)	61	61	
Total Delegates & Staff	213	172	385 / 213
Grand Total Attendees	964	901	1865 1328

VENUE



The Vancouver Convention Centre (VCC), West Building was selected as the ideal professional setting for the event. VCC is one of Canada's largest convention centres and is reputed for hosting many international conferences such as the Greater Vancouver Board of Trade and TED Talks. This ultra-modern venue, which commands a spectacular view of the ocean, has a spacious conference room as well as smaller function rooms just right for our purposes. Half of the second floor space of VCC west is around 2000 square meters and, if you include the open space, the total area is around 3000 square meters.

FORUM SUB-VENUE ACTIVITIES

In addition to the main conference, the 2019 UBC China Forum included six unique sub-venue activities in a fun, diversified and yet comprehensive experience. It would give our participants the opportunity to engage with 60 top Canadian and Chinese business representatives representing four fields of industry:



Venture Capital Competition

The Venture Capital Competition was a vital segment of the Forum as it provided an opportunity for new entrepreneurs to pitch their business ideas for financing to some of the most influential Chinese venture capitalists and investors who were in Vancouver for the first time. Notable judges included Herbert Chia, the internationally acclaimed big data analyst and venture partner of Sequoia Capital China Fund; Steve Lau, leading angel investor and founder of Eagles Fund; Xinwei Wang, CFO of China Renaissance; and Yuan Liu, executive manager of ZhenFund.

Competitors had to submit their project business plans before going through a selective screening process to reach the final round of the competition. 56 solid proposals were received from new or incubating start-ups in a variety of fields: technology, finance, education, entertainment, tourism, healthcare, media and immigration.

The seven outstanding plans selected through careful review were presented at the finals held in the main conference room. The final was very popular, drawing a following of approximately 200. After fierce debate, CuePath's creative solution for medicine packaging was awarded the 'Most Innovative' title. But it was AI Systems' well-rounded project aimed at transforming gardening with robotic technology that won the prize.

The winners were immediately connected with the investors at the venue. In fact, for all participants, the competition provided an avenue for exclusive networking opportunities for financial investment, consultation with the judges, as well as communication of business ideas.



Case Competition

Partnering with ZGC Inno Town of Beijing and China-Canada Student Entrepreneurship Association (CCSEA), the case competition event challenged students with a real-life business situation: stagnant growth faced by Canadian Dease Lake Mine Limited. Participating teams were required to propose strategic and feasible solutions based on the authentic market status of the mine and relevant company information. The duration of this information-gathering exercise was around 3 weeks, with online and offline Q&A sessions before final submission.

Altogether 44 teams consisting of 155 total participants, from four countries and various schools including Tsinghua, Harvard, UC Davis and Dalhousie participated. The finals had taken

place at Sauder School of Business at UBC prior to the Forum, while the winners received their awards at a ceremony at the Forum and had a chance to present again. This competition was a good chance for the students to engage in business solutions, apply textbook learning to a real life situation as well as apply critical analysis, thinking and reflective skills to the business strategic design.



Press Conference

A China Forum press conference was held on October 18th 2019 to introduce to media representatives the concepts, agenda and guests featured at the Forum and its mission to extend China-Canada business opportunities and diplomatic relations.

Speakers who added their support at the press conference included Professor Chunhua Wu from UBC Sauder School of Business, Mr Junjie An, Secretary General of the Alumni Association of Cheung Kong Graduate School in Canada, as well as Mr Baijin Wang, representative of the Burnaby City Council. All these speakers acknowledged the Forum's critical role in encouraging positive exchanges between Canada and China in today's ever evolving political economy.

Further support came from over 150 guests consisting of student club presidents from other universities, representatives of strategic sponsors and media partners such as RBC, National Bank of Canada, VanPeople, College daily and Westbank.



Networking Career Fair

One of the most memorable events at the Forum was the networking career fair. This provided the opportunity for attendees to connect with company delegates from some of the largest firms in Canada and China. Over 25 companies were featured, ranging from the Big Four, top investment banks such as RBC, JP Morgan, BMO, HSBC, industry giants Amazon, Telus, Sierra Wireless as well as leading firms Canaccord Genuity and Arc'Teryx.

