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LSE SU CHINA DEVELOPMENT SOCIETY 伦敦政经经济学院 中国发展社团

LSE SU CHINA DEVELOPMENT SOCIETY

BRIDGING PERSPECTIVES
AND OPPORTUNITIES



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01

SOCIETY OVERVIEW

BRIDGING PERSPECTIVES
AND OPPORTUNITIES

Founded in 2002, the LSE SU China Development Society (CDS) steadfastly embraces its core mission of promoting a global understanding of China, not only economically, but also politically and socially, among its members and the wider public. We are the sole society on the LSE campus that organises regular events and offers comprehensive, in-depth analyses of the current affairs surrounding China's multi-faceted, ongoing transformation. Despite our short history, we have already established ourselves as one of the most well-respected societies on campus with a membership base of over 1000 students, alumni and professionals. Meanwhile, we have forged strong collaborative ties with many premium organisations including the LSE Asia Research Centre, the Confucius Institute for Business London, the LSE Department of Economics, the 48 Group Club and the China Britain Business Council.

Moreover, with a long-standing vision to 'Bridge Perspectives and Opportunities', our society has laid a great emphasis on organising intellectually stimulating public lectures, informative corporate presentations, large-scale conferences and networking sessions for our members and the wider public.

Our aspiration is to become one of the most admired China-oriented student bodies in Europe and our goal is to nurture and empower the leaders of tomorrow. We believe that through the dedication of every executive committee, our society can eventually build the ideal platform for people to acquire a better and more impartial understanding of China through free exchange of information and ideas, and to prepare those who wish to contribute to China's future development for the challenges lying ahead.

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02 CHINA DEVELOPMENT FORUM

BUILDING A GRAND PLATFORM

The LSE SU China Development Forum (CDF) is a prestigious annual conference organized by the LSE China Development Society with the aim to establish a platform for vibrant, in-depth intellectual discussions among students, academics and professionals on key issues facing China, to build a bridge promoting mutual understanding and cooperation between China and the rest of the world and to provide our forum participants with a wide range of learning and networking opportunities that connect global experts with future leaders.

Since its inception in 2009 as the first London-based student-run forum on China, it has enjoyed phenomenal growth on almost all fronts including its reputation, audience base and media coverage. Forum 2011, 'China's Global Integration', addressed some of the issues and conflicts arising from China's increasing international engagements and examined possible paradigm shifts of China's foreign policies and its interaction with the rest of the world.

The LSE China Development Forum 2012 - China's Reform Phase II, is jointly organised by the LSE Asia Research Centre and the LSE China Development Society, with strong collaborative assistance from the 48 Group Club and the Confucius Institute for Business London. The LSE Asia Research Centre is one of

1. Forum Venue, Sheikh Zayed Theatre, LSE
2. Lively Panel Session
3. Coffee Break
4. Audiences with Their Interpretation Headsets



the world's most prestigious Asia-focused research establishments.

For more than a decade, China's miraculous economic growth has been the subject of Western attention. Yet, behind the media frenzy, China's internal woes and challenges have been conveniently overlooked - some vital elements of the China Story are missing. China's Reform Phase II aims to fill the vacuum by offering a fresh perspective. We believe that China is undergoing another revolution, and with it comes a fascinating array of areas that can reshape it in profound ways. The Forum features and examines areas that have the potential to revolutionise China's future prosperity, such as how new media are reshaping Chinese ethos and sustainable urban planning. Meanwhile, as the only China forum employing simultaneous interpretation in the UK, the Forum is fully dedicated to sending off our speakers' intellectual sparks in an undiluted manner.

103 EVENTS



OVERVIEW –DYNAMIC KNOWLEDGE BASED EVENTS

Our around-the-year events are at the centre of the society' s working effort and we aim to maximize the experience of our members by offering them with a broad spectrum of informative and vibrant activities.

