



GLOBAL CHINA CONNECTION

Building relationships that will change the world

“Soft Power” and Hard Currencies
Balancing Politics, Culture, and Economics

Global China Connection - Columbia University 5th Annual Conference

Saturday, April 27th, 2013, 9:00-16:30

Columbia University, Lerner Hall, 2920 Broadway, New York, NY 10027

Website: <http://www.cugcc.com>

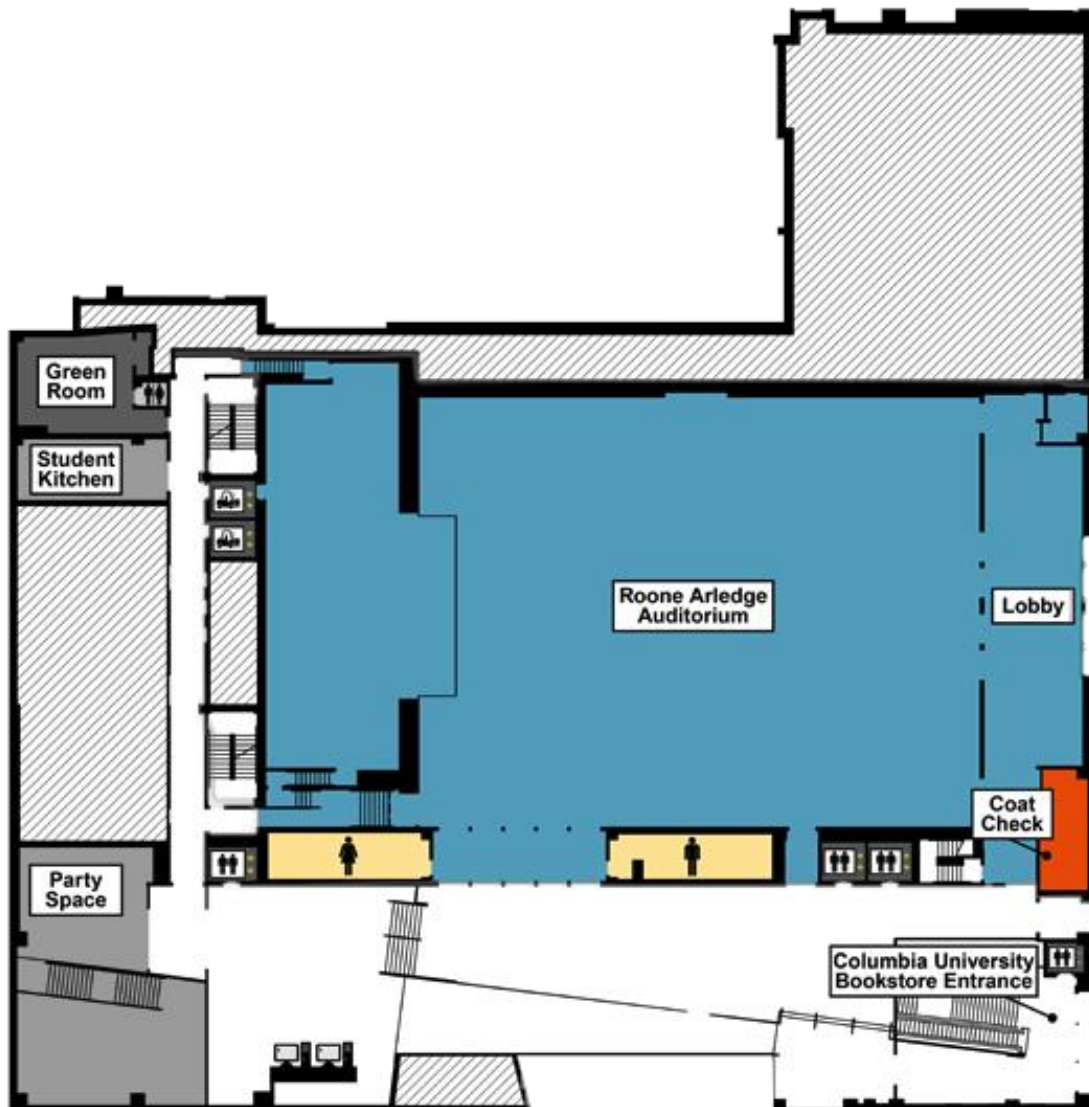
About GCC Columbia

Global China Connection – Columbia University is a chapter of Global China Connection (GCC), the world's leading student organization dedicated to providing the future leaders of China and the international community with a platform to engage each other. On Columbia's campus specifically, GCC serves as a pre-professional organization that engages leaders of today and tomorrow through lecture series, panel discussions, large-scale conferences, and delegations from top Chinese universities that provide China's next generation of leaders with exposure to America academia, business, and politics.