In all, about 42 company delegates attended the career fair. What was striking about the fair was its free-flow format to facilitate a more casual atmosphere for spontaneous discussion. This allowed delegates and students to freely roam around cocktail tables and engage in conversation.

Because of the low delegate to student ratio, there was good interaction between delegates and students. The latter were able to receive personal advice, and even internship opportunities to build up their profiles.



Private Meetings

The Forum also helped set up private meetings to connect its sponsors with speakers at the event. Our sponsors include the National Bank of Canada, China Telecom, Leede Jones Gable, etc. In addition to networking for students, we also provided networking opportunities among our industry-leading delegates, speakers and sponsors to exchange ideas, resources and experience.



Themed Seminars

Finally, the Forum featured four themed seminars on the topics of immigration, graduate school consulting, career planning and student financing, which were conducted by Tian En Immigration, CheersYou International Consulting, Zhiwen CA and CCUE Finance.

These topics were selected because of the importance of such consultations for college students aspiring to study in North America. We also provided the setting for advice and resources by connecting relevant firms with the students. Additionally, should the students have further questions, one on one counselling was also offered by the firms directly in more private settings.

Partner	KPMG
Senior Manager	Deloitte
Partner	Fort Capital
Partner	Lawson Lundell
Executive Director	JP Morgan
Planning Director	Vision7 Communications Inc.
Portfolio Manager	Canaccord Genuity
Founder, CEO	HackHub
President	Wistom International Capital Holding Corp.
President	Canada-China Friendship Society
Product Marketing Manager	Telus
Co-founder & CTO	JobGet
Customer Success Manager	Mobify
Accounting Manager	Concord Pacific
Transition Manager	Connor Clark & Lunn
HR Manager Canada	Evolution Gaming
Lead UI Designer	EA Sports
Senior Manager	Cruis Financial
Senior Manager	CIBC
Commercial Account Manager	RBC
Business Account Manager	RBC
Senior Accountant	KPMG
Staff Accountant	KPMG
Senior Consultant, M&A Deal Advisory	KPMG
Programming Engineer	Amazon
Programming Engineer	Amazon
Credit Analyst	BMO
Data Scientist	Arc'teryx
Operations Associate	Arc'teryx
Senior Tax Analyst	Save-on-Foods
Tax Analyst	Grant Thornton LLP
Financial Analyst	Provincial Health Services Authority
Equity Research Associate	Canalyst
Financial Associate / Trader	Wealthbar
Software Engineer	Tableau
Money Advisor	GF Financials
Operations Manager Assistant	Coast Mountain Bus Company
HR Administrative Assistant	Sierra Wireless
Premier Relationship Manager	HSBC

MARKETING EXPOSURE

Target Demographic: Canada, China, U.S.

Total reached audience forecast: over 62 million

Such exposure achieved the following:

- Cross promotion with 30+ Canadian and U.S. student organizations
- Partnership with 30+ professional media outlets across China, Canada and the U.S. Over 80+ articles written and distributed (online and physical)
- 30+ official endorsers from A-list celebrities, Fortune 500 CEOs, to government officials

Endorsement Video

The Forum was able to gain backing from representatives from a range of industries such as Entrepreneurship, Education, Sports and Entertainment, thus giving us a multitude of professional perspectives for a wider coverage of audiences. We called such people who supported our mission and sent their best wishes for its success our 'endorsers.'

Our first marketing campaign used their well wishes to create a promotional endorsement video that quickly went viral after its initial release. It featured China's top CEOs such as Li Ning, educational leaders like Santa Ono, government officials such as George Chow (B.C. Ministry of Trade) and A-list celebrities.

