CHINA 2.0
FORUM | BEIJING 2013

Stanford Program on Regions of Innovation and Entrepreneurship
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:30 – 14:00</td>
<td>Registration</td>
</tr>
<tr>
<td>14:00 – 14:10</td>
<td>Opening Remarks and Video</td>
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<tr>
<td></td>
<td>Marguerite Gong Hancock &amp; Duncan Clark, China 2.0 Forum Co-Chairs</td>
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<tr>
<td>14:10 – 14:40</td>
<td>Keynote: “China and the Global Digital Economy”</td>
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<td>Gary F. Locke, U.S. Ambassador to the People’s Republic of China</td>
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<td>Amy Gu, General Manager, China, Evernote</td>
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<td>David Liu, Founder and CEO, RedAtoms</td>
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<td>Junde YU, Vice President at APAC, App Annie</td>
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<td>Moderator: Richard Lim, Managing Director &amp; Co-Founder, GSR Ventures</td>
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<tr>
<td>15:25 – 15:40</td>
<td>Briefing: “Stanford Entrepreneurship Research Results and New China 2.0 Research”</td>
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<td></td>
<td>Marguerite Gong Hancock and Duncan Clark, China 2.0 Forum Co-Chairs</td>
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<tr>
<td>15:40 – 16:05</td>
<td>Tea Break sponsored by Tencent</td>
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<tr>
<td>16:05 – 16:40</td>
<td>Panel Discussion: “Big Data: A New Frontier”</td>
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<td>Alex Cheng, Vice President, Baidu</td>
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<td>ZENG Ming, Chief Strategy Officer, Alibaba Group</td>
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<td>Moderator: Matt Roberts, Managing Director, United States Information Technology Office</td>
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<td>Ming LEI, Co-Founder, Kuwo, Inc.</td>
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<td>Annabelle Yu Long, Member of Bertelsmann Group Management Committee;</td>
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<td>Chief Executive, Bertelsmann China Corporate Centre; Managing Director,</td>
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<td>Bertelsmann Asia Investments</td>
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<td>DONG Lu, Founder and CEO, La Miu</td>
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<td>Hans Tung, Managing Partner, Qiming Ventures</td>
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<td>Moderator: Andrew Browne, China Editor, The Wall Street Journal &amp; Dow Jones Newswires</td>
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<td>Joseph Chen, Founder, Chairman and CEO of RenRen, Inc.</td>
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<td>17:55 – 18:00</td>
<td>Closing Remarks</td>
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<td>Marguerite Hancock &amp; Duncan Clark, China 2.0 Forum Co-Chairs</td>
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<tr>
<td>18:00 – 19:00</td>
<td>Networking Reception sponsored by GSR Ventures</td>
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Marguerite Gong Hancock, Associate Director, SPRIE, Stanford Graduate School of Business
Marguerite Gong Hancock is the Associate Director of SPRIE, an interdisciplinary and international research program at the Graduate School of Business at Stanford University. A political economist educated at Harvard University, Brigham Young University, and the Fletcher School of Law and Diplomacy, Hancock joined Stanford in 1987. At Stanford she has helped launch and lead three interdisciplinary research programs focused on the intersection of innovation and entrepreneurship. Her current research focuses on drivers and implications of China’s internet, the evolution of China’s VC industry, and Silicon Valley global linkages. She is co-editor of three books published by Stanford University.

Duncan Clark, Chairman, BDA China & Senior Advisor to China 2.0, SPRIE, Stanford Graduate School of Business
Duncan Clark is Chairman of BDA China, a consultancy he founded in Beijing in 1994 after working as an investment banker with Morgan Stanley in London and Hong Kong. Duncan has guided BDA to become a leading investment advisory firm specialized in China’s technology, Internet and e-commerce sectors. Duncan is a Senior Advisor to the China 2.0 initiative of the Stanford Program on Regions of Innovation and Entrepreneurship at the Stanford Graduate School of Business, where he was invited as a Visiting Scholar from 2010-2011. He holds a B.Sc degree in Economics with Honours from the London School of Economics & Political Science.

Gary F. Locke, U.S. Ambassador to the People’s Republic of China
Gary Locke assumed duty as the Ambassador Extraordinary and Plenipotentiary to the People’s Republic of China on August 13, 2011. Previously, Ambassador Locke served as the Secretary of Commerce where he helped implement President Obama’s ambitious agenda. Before his appointment to the President’s Cabinet, Ambassador Locke served two terms as Governor of Washington. Ambassador Locke is the first Chinese-American to serve as Ambassador to China, as Secretary of Commerce and as Governor. Ambassador Locke earned a bachelor’s degree in political science from Yale University and a law degree from Boston University.