Conference Schedule

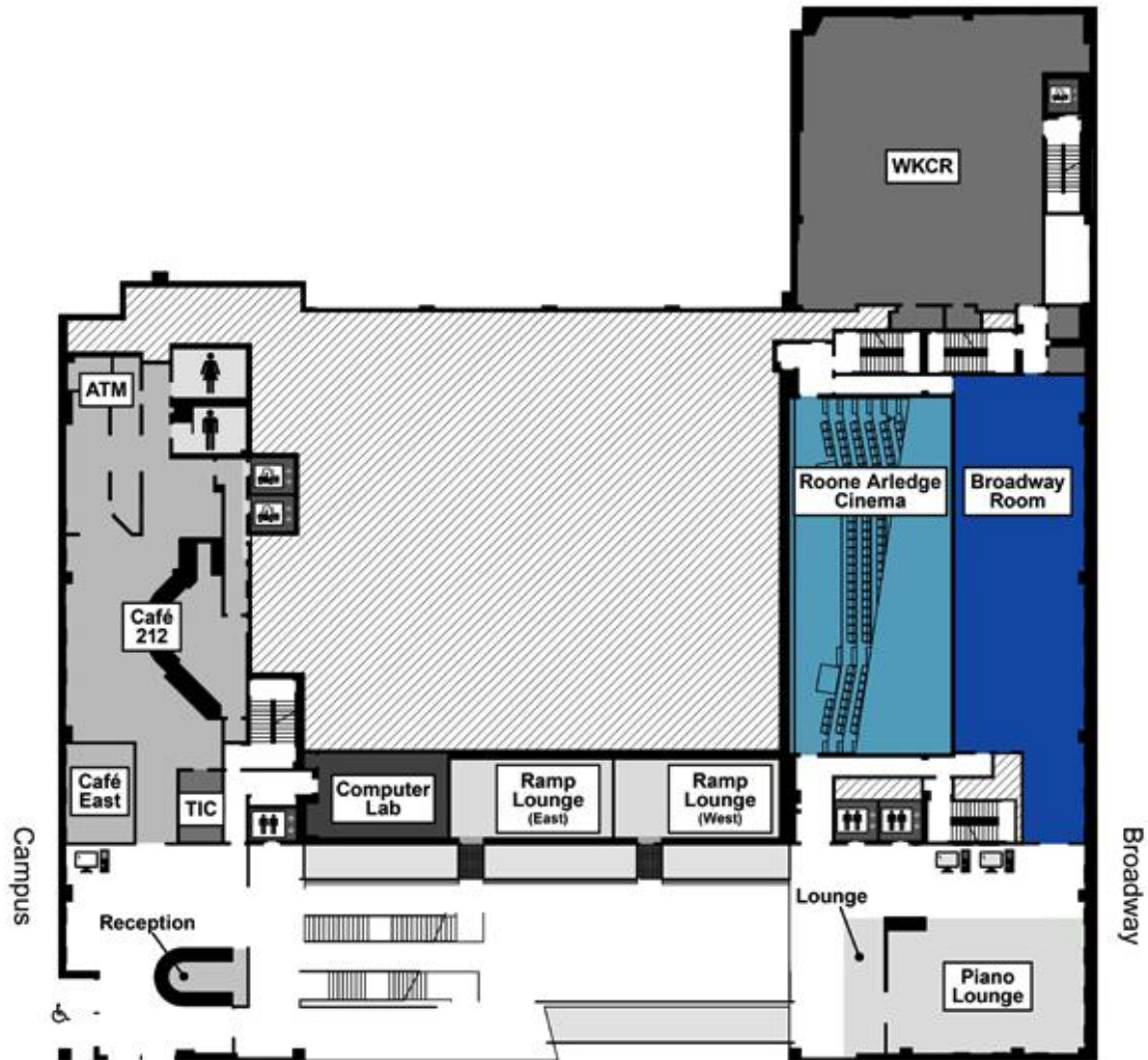
Schedule	
8:00~9:00	Registration / Check-in
9:00~9:15	Opening remark
9:15~10:15	Panel A: Law, Politics and Society
10:20~11:20	Panel B: Art and Culture
11:25~11:55	Noon Keynote – Dr. Vishakha Desai
11:55~13:15	Lunch Break
13:15~14:15	Panel C: Investing in China
14:25~15:10	Case Studies
15:20~15:50	Closing Keynote – Jill Lerner
15:50-16:00	Zoomdojo Closing Keynote