Our flagship external events include China Outlook Trip and the Bridging Mind Symposiums, which provide a platform for some of the best experts in their field to speak to a privileged audience right here at LSE.

Over the past few years, over 60 well-known scholars, professionals in financial industries and China-related businesses, as well as journalists and writers from all over the world have joined us to share their wisdom. The calibre and diversity of our speakers are unrivalled and has been our greatest asset. With their support, our events have gained wide influence and attracted attendants from fellow universities and the general public; this has truly been a testimony of the success our events franchise has achieved.

- 1.COT 2012 visiting Jucce
- 2.COT 2012 visiting Baosteel
- 3.BMS 2012 Pre-forum series
- 4.Exclusive interview with BP

FUTURE FRANCHISE

Building on our existing foundations, we are striving to improve and elevate our activities. In the upcoming year, we are planning on the following initiatives.

Bridging Minds Symposium

In an effort to further upgrade our much prized Tea and Knowledge Lecture series and incorporate the interactive features of the CDS Salon, we have launched our headline event series "the Bridging Minds Symposium". BMS is a fortnightly event where we have keynote addressed from international renowned leaders and experts or panel discussion participated by multiple experts on their individual fields. For the first half of each session, our speakers each speak on one topic relating to the main theme of the symposium, and for the second half, speakers engage in an interactive discourse with the audience on the theme of the session. We have urgent, controversial and sensitive topics that generate fierce intellectual debates and you get chance to interact with our speakers very closely.

BMS Review 2011

China' s Currency War

Prof Danny Quah
Co-director, LSE Global Governance

China Goes Green, What are the Challenges?

MrVenkieShantaram
Partner, Mckinsey&Co
Ms Isabel Hilton
The editor of China Dialogue
Mr Neil Hirst
Seinior Policy Fellow for Energy and Mitigation, Imperial College

China' s Historical Identity Today

Prof Hans van de Ven
Chairman of the Faculty of Asian and Middle East Studies, the University of Cambridge

How Can China Avoid Becoming the Next Japan?

Dr Mungo Wilson
Lecturer, Said Business School, Oxford University

China Outlook Trip

This year has been a very enriching one at CDS, as we embarked on our inaugural overseas trip to Beijing in winter 2011 and Shanghai during the summer of 2012, in an attempt to help some of our keenest members to gain a first-hand and in-depth understanding of the political, economic and social developmental forces at work in a rising China.

This trip will bring members face-to-face with big corporate players that have been integral in propelling the internationalization of China in the recent years; as well as think tanks and research institutes that has established and contributed the intellectual auspices that supported the country' s growth. The participants will see through their own eyes the changes this country is experiencing as it comes to terms with its new role in our world today. With an aim of offering an opportunity to touch base with local organisations, professionals, students, sights and sounds, this trip will break new ground through approaching China' s development

from a direct and unique standpoint and will prove a fruitful learning experience for all.



02



03



04

Our past itinerary included:

- 1) Visiting multinational corporations and receive presentation on the functions of the organisation, including **HSBC, JP Morgan, PwC, Thomson Reuters, New York Times, Prudential, Swire Group** etc.
- 2) Visiting local corporations and receive presentation on the development of the industry in China, including **Alibaba, Bao Steel, Pudong Development Bank, Shanghai Electric Group, Metersbonwe** etc.
- 3) Visiting public agencies and NGOs, including **British Chamber of Commerce, Compassion for Migrant Children, China Chamber of International Commerce** etc.
- 4) Interacting with student societies at top universities and facilitating exchange programmes. We have communicated with the students from **Tsinghua University, Beijing University, Fudan University, Jiaotong University and Zhejiang University**.
- 5) Exploring the cultural heritages and tourist sites, such as the **Great Wall, Forbidden City, Tiananmen Square, Huangpu River, Pearl oriental TV Tower** etc.