Amy Gu (MBA ’09), General Manager, China, Evernote
Ms. Gu has extensive experience in running start-ups in China’s mobile internet space with a focus on making the world a better place through technological innovation. She currently runs Evernote’s operations in China, including marketing, business development, IT operations, customer support and product improvement. Prior to joining Evernote, Ms. Gu founded two Internet start-ups in China and worked for China Mobile and British Telecom developing strategic partnerships and product design. She holds an MBA from Stanford, a Masters degree from Hong Kong University, and a BS in Computer Science from Nanjing University of Posts and Telecommunications.

David Liu (MS ’98, PhD ’03), Founder and CEO, RedAtoms
David Liu is founder and CEO of RedAtoms, a mobile gaming company based in Beijing, China. Prior to RedAtoms, David co-founded and served as CTO of Reach Media Group, a leading out-of-home media company in the US. He also worked at McKinsey, advising global high tech companies on strategic issues. David started his career in engineering at Hewlett-Packard and Silicon Graphics. David has a bachelor’s degree in computer engineering from Beijing University of Aeronautics and Astronautics, and received his master's and PhD degrees in electrical engineering from Stanford University.

Junde YU, Vice President, APAC, App Annie
Junde manages business development and sales in Asia for App Annie. He started his career in web startups while he was in university, and has since accumulated experience at web and mobile startups and corporations, in particular business development roles at companies like Scoreloop, SingTel, and Tapjoy. Junde graduated with a Computer Science degree from the National University of Singapore.

Richard Lim (MBA ’88), Managing Director & Co-Founder, GSR Ventures
Richard Lim is a founding Managing Director of GSR Ventures, a venture capital fund that invests primarily in early and growth stage technology companies with substantial operations in China. He focuses on investments in the Internet, mobile, and green technology sectors, and is particularly interested in online advertising technology, interactive entertainment, e-commerce and solar opportunities. In addition, Richard serves on the boards of several companies. He earned a bachelor’s degree from National University of Singapore and an MBA from Stanford University.

Alex Cheng (MS ’89), Vice President, Baidu; General Manager of Baidu’s U.S. R&D Office
Alex Cheng manages the Products and R&D division for monetization platforms, including the flagship paid search products, display advertising products, and analytics products. Alex has over 18 years of technical and management experience in R&D in Silicon Valley and in China, primarily in Internet advertising and e-commerce. Prior to joining Baidu, he was at Google Shanghai building R&D teams focusing on online advertising systems. He started his high-tech career at Oracle’s U.S. headquarters developing object-relational database technologies. He led an entrepreneurial career in several successful early-stage startups, including Interwoven.com and E-Loan.com. In 2000, he was Engineering Director at Alibaba.com building the global leading online business-to-business e-commerce platform. Alex received his BS in Electrical Engineering and Computer Science from UC Berkeley and a MS in Computer Science from Stanford University.
ZENG Ming, Chief Strategy Officer, Alibaba Group

ZENG Ming has been chief strategy officer of Alibaba Group since January 2008. He joined the company in August 2006 as executive vice president of strategy, and served as acting president of China Yahoo! from November 2006 to December 2007. Prior to joining Alibaba Group, he served as a professor of strategy at Cheung Kong Graduate School of Business in Beijing, and between 1998 and 2002, he was a faculty member at INSEAD. Zeng Ming obtained his doctorate in international business and strategy from the University of Illinois at Urbana-Champaign, and his bachelor’s degree in economics from Fudan University.

Matt Roberts, Managing Director, United States Information Technology Office

Matt joined USITO as Managing Director in January 2011. Prior to joining USITO, Matt served as General Manager of the launch team for the About.com China site, and Chief Representative of Dow Jones in China, spearheading business development. Mr. Roberts has also served as an investment consultant, assisting multinational online media companies with China entry strategy and providing Chinese online media companies with strategic advisory services. Matt has lived and worked in China for 20 years. He holds a BA degree in Asian studies from Dartmouth College.

Ming LEI (MBA ’05), Co-Founder and CEO, Kuwo

Kuwo is the leading Internet music service provider in China, with more than 100M monthly active users and 15M daily active users. Prior to founding Kuwo, Ming was the Chief Architect and an executive committee member of Baidu. He led the team to design and develop the Baidu search engine system. Ming holds an MBA degree from Stanford and an M.S. and B.S. with honors in Computer Science from Peking University. He served as VP of the Association of Chinese Students and Scholars at Stanford and as the President of the Student Union at EECS School in Peking University.