CONFERENCE FLOOR PLAN



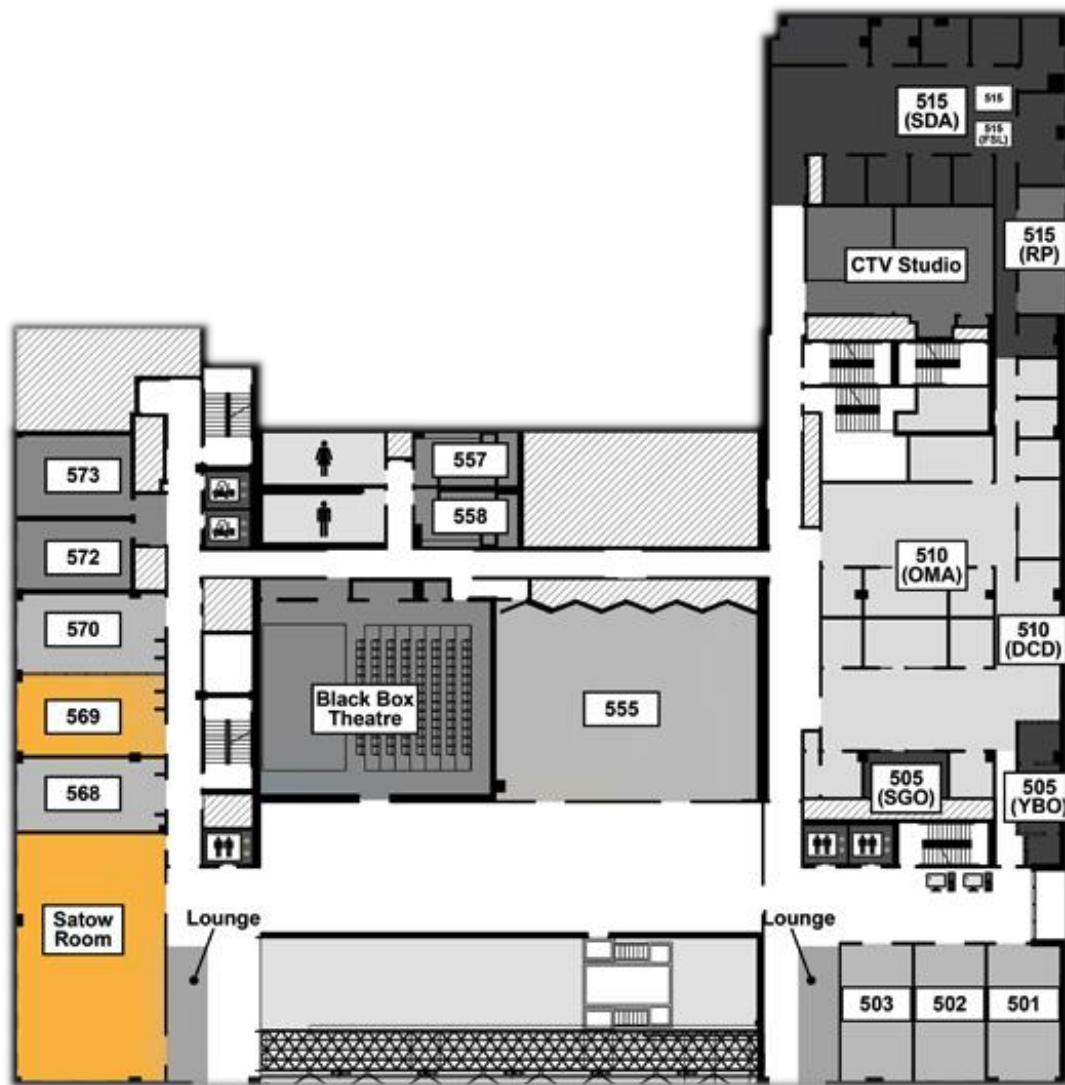
Lerner Hall 1st Floor: ★ **Roone Arledge Auditorium**

- ☐ Opening Remark
- ☐ Panel A: Law, Politics, and Society
- ☐ Panel B: Art and Culture
- ☐ Noon Keynote
- ☐ Regular Lunch
- ☐ Panel C: Investing in China
- ☐ Case Study: Social Openness in China
- ☐ Closing Keynote



Lerner Hall 2nd Floor: ★ **Broadway Room**

☐ The Environmental-related Health Issues in China



Lerner Hall 5th Floor: ★ **Satow Room**

- ☐ VIP Lunch
- ☐ Case Study: Case Study: C.C. Wang, Collector, Connoisseur and Painter