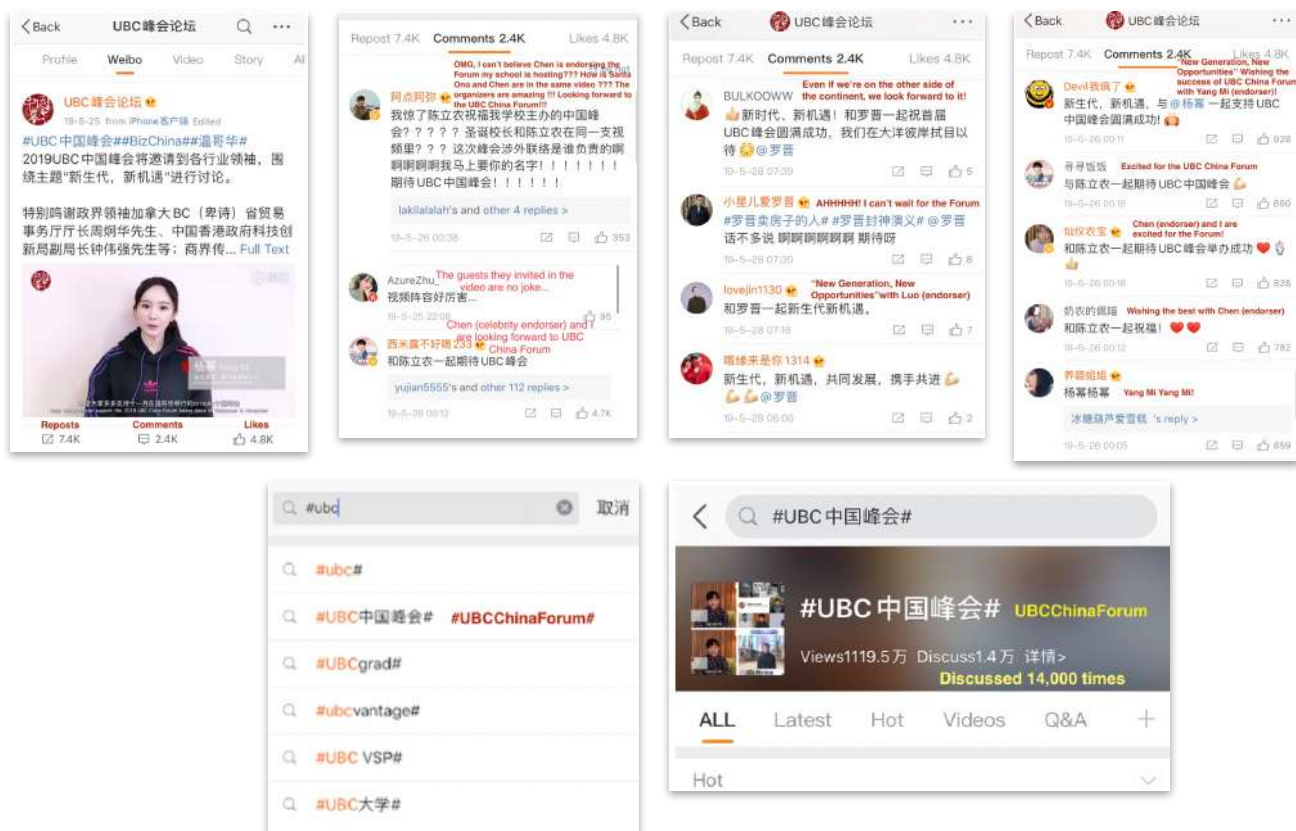


The release of the video on Weibo (a social media platform similar to Facebook) created such a stir within the Chinese online community that our Weibo account reported the following outcomes:

- Within 24 hours, our account reached 4+ million and currently has 11 million views in total
- The video has 350K+ views, was liked 4,800 times and reposted 7,400 times
- Due to the success of the marketing promotions on Weibo, UBC China Forum's hashtag rank rose to the second-highest spot on Weibo, after #UBC for a duration of six months
- Currently, UBC China Forum as a topic on Weibo has reached 11.1 million views and has been discussed 14,000 times

Many comments below the video stated that they were amazed to see some of the top celebrities in China endorsing the UBC China Forum, which raised their curiosity and excitement about this event.

In short, our marketing effects succeeded in bringing about engagement from audiences in various demographics, reaching from top business circles to local Chinese students.