104 CORPORATE RELATIONS

COLLABORATIONS AND SYNERGY

Since its establishment, CDS has focused on developing long-term and consolidated working relationships with global corporations. The mutually beneficial bond has been one of the key driving factors of ensuring the success of our events and the elevation of our profile. We have held a long-standing belief that our causes and our work will find recognition among the corporate world and our activities can create value for our sponsors. Over time, we have gradually increased our corporate exposure and developed increasingly systematic ways to service our partners. In order to expand the diversity of our events and fund some of our more ambitious ventures, we are continuously seeking to work with corporations in both financial and non-financial forms, with format ranging from a single advertisement to a full-year sponsorship package. The main components of cooperation include:

- Individual company presentation/lecture
- Full year sponsorship
- One off sponsorship of a particular event, e.g. Networking Event, CDF
- Free gifts of merchandises
- Sharing of information and contacts



01

1. Corporate Event for Swire
2&3. Corporate Event for Tiffany



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



CO-ORGANISER



QUICK GLIMPSE: PLATINUM SPONSORSHIP SERVICES

Platinum Sponsorship is the highest level of service we provide. We very much treasure our relationship with our Platinum Sponsors and strive to maximise the value we create for them. Below is a selected list of the services included in the package (please refer to our Sponsorship Prospectus for the full list and pricing)

The Sponsor will be labeled as **Platinum Sponsor** and feature the Sponsor's logo (provided by the Sponsor) in all of the Society's information distribution channels, which include:

- Weekly news letter (two per week);
- Online social networks;
- Projector slides in events;
- Posters, leaflets, notice boards, banners and any other physical promotional items;
- Specially dedicated webpage on our website www.lsecds.org;
- The Sponsor is entitled to access all the information distribution channels of the Society to distribute information of their choice, subject to the mutual consent from both parties regarding the nature of the content;
- Up to three corporate events upon the request of the Sponsor, hosted by the Society as part of the Society's year-round event program (precise date to be decided);
- Direct access to the Vice President of Corporate for special requests;
- Special Services in China Development Forum 2013.

SPONSORS & PARTNERS

Any achievements at CDS will not have been possible without the generous support of our sponsors, to whom we are hugely grateful and appreciative. The organisations we have had the pleasure to work with includes:

STRATEGIC PARTNERS



Confucius Institute for Business, London
伦敦商务孔子学院

SUPPORTING SPONSORS



OFFICIAL CHARITY PARTNER



05 MARKETING & PUBLIC RELATIONS

ACHIEVING EFFECTIVE MARKETING

Good marketing campaign and execution is the guarantor behind the success of every event. It is also very much at the essence of what we deliver to our sponsors and how we add value for them. To achieve our aims in the promotional process, we are implementing numerous methods and strategies including:

Electronic Media <ul style="list-style-type: none"> Weekly Newsletter Social Networks Website Direct Emailing Lecture Projector Screens 	Physical Media <ul style="list-style-type: none"> Leaflets Posters Brochures In-house Produced Publications
Brand Presence <ul style="list-style-type: none"> Customised Banners Customised Freebies Customised Gifts Customised Uniforms 	Large Scale Marketing Campaigns <ul style="list-style-type: none"> CDS Major Events LSE Public Events Large Scale Events of Partner Organisations
Multilateral Cooperation <ul style="list-style-type: none"> Fellow University Departments Fellow University Societies Specialised Organisations Media Links 	

MEDIA LINKS

Over the course of last few years, aided by the China Development Forum, we have built up significant link with many of the most prestigious media groups. Their support has significantly elevated the profile of our events and boosted our influence.