Lerner Hall 5th Floor: ★ **Room 569**

- ☐ Case Study: Fashion in China

Keynote Speakers



Dr. Vishakha N. Desai

Special Advisor for Global Affairs, Office of the President, And Professor of Professional Practice, School of International and Public Affairs, Columbia University; President Emeritus of the Asia Society

Dr. Vishakha Desai is Special Advisor for Global Affairs to the President of Columbia University and Professor of Professional Practice at the School of International and Public Affairs. She also serves as Senior Advisor for Global Programs to the Solomon R. Guggenheim Foundation. From 2004 through 2012, Dr. Desai served as President and CEO of the Asia Society, a global organization dedicated to strengthening partnerships between Asia and the U.S. Under her leadership the society expanded the scope and scale of its activities with the opening of new offices in India and Korea, a new center of U.S.–China Relations, internationally recognized education programs, and inauguration of two new architecturally distinguished facilities in Hong Kong and Houston.

In 2012, in recognition of Dr. Desai's leadership in the museum field, President Barack Obama appointed her to serve on the National Museum and Library Services Board. She also serves as a member of the Mayor's Commission for Cultural Affairs in New York City and on the International Advisory Committee for the House of World Cultures, Berlin, and the Auroville Foundation, India. She is an Advisory Trustee of the Brookings Institution, and a Trustee of the Bertelsmann Foundation, AFS Intercultural Programs and Citizen's Committee for New York. She serves on the Corporate Board of Mahindra & Mahindra, one of India's largest global corporations. She is also the senior advisor for global policy and programs at the Guggenheim.

Dr. Desai holds a B.A. in Political Science from Bombay University and an M.A. and Ph.D. in Asian Art History from the University of Michigan.



Jill Lerner

Principal, Kohn Pederson Fox; President, American Institute of Architects, New York chapter

With over 30 years of design and management experience, Jill Lerner has led the design of numerous award-winning academic and institutional research facilities projects for public and private clients throughout the United States. As a Principal at Kohn Pedersen Fox Associates, she is responsible for all aspects of project management and design, and is the primary client contact during all phases—from initial programming and conceptual design through construction and project close-out.

Academic facilities projects completed under Ms. Lerner's direction include the Chapman Graduate School of Business at Florida International University, Huntsman Hall at the University of Pennsylvania's Wharton School of Business, and a new multi-use facility for New York University's School of Law. Ms. Lerner's research and institutional work includes the new Advanced Science Research Center at the City University of New York's City College, etc.

Ms. Lerner was recently the only Architect on the Cornell University Board of Trustees (2004-2009). She is past Chair of the University's College of Architecture, Art and Planning Alumni Advisory Council. Ms. Lerner also taught Professional Practice to architecture students in Cornell's NYC program.

Ms. Lerner is presently the President of the NYC American Institute of Architects (AIA). A Registered Architect in several states, she also served on the board of the Center for Architecture Foundation.

Panel A: Law, Politics, and Society

China's Social and Economic Landscape from a Legal and Political Perspective

Earlier this year, China ushered in new leadership under Xi Jinping. Apart from furthering economic development and promoting liberalization, Chairman Xi has announced his determination to establish a government of laws, not of men. This panel will investigate the role that laws will play in the future. What are the obstacles facing legal reform? How will the government address the special interest groups that have reaped benefits from the current system?



Moderator: Merit E. Janow

Professor of Practice, International Economic Law and International Affairs, and Director, Program in International Finance and Economic Policy, Columbia University's School of International and Public Affairs (SIPA), New York.

Merit E. Janow has served in senior positions in the U.S. government and with international organizations, and is on the board of directors of several financial and technology companies. Professor Janow is a leading expert in international trade and investment with life-long experience in the Asia-Pacific region. At Columbia University she is a Professor of practice in international economic law and international affairs at the School of International and Public Affairs (SIPA) as well as the Director of the Program in International Finance and Economic Policy. She also serves as chair of the faculty oversight committee of Columbia's Global Center in East Asia, is a member of the executive committee of Columbia's Weatherhead East Asian Institute. From 2003 to 2007, Professor Janow served as the North American Member of the Appellate Body of the World Trade Organization (WTO). She currently serves on the Board of Directors of several corporations and not for profit organizations such as the NASDAQ Stock Market, LLC, (Chairman); a board of the American Funds (Chairman) and Rockefeller & Co. She is a charter member of the International Advisory Council of the China Investment Corporation (CIC), China's sovereign wealth fund. She received a B.A. in Asian studies from the University of Michigan and a J.D. from Columbia Law School.