Social Media Statistics

- Facebook: 1000+ Followers
- Mailing List: 400+ Active mail subscribers; 1500+ Total readers
- Instagram: 500+ Followers
- WeChat: 2000+ Subscribers; 10K+ Active readers; Reached 3000 users within 24 hours (Our articles regarding the Forum achieved over 10,000 views in 3 days)
- Weibo: 3500+ Followers; 11.1M+ total views on the topic; Reached 4M+ users within 24 hours; Top suggestion on 'UBC' search
- CUS Weekly Newsletters: Access to 3750+ Sauder School of Business Undergraduates

The diversity, inclusivity and professionalism in our marketing are evidence of the vastness of our social media platforms and bilingual content creation. By successfully promoting business communications between North America and China, the UBC China Forum received over 1000 event attendees, official recognition and support from local organizations, government officials, and remained extensively discussed for over six months.

Moreover, we had overwhelmingly positive feedback from our 2019 sponsors indicating that UBC China Forum's social media coverage of the event successfully promoted their brand reputation and relationships between companies and the local student community.

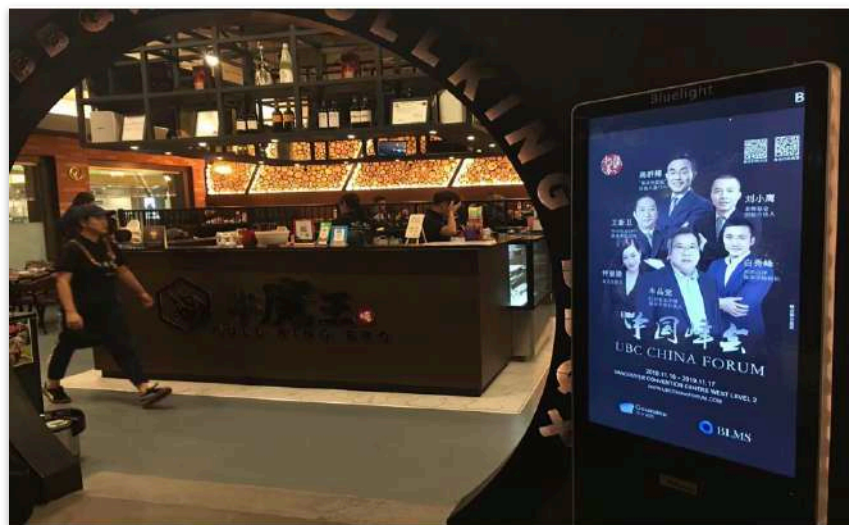


MEDIA PARTNERS

We are very grateful to have extensive media coverage from over 30 professional highly coveted local and international media partners. Some of these partners include:

- Sing Tao Daily (Hong Kong's second-largest Chinese language newspaper)
- Fantuan Delivery (the largest Asian food delivery platform in North America)
- Vanpeople (the largest Chinese website in Vancouver)
- Fairchild TV (a Canadian Cantonese language exempt specialty channel)
- Xinhua News Agency (the biggest and most influential media organization in China)
- ZGC InnoTown (one of the biggest incubators for start-ups in China)

Through their vast channels, the UBC China Forum was promoted via traditional media – newspapers, radio, television as well as digital media such as social media accounts, podcasts, online articles and live streams. Such extensive media coverage from highly coveted Chinese and Canadian outlets created a projected media reach of over one million users.



CAMPUS PARTNERS

We are also very grateful to have promotional support from over 30 universities across North America, including student clubs from universities such as: University of Southern California, University of Toronto, McGill University, University of Ottawa, Queens, Western University, University of Guelph, Brock University, McMaster University, Ryerson University, Boston University, and more. Because of such support, the UBC China Forum was able to reach international and domestic students from all over North America.

