



CHINA SUMMIT 2016

Presented by

Emory Global China Connection

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The Case

In this case competition, your goal is to propose a strategic and implementation plan from the standpoint of one of the mobile payment companies in the United States, who would now like to extend their business to China. In your proposal, you will assume the perspective of the mobile payment company's management team to deliver a plan on starting and growing in the Chinese market.

You are recommended to refer to previous cases of American companies entering the Chinese market, and whether they failed or succeeded. Your team should also be able to identify challenges and potential local competitors in China's mobile payment industry by conducting extended research. Your presentation should include rationales behind the proposal, details of the strategy, implementation plans, and limitations supported by evidence from research.

Mission Statement

China Summit provides students with a platform to create and showcase innovative solutions to China's contemporary issues, turning them into opportunities for growth.

Purpose

To provide students of diverse backgrounds with an exciting opportunity to explore and reflect on current challenges China is facing. Unlike many other conferences and symposiums on China, our Summit focuses on China's current mobile payment market and the potential challenges that most mobile payment companies face, and asks students to come up with creative and practical solutions. In this way, participants will explore some of China's most promising possibilities for both the people and businesses. The teams of students will have the chance to unleash their innovative potential, polish their research and presentation skills, as well as network with peers and professionals.

Summit Outline

Format -

Students will form teams of up to five members. There are three stages in the case competition. The first stage will be online submission of an executive summary. Teams who successfully make it through the first stage will enter the second stage presentation held at Emory University. During the second stage, each team will deliver a 15-minute presentation, detailing their executive plan. In the final stage, top five from the second stage will proceed to deliver final presentations, followed by an intensive Q&A session. Top three will be determined by judges based on their overall performance.

Summit Timeline -

March 10th : Team Signup Deadline & Case Release

March 20th : First Round Executive Summary Online Submission Due

April 6th : Refined Proposal Online Submission Due

April 9th : China Summit at Emory

Prizes -

A total of \$1500 monetary prizes will be awarded to the top five teams and the most popular vote team. The top three teams will be awarded with \$700, \$450, and \$250 respectively. The most popular voted team will be awarded \$100.

Judging Criteria -

Rated on a scale of 1-5 with descriptions of what is expected for each value

Category	Description	Rating				
Understanding the Issue	Understanding of the topic and issue	1	2	3	4	5
Research on Background	Relevant evidence and reliable sources	1	2	3	4	5
Analysis of the Challenge	Issue identification, analysis and interpretation	1	2	3	4	5
Solution Recommendation	Meaningful and viable points	1	2	3	4	5
Solution Implementation	Applicable and action-oriented solution	1	2	3	4	5
Presentation Quality	Confidence and enthusiasm in the topic; eye contact, body language, and vocal projection; clarity of speech throughout presentation	1	2	3	4	5
Creativity	Extent of innovation and creativity	1	2	3	4	5
Q&A	Response to questions	1	2	3	4	5
	Total					

Agenda

- 9:00-9:30 Breakfast & Sign-in
- 9:30-9:45 Keynote speech
- 9:45-12:30 Case Presentation first stage
- 12:30-13:30 Lunch Break
- 13:30-14:30 Case Presentation first stage
- 14:30-14:40 Announcement of the finalists
- 14:40-14:45 Q&A and comments
- 14:45-15:30 Finalists Competition
- 15:30-15:50 Performance
- 15:50-16:00 Panel & Presentation
- 16:00-16:15 Winner announcement & Closing

Sponsorship Package

Dragon, Gold, Silver, and Bronze Sponsorships indicate a monetary donation from an individual or organization in support of the event in one of 4 levels:

Dragon Level Sponsorship in the amount of at least \$1000 includes

- Everything in Gold Package
- Pitch Opportunity
- Company booth available during event
- Company press material distributed to all participants
- Job and internship advertisement distributed through mailing list

Gold Level Sponsorship in the amount of at least \$500 includes


- Everything in Silver Package
- Company advertisement on event apparel
- Logo on CHINA SUMMIT posters
- Half-page company advertisement in program guide

















Silver Level Sponsorship in the amount of at least \$250 includes

- Everything in Bronze Package
- Recognition in program guide
- Recognition in introductory speech

Bronze Level Sponsorship in the amount of at least \$100 includes

- Logo on CHINA SUMMIT Website
- Recognition on GCC Emory website

Package Level	Bronze \$100	Silver \$250	Gold \$500	Dragon \$1000
Logo on CHINA SUMMIT Website				
Recognition on GCC Emory website				

Recognition in program guide				
Recognition in introductory speech				
Logo on event apparel				
Logo on CHINA SUMMIT posters				
Half-page company advertisement in program guide				
Pitch Opportunity				
Company booth available during event				
Company press material distributed to all participants				
Job and internship advertisement distributed through mailing list				

About Emory University Global China Connection

Emory University Global China Connection is a China-focused student organization chartered by Emory University. It strives to provide a forum of exchange and dialogue among students, business leaders, and scholars on China's progression and involvement in the international community. Emory GCC is one of the 60 university chapters of Global China Connection. To learn more about the GCC network, please visit: <http://www.gccglobal.org/>

A History – What We Have Done

Since its founding in September 2010, GCC Emory has grown rapidly from a 3-member club into a permanently chartered student organization with an executive board of twenty members and a general body of over 150. Over the past three years, GCC Emory has initiated a series of panel discussions, seminars, and conferences that focus on distinctive aspects of China and Sino-US relations. Prior topics include “Sustainable Development in China,” “Chinese Pop Culture,” “China Business Summit - China at the Crossroad of Change,” and “China Summit - China in 2023.” Our events received campus-wide attention as well as responses from other GCC chapters across the nation, including University of Georgia, Georgia Institute of Technology, Rice University, Vanderbilt University, and Columbia University. Through our events, GCC Emory has built long-term partnerships with academic departments at Emory and other recognized institutions around Atlanta. We have received generous support from the China Research Center, as well as had the privilege to work with Emory’s East Asian Studies Program, Hong Kong Association of Atlanta, and the Confucius Institute, which are key contributors to the success of GCC Emory. This year, we have also strengthened our presence on Emory’s campus through holding monthly events and collaborating with other clubs and organizations.

An Outlook – What We Will Do

Looking forward, we as a club will continue to focus on China-related issues that concern the Emory community. Furthermore, we will extend our topics to attract a broader audience who has an interest in areas such as public policy, traditional culture, healthcare, etc. We will continue our efforts in strengthening our existing partnerships and expanding our network. We welcome all forms of support from both student and professional organizations who share our mission.