Panelist: Xiaobo Lü

Member of Council on Foreign Relations, Committee of 100, and the National Committee of US-China Relations; Former Director of Columbia Weatherhead East Asia Institute; Former Director of Columbia Global Centers - Beijing, Professor of Political Science, Barnard College

Xiaobo Lü is a Professor of Political Science at Barnard College, Columbia University and is the Founding Director of Columbia Global Centers (East Asia), which he had headed between 2008 and 2010. He is the former director of the Weatherhead East Asian Institute at Columbia University. Professor Lü teaches courses on Chinese politics, political economy, and comparative politics. His research interests include Chinese politics, US-China relations, post-socialist political economies, corruption and good governance, regulatory reforms, and government-business relations. He has published widely on these subjects and consults for business firms, civic groups, and government agencies. He is the author of several books. His new book, "From Player to Referee: Politics of the Rise of the Regulatory State in China" is forthcoming. He has been visiting professor at Tsinghua University and Jiaotong University in China; City University of Hong Kong; Sciences-Po and Paris University I-Sorbonne in Paris. Professor Lu serves on the editorial boards of several international scholarly journals. He is a member of Council on Foreign Relations and the National Committee of US-China Relations.



Panelist: Xu Xin

Director, China and Asia Studies Program, and Associate Professor, Government Department at Cornell University; Former Acting Director of the Princeton-Harvard China and the World Program at Princeton University

Xu Xin (PhD, Cornell) is the Director of the China and Asia-Pacific Studies Program (CAPS) and Associate Professor in the Department of Government at Cornell University. He was formerly Associate Professor of International Relations at Peking University, Associate Professor of Asia Pacific Studies at Ritsumeikan Asia Pacific University in Japan, a Postdoctoral Fellow in the Olin Institute for Strategic Studies at Harvard University, and a Research Fellow and Acting Director of the Princeton-Harvard China and the World Program at Princeton University.

His research and teaching focus on Chinese foreign policy and East Asian international relations. His publications include “History of the People’s Republic of China’s Foreign Relations, 1949—1989” (Peking University Press, 1994: co-edited) and “The Beijing Olympiad: The Political Economy of a Sporting Mega-Event” (Routledge, 2007; coauthored). His most recent article, “One China, Two Worlds: Taiwan and China’s Quest for Identity and Security,” is included in Peter Katzenstein, ed. *Sinicization and The Rise of China* (Routledge, 2012). He is currently working on a book manuscript entitled “The Power of Identity: China and East Asian Security Politics in the Post-Cold War Era.”



Panelist: Alex Yong Hao

Partner, Jun He Law Office

Alex has significant experience in M&A, finance, private equity and capital markets, and is also knowledgeable in issues of antitrust, bankruptcy, dispute resolution, international trade and national security. Alex is familiar with a wide array of sectors, including banking, energy, manufacturing, real estate, telecommunications and transportation. Alex maintains excellent working relations with companies, financial institutions, private equity funds, professional service providers, regulatory authorities, diplomatic representations, non-governmental organizations, media and academia in both the U.S. and China.

Prior to joining Jun He, Alex practiced law in New York for eight years at two leading U.S. firms – White & Case and then Vinson & Elkins. Alex obtained his J.D. from Northwestern University School of Law, and LL.B., *summa cum laude*, from Peking University. Alex is a member of American Bar Association and New York State Bar Association, and is a Registered Foreign Lawyer at The Law Society of Hong Kong. Alex is Executive Director of the Professional Services Committee of China General Chamber of Commerce USA, and a co-founder and former director of Chinese Business Lawyers Association. Alex is a frequent speaker at professional conferences, including recent ones at the law and business schools of Harvard and Columbia, and has recently been interviewed by CCTV, China Daily, 21st Century Business Herald, Caixin, China Press, Sinovision and Elle Men.

Panel B: Global Aspirations, Local Traditions

The Role of Art and Culture in shaping China's Image as a Global Leader

As China's economic growth attracts the world's attention, China's culture and fine arts have also become increasingly visible. Chinese art and culture have become ambassadors of China's rich and vibrant image. The speakers on this panel will share their diverse experiences in planning the Beijing Olympics' opening and closing ceremonies and in leading the world-renowned Weatherhead East Asian Institute.