Student associations included: UBC Asian Studies, Victoria CSSA, UBC HK Yours, UBC CCSEA, UBC SISA, UBC CSA, UBCTA, TWU CSSA, SFU CSSA, SFU 6 Pai, KPU CSSA, Douglas CSSA, BCIT CSSA, McGill Chinese Debate and Speech Club, McGill CSSA, Emily Carr CSSA, Capilano CSSA, Vancouver CSSA Consortium, UT CUA, RUCSSA, Guelph CSSA, UTSC CSSA, Brock CSSA, Ultron, Mac CSSA, UOCSA CSSA, UTSC UTFUN, Queen's the Great Panda Society, UBC Trading Group, Western University Nova Scientia, UBC New Taiwanese Association, Boston United Better Me.



CRISIS MANAGEMENT

Preparedness

In the course of the planning stage for the UBC China Forum, the executive team was aware of the intensifying relationship between China and Canada due to the current political climate in China, mainly from the street protests in Hong Kong.

As a team, we had braced ourselves for all possible negative PR that might result from an event on such a large scale which involved two nations, something we had encountered earlier on. Nonetheless, the public attention we received resulted in a different kind of negativity that was entirely unexpected.

The Unexpected

Two days prior to the event, we had to cancel our speaker from SenseTime and Sina Weibo due to sudden developments at the time. SenseTime is currently the largest and highest valued AI start-up in the world, while Sina Weibo is the most popular social media platform in China, similar to Facebook, Twitter, and Instagram. The purpose of inviting these firms was to provide students an opportunity to learn about these high flyers through an academic lens, viewing the impact and lifestyle changes these organizations have brought to society.

However, we faced criticism for giving a platform to a company that is accused of repressing the Uyghur community, and our intentions were misrepresented as encouraging Chinese propaganda. The upshot was that the Uyghur community held a protest at the location of UBC China Forum.

In spite of all the negative criticisms we received, the China Forum team was able to communicate effectively and efficiently during this crisis. Executives were made aware of the unexpected issue, and were trained at very short notice on how to respond to media outlets in a professional manner. In light of this crisis, the team did everything in our capacity to ensure that no permanent damages would result from the flare up. Specifically, we contacted the University the moment the issue arose, and remained in close touch with UBC PR and Media Relations.

On the conference days, the team managed to organize strict security to safeguard the conference attendees and speakers. We instructed security to ensure that all members entering the venue had proper name tags which would be given at the sign-in desk. Bags also had to be checked for prohibited items upon arrival at the venue, including the first and second floors. Despite the protest, we were able to contain the situation from getting out of control, as well as protect our valued guests and attendees, all within 48 hours.

In retrospect, most of the feedback we received on the Forum was positive: no complaints or comments about the protest negatively impacting the student community or the other attendees.

Reflection

In light of all this, the 2021 UBC China Forum team will be receiving professional training to respond to the media in the case of any similar incidents occurring, and we propose to have a school representative to monitor our progress. As we are students representing the greater Sauder community as well as UBC as a whole, we hope to handle these situations in accordance with Sauder's procedures. Not only would the school representative be able to provide support along the planning stage, this would be an opportunity to be in closer contact with the school, to ensure consistent and efficient communications.



SPONSORSHIPS

The total accumulated sponsorship amount was **\$164,183.40**. This excludes any revenue from ticket sales. The conference was sponsored by multinational corporations across different industries such as Education, Technology, Telecommunications, Consulting, Finance, and Delivery Services. The list included local and international companies that wished to gain marketing exposure through our platform. There were no monetary affiliations with any government-related institutions; all funding was acquired by the UBC BizChina team and our outreach of corporations.

TIER 1 SPONSORSHIP (\$25,000)

Zhiwen

TIER 2 SPONSORSHIPS (\$20,000)

ZGC InnoTown

Canadian Dease Lake Jade Mine Ltd.

Easy Education Vancouver Inc.

Cheersyou International Consulting Ltd.

TIER 3 SPONSORSHIPS (\$5,000)

China Telecommunications Corporation Ltd.

Leede Jones Gable Inc.

Link Global Technologies Inc.

Marble Financial Inc.

National Bank Financial Inc.

Acid Design & Project Ltd.

Tian'en Consulting Group

CCUE Finance Inc Kingdom Development Inc.