Annabelle Yu Long (MBA ’05), Member of Bertelsmann Group Management Committee; Chief Executive, Bertelsmann China Corporate Centre; Managing Director, Bertelsmann Asia Investments

BAI currently invests in performance marketing services, digital publishing, social media platforms and e-commerce solutions/CRM and online education. Annabelle was named a Young Global Leader (YGL) by World Economic Forum (WEF) in 2011. She was also elected by China Business Weekly (CBN) as one of the 50 best investors in China in 2012. Annabelle holds an MBA from the Stanford Graduate School of Business and a BSEE from the University of Electronic Science and Technology in China.

DONG Lu (MBA ’04), Founder & CEO, La Miu

Before founding La Miu, DONG Lu founded Beyond Tailor and worked for Goldman Sachs Japan, Granite Global Ventures, and the Monitor Group. He has 10 years of experience in Japan. In 2008, DONG Lu was featured in Newsweek Japan as one of “47 People Who Change China.” He earned a bachelor’s degree from Saitama University and an MBA from Stanford University.

Hans Tung (BS ‘93), Managing Partner, Qiming Ventures

Hans Tung is the Managing Partner of Qiming Venture Partners in Beijing. He focuses on Internet and Consumer investments. At Qiming, he is responsible for Xiaomi Mobile, VANCL, eHi Car Rental, 51Fanli, Kaixin001, Baidu Youa, Mafengwo, Domob Ads, Forgame, Youigui (sold stake to Tencent), and YPX Food. His prior work experience spans venture capital, tech investment banking, private equity, and internet start-ups over the last ten plus years. Hans was also an entrepreneur and co-founder of two award-winning Internet start-ups. He has a BS degree in Industrial Engineering from Stanford University.

Andrew Browne, China Editor, The Wall Street Journal and Dow Jones Newswires

Andrew Browne started his career in journalism in 1982 at the South China Morning Post and then moved to Reuters News Agency, where he spent 20 years running bureaus around Asia before becoming Asia Pacific News Editor. Andrew joined the Wall Street Journal in 2004. He was a member of a team of Journal reporters in Beijing that won the Pulitzer Prize for International Reporting in 2007, and an Overseas Press Club award in 2011. He grew up in Hong Kong, where he attended King George V school, and graduated from Leeds University with a degree in Chinese Studies.

Joseph Chen (MBA ’99), Chairman and CEO of Renren, Inc.

Joseph Chen has served as Chairman and CEO of Renren since its inception and is a pioneer of China’s Internet industry. Before founding Renren.com, Joseph was the co-founder, Chairman and CEO of ChinaRen.com, a first-generation SNS in China and one of China’s most visited websites in 1999. He served as Senior Vice President of Sohu.com after ChinaRen.com was acquired by Sohu in 2000. Joseph holds a bachelor’s degree in physics from the University of Delaware, a master’s degree in engineering from the Massachusetts Institute of Technology, and an MBA from Stanford University.
Platinum Sponsor - Networking Reception

GSR Ventures is an early-stage venture capital firm building world-class technology companies in China. The firm invests primarily in the Internet, wireless, green technology and semiconductors sectors. Founded in 2004, GSR has more than 50 companies in its portfolio and more than $1 billion under management.

Gold Sponsor - Tea Break

Founded in November, 1998, Tencent has grown into one of China’s largest provider of comprehensive Internet services. It went public on the main board of the Hong Kong Stock Exchange in June 2004. Tencent aims to enrich the interactive online experience of Internet users by providing a comprehensive range of Internet and wireless value-added services. Through its various online platforms, including Instant Messaging QQ, web portal QQ.com, the QQ Game Platform under Tencent Games, multi-media social networking service Qzone and wireless portal, Tencent services the largest online community in China and fulfills the user’s needs for communication, information, entertainment and e-Commerce on the Internet.

Silver Sponsors

Alibaba Group is a family of Internet-based businesses which makes it easy for anyone to buy or sell online anywhere in the world. Since its inception, it has developed leading businesses in consumer e-commerce, online payment, business-to-business marketplaces and cloud computing, reaching Internet users in more than 240 countries and regions. Alibaba Group consists of 25 business units and is focused on fostering the development of an open, collaborative and prosperous e-commerce ecosystem.

App Annie is the industry leader in app store analytics and market intelligence for the global app economy. More than 80 percent of the Top 100 iOS publishers use its services, and more than 200,000 apps from over 24,000 unique app publishers rely on App Annie Analytics to track their downloads, revenues, rankings and reviews. App Annie is a privately held global company with offices in Beijing, San Francisco, Hong Kong, and London.