Moderator: Carol Rattray

Managing Director and Co-Founder of Zoomdojo

Since the mid 1990's, Carol Rattray has been actively involved in finance. She has invested in and provided advisory services for start-ups both in China and in the US. She also served as the Managing Director of the Whitney Group and Vice President in the Capital Markets Group at Bankers Trust Company. In philanthropy, Carol is President and Co-Founder of the Rattray Kimura Foundation. She is also a member of the Board of Trustees of Bates College, The Asian Cultural Council, The Nature Conservancy New York State Chapter, and the Re Foundation (founded by Tan Dun). She is a former member of the Board of the Friends of the Museum of the Chinese University in Hong Kong. Carol is also co-chair of The Asia Foundation's Lotus Circle Advisors and serves as a member of the Cornell University Council and The Arts and Sciences Advisory Council. She is a member of the American Friends of the Shanghai Museum, Friend of the Dun Huang Foundation and a sponsor of Asia Society's participation in the Studio in a School Program. Carol received an MBA and an MIA from Columbia University and a BA from Cornell University.



Panelist: Myron Cohen

**Director of Columbia Weatherhead East Asian Institute,
Professor of Anthropology**

Professor Cohen is working on three book projects, all focusing on the Meinong (Minong) region in southern Taiwan. “Minong’s Contracts: Illustrations, Transcriptions, Translations, Commentary, and Narrative” is the first of his planned books, while the second one is “Minong in Late Imperial China: Local Society and the Reach of the State.” The third project involves revising and expanding his early work “House United, House Divided: The Chinese Family in Taiwan,” by taking into consideration the changes in family life during the 45 years that have passed since he conducted the fieldwork.

Professor Cohen’s most recent publications include *Kinship, Contract, Community, and State: Anthropological Perspectives on China* (Stanford University Press, 2005); “House United, House Divided: Myths and Realities, Then and Now,” in *House, Home, Family: Living and Being Chinese* (University of Hawai’i Press, 2005); “Writs of Passage in Late Imperial China: The Documentation of Practical Understandings in Minong, Taiwan,” in *Contract and Property in Late Imperial and Republican China*, ed. Madeleine Zelin, Robert Gardella, and Jonathan Ocko (Stanford University Press, 2004). Professor Cohen received his PhD in anthropology from Columbia in 1967, after having joined the Columbia faculty in 1966.



Panelist: Jennifer Wen Ma

Member, Creative Committee of Beijing Olympics Opening and Closing Ceremonies; Emmy Award Winner; Director, Water Cube Project

Jennifer Wen Ma was born in 1973 in Beijing, China, moved to the United States in 1986, and received her Master of Fine Arts degree in 1999 from Pratt Institute, New York. Ma's interdisciplinary practice bridges media with installation, video, drawing, fashion design, public art and performance - bringing together unlikely elements in a single work. Her recent work explores Chinese ink as a contemporary medium. Some recent solo exhibitions include Ullens Center for Contemporary Art, Beijing; Eslite Gallery, Taipei; Art Space NIJI in Kyoto, Japan; The Phillips Collection, Washington, DC. Ma was the Artistic Director for The Republic of China Centennial Grand Countdown, Taipei, 2010. She participated in Lingua Franca for St. Moritz Art Masters, the 2010 Biennale of Sydney, and the 2009 Echigo-Tsumari Triennial, Niigata. Video installations were commissioned by Guggenheim Bilbao (2009), Solomon R. Guggenheim Museum, New York (2008) and the National Art Museum of China (2008). Ma's permanent public projects include multimedia installation for Digital Beijing Building.

In 2008, Ma was one of the seven members on the core creative team for the opening and closing ceremonies of the Beijing Olympics, and the chief designer for visual and special effects. In addition, as the main liaison for the international broadcast teams, she won an Emmy for the US broadcast of the ceremony.



Panelist: Christophe Mao

Director of Chamber Fine Art

Christophe W. Mao opened Chambers Fine Art in in 2000, the first gallery in New York to be dedicated to contemporary Chinese art. In 2007 he opened premises in Beijing as well as ArtFarm in upstate New York, both designed by Ai Weiwei. Today he is recognized as one of the leading authorities in this rapidly growing field.



Panelist: Angela Zito

**Director, Religious Studies Program; Associate Professor,
Anthropology, New York University**

Angela Zito received the Pew Charitable Trusts grant for \$3 million to co-found the Center for Religion and Media at NYU in 2003. She is currently researching on Chinese independent documentary film and has been serving on the juries for China Independent Documentary Film Festival in Beijing and Nanjing. In 1979, just as the Cultural Revolution was ending, Angela Zito spent three years in Beijing doing historical research on social and political importance of rituals performed by the emperor. During that time, She also worked as dayside copy editor for The China Daily, China's English-language newspaper. Having received a PhD from the University of Chicago, Angela Zito now teaches anthropology and history of Chinese culture and religions at New York University.