GoXueChe | Beijing BiYond Network Tech Co., Ltd.

LOGO OR BOOTH SPONSORSHIPS (BELOW \$2000)

China Canada Cleantech Innovation Centre Inc.

Future Alpha Education Ltd.

Fantuan Delivery

Chowbus Delivery

DFIND Career Consulting Canada

Royal Bank of Canada

Goji Technology Corporation

Wei KeFeng Boltz Technology Ltd.

Heavenly Soul & Beauty Body Care Inc.



	Title <i>C\$40,000 To be Discussed</i>	Tier 1 <i>C\$25,000 To be Discussed</i>	Tier 2 <i>C\$20,000 To be Discussed</i>	Tier 3 <i>C\$5,000</i>	Description <i>* Benefits can be adjusted basing on sponsorship tier</i>
General Benefits					
VIP Pass for firm representatives @ main event	x8	x3	x3	x1	The VIP Pass includes reserved seats, red carpet sessions and dining opportunities with our Forum Speakers
Access to the resting lounge	x4	x2	x2	x1	Meet Forum Speakers behind-the-scenes
Sponsor-hosted activities	X	X	X		Host a seminar/workshop using a topic of your choice during the forum
Speech at opening/closing ceremony	X				
VIP Pass for firm representatives @ reception event	X	X	X	X	Meet other firm representatives and Canadian/Chinese political leaders
Promotional Benefits					
Special acknowledgement at opening and closing ceremony	X				
Special acknowledgement at the start of a module	X	X			
Logo placement:					
Official accounts	X	X	X	X	Official accounts include our website, Facebook, Instagram, LinkedIn, WeChat, Weibo and e-mail
Banners and posters	X	X	X	X	Including stage backdrop, flyers, red carpet backdrop, pop-up banners, online e-ticket, and others
Onstage screen	X	X	X		
Conference brochures	X	X	X	X	
Volunteer T-Shirts	X				
Advertisement placement:					
Official accounts	X	X	X		Official accounts include our website, Facebook, Instagram, LinkedIn, WeChat, Weibo and e-mail
Onstage screen	X	X	X		Soundless ads during convention, Mid- Forum "Pre-session" ads, Promotional video at Forum Opening (title sponsor)
Conference brochures	2 page	1 page	1 page	½ page	
Items in delegate gift bags	X	X	X	X	Dispense title sponsor's flyers in gift bags
Advertising Posters	X				Posters around UBC campus and venue
Sponsor's Banners	Any	3	3	1	Placed within Venue
Media coverage:					
Broadcasting	X	X	X	X	Media outlets and live broadcasting
Exclusive Interview	X	X			
Other Benefits					
Recruitment posts on official accounts	X	X	X	X	Pre- and post- Forum job advertisements on our official accounts
Booth @ main event	X	X	X	X	Participate in our Career Fair
Customisable event / module	X	X			Prior to or at the Forum
Customisable sessional activities	X	X	X		At the Forum

Total expense amounted to **\$171,725**. Here is the breakdown:

Operations Expense: \$86,765

Specifically, these expenses included all costs associated with the venue, security, simultaneous interpretation devices, and costs associated with the CCSEA business simulation challenge.

Logistics Expense: \$83,752

This included business class flights and accommodation for our invited speakers, catering, and miscellaneous expenses for the event, such as backdrops, red carpets, flyers, venue passes, brochures.

Marketing Expense: \$1,207

This included all promotional materials distributed online and offline during the Forum's planning stage, such as our website and promotional videos.

Remaining Balance = (+) \$28,876.18

After sponsorship fees and ticket sales, we had a positive inflow.