Baidu is the largest Chinese-language search engine. Since its founding in 2000, Baidu’s mission has been to provide the best and most equitable way for people to find whatever they’re looking for online. Powered by world-class technology and a deep understanding of Chinese language and culture, Baidu now provides intelligent and relevant search results to over five hundred million users. In addition, Baidu has become the largest media platform in China for businesses to effectively reach potential customers online. Baidu continues to innovate to fulfill the needs of users, leveraging it unrivaled cloud infrastructure to deliver the best experience on any device as the shift toward mobile Internet continues in China.

CIB Productions is a Beijing-based television and video production services company staffed with international talent experienced in producing to broadcast standards. Our services include high-end corporate video production, production services for broadcasters and visiting production companies and filming of live events.

Qiming Venture Partners invests in young, fast-growing companies across China in the media and internet, IT, consumer and retail, healthcare, and clean technology sectors. It is an early to growth stage venture capital firm with offices in Shanghai, Beijing and Hong Kong. Founded in 2006, Qiming currently manages five funds with over $1.1 billion in assets.

RedAtoms is a mobile social game company committed to producing well-crafted games that connect people. Headquartered in China and with locations in Hong Kong, Tokyo and San Francisco, RedAtoms has produced top ranking card battle and music games, where millions of players interact with each other on a daily basis.
About China 2.0

A research initiative of the Stanford Program on Regions of Innovation and Entrepreneurship (SPRIE) at the Stanford Graduate School of Business, “China 2.0” focuses on the driving forces of the rise of China’s internet industry and its global implications for communications, commerce, and content.

In May 1994, Stanford University and the Institute of High Energy Physics in Beijing initiated the first connection of the public internet to China. Now China boasts over 535 million internet users of which more than 385 million access using mobile devices. Three of the world’s top seven most valuable Internet firms are from China, powered by booming markets in online advertising, games, social networking and e-commerce. These and other companies emerging from China will increasingly shape the global digital economy, either by their sheer scale at home or through overseas expansion and investments. Since that first connection in 1994, an ever-increasing exchange of talent, technology and capital across the Pacific has tied Silicon Valley and China together, re-defining the global landscape for collaboration and competition.

China 2.0 Advisory Board

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DCM

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Chairman, BDA China
Senior Advisor to China 2.0, SPRIE

Fritz Demopoulos
Founder
Queens Road Capital & Qunar

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Richard Lim, MBA ’88
Co-Founder and Managing Director
GSR Ventures

Annabelle Yu Long, MBA '05
Member, Bertelsmann Group Management Committee; Chief Executive, Bertelsmann China Corporate Centre; Managing Director, Bertelsmann Asia Investments

Hans Tung, BS '93
Managing Partner
Qiming Ventures

About SPRIE

Established in 1998 at Stanford University, the Stanford Program on Regions of Innovation and Entrepreneurship (SPRIE) is dedicated to advancing the understanding and practice of innovation and entrepreneurship in leading regions around the world. Through international and interdisciplinary research, publications, education, conferences, and a platform for global thought leadership, SPRIE impacts the arenas of academia, policy, and business.

SPRIE offers
- Expertise and insights from over a decade of interdisciplinary and international research, publications, and education at Stanford University
- Educational seminars, research opportunities, and mentoring for students
- Top-tier events, from academic symposia to international conferences to briefings for policymakers and industry leaders
- Collaboration with leading academics, executives, and policymakers in key innovation and entrepreneurship sectors in Silicon Valley and leading regions around the world, including including technology, media, venture capital, energy, urban development, and education
- Strong networks throughout Stanford, Silicon Valley, and dynamic economies around the world

SPRIE Initiatives

At the intersection of business, technology and policy, SPRIE research and activities focus on innovation and entrepreneurship in complex ecosystems through four international initiatives:

China 2.0
driving forces of the rise of China’s internet industry and its global implications on communications, commerce, and content

Japanese Entrepreneurship
understanding entrepreneurship, firm growth, and institutions through study of the new entrepreneurial dynamic in Japan

Silicon Valley Project
dynamics and sustainability of innovation and entrepreneurship in Silicon Valley including collaboration and competition with regions around the world

Smart Green Cities
innovation and entrepreneurship at the intersection of information technologies (“smart”) and energy sustainability (“green”) on the urban scale

Learn about SPRIE research and activities. Join upcoming seminars and conferences.
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