Panel C: Investing in China

Starts-ups, Venture Capital, and Private Equity

China has become an increasingly important market for international investors. The world's second largest economy drew in an astonishing \$111.7 billion from foreign direct investments in 2012, with a record high of \$116 billion in 2011. To capture a portion of this growing market, investors look at a range of strategies. This panel will explore the world of startups and venture capital and take a look at private equity investing.



Moderator: Ritu Banga

Managing Director and Co-Founder of Zoomdjo

Currently based in the New York City, Ritu Banga is the Managing Director and Co-Founder of the start-up Zoomdjo. She has also lived in India, U.K., Belgium, U.S.A. and Hong Kong. From 2007 – 2011, Ritu served on the board of the Asian University for Women Support Foundation. From 2005 – 2007, she was President on Joint Schools Activities, a 501(c)3 organization that promotes inter-school community service and cultural activities in NYC. In 1994, Ritu founded a strategic consulting firm, Point of View, which specializes in product strategy development for multi-national companies entering India and in the evaluation of NGO projects for international development agencies. Her major clients included Frito-Lay, Tefal, Bausch & Lomb, and Deutsche Gesellschaft fur Technische Zusammenarbeit. Before Point of View, she worked for 13 years in India in various roles in product management, sales, advertising, and market research.



Panelist: Janet Stites

Publisher & Editor, China Business Knowledge (CBK)

Janet Stites has a 25 year history as a business, technology and science journalist. She launched China Business Knowledge (CBK) in 2009 to track Chinese companies which trade on the U.S. capital markets. She has been a business columnist for *The New York Times*, cofounded *AlleyCat News* in 1996, the first magazine to track venture capital investments in New York's "Silicon Alley." She was the first Editorial Director for early Internet research firm, Jupiter Communications, and was founding Publisher & Editor of *PHONE+ Magazine* in the late 1980's. She has been a feature writer for *OMNI Magazine* and written for other various national publications such as *Fortune Small Business*, *Self Magazine*, and *Portfolio Magazine*. As well, for 15 years, she was a contributing science writer for the *The Bulletin of the Santa Fe Institute*, interviewing world-renowned scientists, such as John Holland, Murray Gell-Mann, Tom Ray, Stephen Langton and Beniot Mandelbrot.

Stites graduated from Syracuse University's Newhouse School of Communications with a degree in Magazine Journalism and received her M.F.A. in fiction writing from UNC-Greensboro. She lives in New York City with her son, Sam.



Panelist: Jonathan Krane

CEO of Harvest Krane

Jonathan Krane is the CEO of Harvest Group's US division, Harvest Krane. Harvest is one of the largest asset managers in China with over \$50 Billion in assets under management. Mr. Krane is responsible for developing financial products and solutions to meet US investor needs. He focuses on establishing and growing relationships with institutional and retail clients and driving assets and profitability for the firm in the United States.

Prior to joining Harvest, Mr. Krane spent five years working in China. He founded Krane Capital, an investment and advisory company based in New York and Beijing. Krane Capital advises companies in the United States and China on financial investment opportunities.



Panelist: Kevin Chen

Founder and CIO, Anji Capital Management (ACM); Adjunct Professor, NYU

Kevin Chen is the founder and Chief Investment Officer of Anji Capital Management (ACM). From 2008 to 2011, he was the Senior Portfolio Manager for a multi-billion dollar discretionary portfolio at Amundi Alternative Investments, where he invested in US Treasury futures, corporate bonds, equity futures, commodities, and REITs. In 1998, Kevin started his career as a FX trader at the Investment Banking Department of China Development Bank. From 2004 to 2008, he served as Director of Asset Allocation at Morgan Stanley Graystone Research later on as Portfolio Manager at Morgan Stanley.

Kevin obtained his PhD degree in Finance from the Financial Asset Management Engineering Center at University of Lausanne, Switzerland and has a Master's degree in Finance, Center for Economic Research, Tilburg University in the Netherlands. Kevin graduated with a distinguished B.A. degree in Economics from the Renmin University of China in Beijing, China. Kevin is an adjunct professor at the New York University.

Case Studies

1. C.C. Wang, collector, connoisseur and painter



Kathleen Yang

Author of *Through a Chinese Connoisseur's Eye: Private Notes of C.C. Wang*

Kathleen Yang was first introduced to C.C. Wang in 1962 by her mother, when he was asked to make an authoritative evaluation of three paintings belonging to the family. For three years, she consulted Wang weekly to ensure accuracy in the translation of his comments from Chinese to English for the publication of his private notes. Yang, a graduate of Harvard University, studied with C.C. for many decades to understand the traditional connoisseurship of Chinese literati paintings, a system that has existed in China for many centuries, through which one's knowledge is transmitted from mentor to mentees.