Discussion

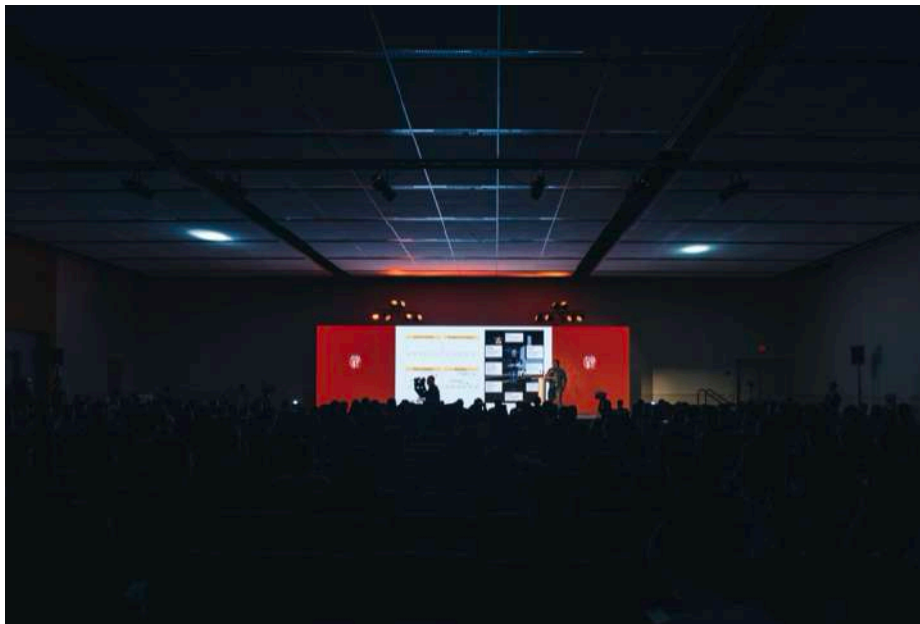
We wish to be more transparent with the school in all financial matters by maintaining consistent and reciprocal communication for the 2021 UBC China Forum. We believe that this is the way forward for both Sauder and our team in successfully executing an event of such a large scale.

As a student-led organization, we wish to emphasize that all of the funding and endorsements for the 2019 UBC China Forum came solely from corporate sponsorships due to our executives' efforts. The Forum is not affiliated with any political parties or foreign embassies. We firmly believe that transparency is the key to helping us safeguard our reputation and the reputation of Sauder.

BRAND INFLUENCE

The inaugural UBC China Forum's success has filled a vacuum in China-oriented discussions and has demonstrated that there is a great need for a platform that promotes Sino-Canadian business relations as well as academic conversations from a multitude of perspectives.

For the future, we hope to build and align the China Forum directly with UBC's goal of being a global and diverse center for teaching, learning, and research by utilizing our network of internationally respected leaders and our community of students across the world.



University Ambassadors

Through the Forum we were able to promote the University to an international demographic of 62.1 million audiences. Through our overseas social media influence, thousands of international students showed genuine interest in not only the China Forum but also in the University. We wish that our platform will be able to act as one of the UBC's ambassadors, not only delivering the University's values and standard of excellence to our audience in China but also contributing to the University's overall appeal and rankings among the most prestigious institutions in North America.

University Programs

The 2019 UBC China Forum has allowed us to accumulate a vast amount of resources and connections within reach of the University, such as the distinguished speakers, experts, and

multinational corporations that have partnered with us. Besides holding an annual China Forum, we would also like to contribute to new University programs, including, but not limited to, student exchange programs in China, career opportunities in China, and a branch China Forum event in Beijing which would be instrumental in promoting awareness of the University overseas.

Intercultural Community

The China Forum and its activities can help build a more inclusive community on UBC's campus, smoothening the way for Chinese students to meet other international and local students, and promoting cross-cultural understanding among peers. Since intercultural cooperation is a core goal of our team, we will continue to focus on this area and be open to collaborative initiatives with the school.

Student-led Project

The 2019 UBC China Forum has showcased the ability of an entirely student-run team to organize projects of such a scale in the University, while conveying UBC's values of inspiring ideas and respecting diversity. In this we have to acknowledge the inspiration of other universities that trail-blazed this path, in particular, the Harvard China Forum.

The Future

Looking at the bigger picture, we are confident that the UBC China Forum will continue to play an irreplaceable role in fostering holistic and constructive conversations about China and promoting cross-border cooperation among the next generation of leaders, business people, and diplomats. As a group of passionate students at UBC, we have made a name for ourselves from the past China Forum, and we would like to continue to show our mettle in future initiatives.