We have had the pleasure to work with:



CBN



LSE BEAVER



C CUBED MEDIA



NOUVELLES D'EUROPE UK



CHINA DAILY



PHEONIX



CAIXIN MEDIA



SING TAO DAILY



CHINA RADIO INTERNATIONAL



SUNPOST



CHINESE WEEKLY



UK CHINESE TIMES



FTCHINESE



XINHUA NEWS AGENCY

06 JOIN US

OPEN WELCOME

Our success is down to the strength of our people and their dedication; hence one of our top priorities is finding motivated and talented individuals to continue our work. We always welcome anyone who shares our passion and our cause, regardless of their nationality, ethnicity, religion or political ideals. CDS is a platform full of opportunities, challenges and excitement, which are great for personal development. A culture of mutual support and teamwork prevails in the society, forging a strong sense of community. If you empathise with our mission and wishes to be one of us, please email us at committee@lsecds.org (you can also email heads of our divisions directly through the email below). Joining the CDS committee will undoubtedly bring one of the most fruitful chapters in your student life.

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OUR EXPECTATIONS

We are looking for people who

- Clearly identifies with our mission: "Promoting the global understanding of China and bridging opportunities between China and the world"
- Ambitious and focused in their work and uncompromising in their pursuit of excellence
- Put group interest first and make team win their top priority
- Eager to take initiatives and seek challenges, and actively seek ways to improve both themselves and the society
- Has a high regard on responsibility and accountability and act with integrity

We are offering

- Comprehensive training on valuable transferable skills -Large scope to take on responsibilities and development your own
- initiatives Support and mentorship on your personal development
- Priority access to opportunities with our sponsors and our contacts
- Opportunities to meet like minded individuals



PEEK AT THE DIVISIONS

CDF Team

As the China Development Forum franchise is our biggest project in the year, the CDF team carries significant responsibilities over its shoulders. The project is hugely challenging with heavy workload and strict deadlines, thus helping the team members grow into mentally tough disciplinarians and gain the ability to perform under intense pressure. The function of the CDF team is to draw together the resources of the entire society in order to execute every aspect of the conference, from programme design to sponsor servicing, to perfection. Through this process, team members acquire valuable management skills and become effective communicator. Teamwork will be of crucial importance in the division and every member will learn to put the group interest ahead of their own through the experience.

Events Team

Events team lies at the heart of the society's core activities. Through specialising in the organisation of our throughout the year events, team members not only get the exclusive opportunity to interact closely with top speakers (be it from academia, politics, the finance sector) but also have a chance to hone their research skills, planning skills, persona skills and time-management. On top of this, you will be participating in the CDF and Corporate Relations projects to assist the final execution and delivery of large scale projects, as well as putting on exciting and rejuvenating welfare activities for internal team bonding. The Events team gives its members the opportunity to play the crucial and integral role in decision-making, as well as the freedom to apply ingenious ideas and out-of-the-box initiatives for the benefit of the entire society.



Corporate Relations Team

Corporate Relations Division is the engine of the CDS machine and is directly responsible for seeking sponsorship, securing financial support and managing partner relations for the society. The direct and challenging nature of the work enables team members to develop valuable soft skills such as cold calling, proposal drafting, pitching, presentation and negotiation. The division is organised into small sub-teams, hence exposing every member to real multinational corporations and providing face time with senior management. Another crucial aspect of the job is the uncompromising focus on top quality deliverance and making sure that our sponsors' requests are duly fulfilled. Members will learn to take ownership of the relationships they manage and develop a strong sense of responsibility. The team will be working heavily with business professionals and quickly pick up the subtle skills in business relationship management.

Marketing & PR Team

Team members will gain experience through working in all our existing marketing channels and gain valuable coordination and communication skills. In this division, creativity and thinking outside of the box is strongly encouraged as we are constantly exploring newer and better ways to promote ourselves. Your constructive ideas will be implemented quickly and you can make a positive impact from day one. The work carried out by the M&PR division is of crucial importance. The effectiveness of marketing directly determines the outcome of an event. As a result, team members need to have a strong sense of responsibility. As the division is also managing our external relationships with other universities, non-profit organisations and media groups, members will serve the role of bridging us to the wider public, making sure our brand is widely recognised.



**The London School of Economics
Student Union
China Development Society
Executive Committee 2012-2013**