2. Social Openness in China



Sam Zhao

Co-founder and editor-in-chief of *les+* magazine, board member, China Rainbow Media Awards

In 2005, Sam Zhao established *les+* studio, which has among the most developed lesbian and bisexual women's presences in China. She also was one of the Co-Founders & Board Members of Beijing LGBT Center. In 2010, she led an all-volunteer cast & crew for the first lesbian stage play "The Pagoda of Joy and Sorrow" to perform in a public theater in China. In 2009, as one of co-coordinators, Sam Zhao staged a major media event 'Same-Sex Wedding Photo Shoot at Qianmen at a landmark tourist site in advocacy for same-sex marriage. This event attracted the attention of 1,000,000 people and has been acknowledged as China's first LGBT Parade. In 2009, as a coordinator of Lesbian Oral History Training Camp, Zhao planned a national conference and trained volunteers from across China to document local lesbian culture using the media of oral history.

3. Fashion in China



Suki Sun

Co-founder and Editor-In-Chief of Bomoda

Fashion Market in China - With the growing number of middle-class and affluent citizens, Chinese fashion market is undergoing an exploration of changes. The China fashion market has evolved faster than any other market in the world.

Suki Sun had 12 years of experience in fashion and lifestyle media in China before she co-founded Bomoda. Upon graduating from Fudan University School of Journalism, she worked with ELLE China as a features Editor. Three years later she became the Editor-in-Chief of Seventeen China magazine. In 2006, she was named Executive Editor-in-Chief of TimeOut Shanghai and TimeOut Beijing magazines. From 2010-2012, she served as Editor-in-Chief of shanghai.timeoutcn.com where she was responsible for the vision, strategy, development and operation of the TimeOut Shanghai Chinese Online platform.

4. The Environmental-related Health Issues in China



Deliang Tang Dr. Ph. M.D.

Associate Professor of Clinical Public Health at Columbia University Mailman School of Public Health

Over the past year, environmental health has become an increasingly critical issue for China. From tainted food scandals to the worst air pollution crises in recent memory, the deterioration of environmental and health safety is a cause for concern for all Chinese residents. In this panel, Dr. Tang will explore the role of the environment in China's current and future health problems.

Dr. Tang is an Associate Professor of Clinical Public Health at Columbia University Mailman School of Public Health, where he serves as Director of China project, and Molecular Epidemiology Laboratory in the Columbia Center for Children's Environmental Health. Dr. Tang serves as Principal Investigator on many NIH grants in the field of carcinogenesis of prostate, lung and breast cancers and on energy related environmental exposure assessments. He has published over 80 scientific papers in peer review journals.

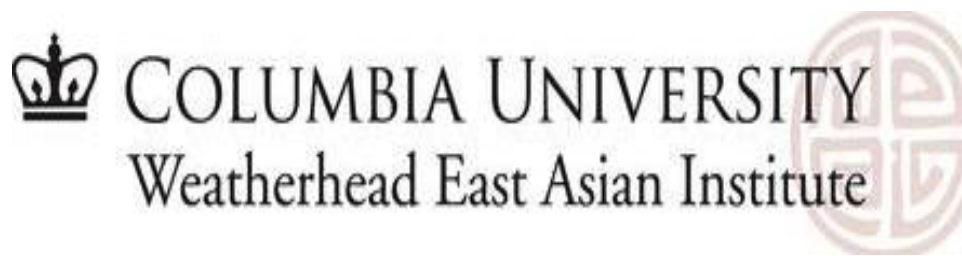
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<http://www.zoomdojo.com>

Zoomdojo is a start-up job search and career advisory resource that focuses primarily on college students, recent graduates and young alums. It comprises a website with a robust job search and online advisory content, and an in-person advisory service available to specific communities including first generation students, veterans, and international students. Zoomdojo also matches businesses to employees by providing an online channel to help employers improve their access to qualified job seekers.



<http://www.columbia.edu/cu/weai/>

The mission of the Weatherhead East Asian Institute is to bring together faculty, research scholars, and students in an integrated program of teaching and research on East, Southeast, and Inner Asia. It strives to train students to understand East and Southeast Asian culture in order to equip them with applicable knowledge whether they go into academic teaching and research, government service, business, journalism, or nonprofit organizations.

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