A global outlook and the betterment of our common future in commerce and international relations is the foundation of our platform. We believe that China's advancement in the 21st century requires a multi-narrative understanding and that we have the responsibility of strengthening Sino-Canadian relationships inside and outside of business contexts. The UBC China Forum aspires to become one of the most influential China-oriented conferences in North America, and our ultimate goal is to nurture and empower the leaders of tomorrow.

2021 UBC CHINA FORUM PROPOSAL

The second UBC China Forum will be held in March 2021 as a four-day online conference. It will be hosted by UBC BizChina Club, and further supported by the Asia Pacific Foundation of Canada, Vancouver Economic Commission, and the UBC School of Public Policy and Global Affairs. We are committed to building another influential platform that facilitates Sino-Canadian business cooperation. With over 1200 attendees from all over the world, the inaugural UBC China Forum in November 2019 has already become the largest student-organized business conference in Canada. This year, we hope to continue to strengthen communication between top students, professionals, and corporations from both nations, and contribute to the long-lasting friendship between Canada and China on its 50th anniversary.



Highlights

- The theme for the 2021 UBC China Forum is ‘Resilience and Reinvention.’
- It will be a convocation of aspiring students, professionals, entrepreneurs, corporations, scholars, and organizations from both countries to discuss the present and future of China’s socio-economic development and its interaction with Canada in a post-pandemic world.
- There will be four industry-specific panels, including E-Commerce, Ventures, Technology, and International Relations. The past China Forum’s acclaimed speakers came from all walks of life, and were the best in their fields. This year, students and attendees will have an even better opportunity to learn from world-class leaders and experts as they share their personal journeys online.
- The four-day online conference will be held on Zoom or Cisco Webex and live-streamed worldwide via numerous platforms, such as Phoenix New Media, Bilibili, and LinkedIn. We also wish to simultaneously live-stream the event at the Chan Centre or Alumni Centre if public health officials allow it in March.

In-house Endorsement

China-focused conferences by other renowned universities, such as the Harvard China Forum, the Oxford China Forum, the LSE China Development Forum, the Wharton China Summit, and the UC Berkeley China Summit, are all heavily endorsed by their respective university administrations.

As one of Canada’s top institutions that consistently raise outstanding leaders, UBC’s endorsement for the 2021 China Forum will demonstrate that the University is committed to assisting its students and projects that impact society globally. We kindly request the University of British Columbia and the Sauder School of Business to support our upcoming UBC China Forum to connect China’s leading corporations with the business innovation expertise on UBC and across Canada, as well as offer insightful discussions on Sino-Canadian relations amongst scholars. Our goal is for the upcoming UBC China Forum to compete amongst the premier China Forums held by other prestigious universities in North America and Europe.

ABOUT THE TEAM

Founded in 2011 with a long-standing vision to promote Sino-Canadian business collaboration, UBC BizChina Club puts its emphasis on organising intellectually stimulating lectures, informative corporate presentations, large-scale conferences, and networking sessions for our members and the wider public. Our club remains Vancouver's largest Chinese business student association, growing to over 1000 members across different faculties. In 2018 UBC BizChina Club was presented the 'Top Commerce Undergraduate Society Club Award' for its outstanding achievements.

In 2019, our team decided to go the extra mile and challenge ourselves by hosting the first-ever UBC China Forum. Despite all the challenges faced, such as inviting world-class speakers, securing almost \$200,000 in sponsorships to cover costs, and dealing with hundreds of rejections and pressure from the media, we ploughed on and managed to achieve the unexpected. Our accomplishment came as a surprise to many, to the extent that outsiders mistakenly attributed our success to the efforts of the Chinese government. However, it is clear that our Forum was 100% student-run, and our funds were 100% sponsored by multinational corporations.

Planning and executing an event of the UBC China Forum's scale is something we take pride in, and we believe that the conversations we have stimulated, whether positive or negative, are a sign that the Forum is making waves, and motivates us for even more.

