

The Cambridge Innovation Programme

**Reshaping the
Business Landscape and
Preparing for the Future**

23-29 September 2017

**Register and Pay before
30 June 2017 to enjoy
early bird discount!**



The Cambridge Innovation Programme – Reshaping the Business Landscape and Preparing for the Future

This programme provides Senior Executives and Entrepreneurs with state-of-the-art Knowledge on Innovative Development.



With the rapid development of global economic integration, entrepreneurs and business leaders who wish to excel must be capable to innovate in face of the growingly competitive market. Innovation, the potential for ongoing change and sustaining a “Why Not” mental approach to situations and opportunities will lead to continuing growth, leadership and fulfilment as the decades unfold. In view of this, the Institute of Advanced Management Development of The Hong Kong Management Association launched the “The Cambridge Innovation Programme – Reshaping the Business Landscape” in September 2016 to provide a platform for knowledge and idea exchange for entrepreneurs and business leaders. Now, due to its overwhelming success, it is launched again in September this year. Upon completion of the programme, the participants will be able to:

- Acquire cutting-edge knowledge of innovation, likely trends in the world economy and business environment
- Re-think and re-shape personal goals, organisational design and positioning
- Obtain a unique study experience of engaging in intellectual exchanges with top scholars, business leaders and entrepreneurs in one of the world’s most prestigious universities
- Build and expand personal network and connection with entrepreneurs and business leaders

[Register Now](#)

Programme Highlights

An intense programme of lectures, workshops, debate, discussion and company visits – specifically designed for those senior executives and business leaders seeking inspiration and challenge to generate new visions, new thinking and access to the latest processes and approaches to entrepreneurial international business development. With the accent on Open Innovation and recognition that disruptive approaches change the business landscape and create environments in which the fastest and fittest thrive. Our faculty members are all at the leading edge of specialties which will be of particular importance in tomorrow’s world. The programme will be participative – and take account of individual goals and motivation.

About the Institute of Advanced Management Development

Established within The Hong Kong Management Association in early 2015, the Institute of Advanced Management Development (AMD) offers advanced management programmes for senior executive development and top notched management consulting services to a whole range of organisations, with a view to making significant contribution to advancing Hong Kong’s and the Region’s human capital. AMD is Hong Kong’s unique institution that provides a learnt platform and channels for renowned scholars and management experts from around the world to interact with our fellows and members, as well as senior executives from business, education, health and public sectors. In the process, state of the art knowledge and innovative ideas that are relevant to the economic development of Hong Kong and the Region are imparted and generated.

Programme Director – Professor Alan Barrell

Alan Barrell has spent almost 30 years in senior executive positions in technology based industries and has become one of Cambridge’s most articulate promoters of entrepreneurship. He was a founder shareholder in Library House Ltd, and is now Entrepreneur in Residence at the Centre for Entrepreneurial Learning, Cambridge Judge Business School and Professor of Practice of the Institute of Advanced Management Development. He is also Distinguished Guest Professor at Xiamen University, Visiting Professor at Shanghai College of Science and Technology and at the Fujian International School of Economics and Business. He has taught at Tsinghua University and Fudan University. He acts as Consultant to the China (Shanghai) Public Practicing Base for Entrepreneurs. His interest in China, its history, people and culture has become a major feature of his life and work. Other appointments include Senior Enterprise Fellow, University of Essex; International Fellow, Anglia Ruskin University Cambridge; and International Research Fellow, Laurea University of Applied Sciences in Helsinki and at University of Lahti also in Finland.

In August 2013 the book “Show Me The Money – How to raise the cash to get your business off the ground” co-authored by Alan Barrell, David Gill and Martin Rigby was launched and the first printing was sold out in six months. Now reprinted and selling worldwide.

The Faculty

The programme will be led by top-notch professors, senior executives and seasoned entrepreneurs. For a brief background of the faculty, please refer to the web version of this brochure.
<http://www.hkma.org.hk/cambridge/tour>

The AMD reserves the right to invite other faculty members due to any unforeseeable circumstances.





Programme at a Glance*

Saturday, 23 September
Welcome Reception, First Briefing and Networking
Sunday, 24 September
<ul style="list-style-type: none"> • The Objectives, the Agenda and the Programme • China in Tomorrow's World and One Belt One Road • The Cambridge Phenomenon 50 Years of Innovation • City Centre Walk and River Punting
Monday, 25 September
<ul style="list-style-type: none"> • Reshaping Business Landscape for Entrepreneurs and Intrapreneurs • Cambridge Cleantech - the establishment of a growing association • Brexit and International Trade, US and China • Visits to St John's Innovation Centre, Cambridge Science Park, Future Business Centre
Tuesday, 26 September
<ul style="list-style-type: none"> • Open Innovation • Big Data, Artificial Intelligence, Machine Learning • Advanced Forecasting and Analysis
Wednesday, 27 September
Visits to Cambridge Design Partnership, Eagle Genomics, Wellcome Genome Campus
Thursday, 28 September
<ul style="list-style-type: none"> • Entrepreneurs Sharing Session • Introduction to Alternative and Future Finance • Worldwide Games Industry, Digital Start-Ups • What's happening in Robotics? • Formal College Dinner and Presentation of Certificates
Friday, 29 September
Depart College for airport or other locations (morning)

* The tentative schedule is subject to change at the discretion of AMD.

10 May 2017

Programme Fee

HKMA Member: HK\$48,000 Early Bird Rate: HK\$45,000
 Non HKMA Member: HK\$49,500 Early Bird Rate: HK\$45,500
 Early bird rate applies if register and pay on or before 30 June 2017

The fee is inclusive of accommodation in a college of University of Cambridge, breakfast and meals as described in the Programme Schedule. Participants are responsible for arranging their return airtickets to and from UK and round trip airport transfers.



Participant will receive a personally signed copy of *Show Me The Money- How to raise the cash to get your business off the ground* co-authored by Alan Barrell, David Gill and Martin Rigby.

[Register Now](#)

What Delegates Say

It was an eye-opening experience to the world of innovation with exposure to the top innovation gurus!

Tony Lau
 Managing Director
 Fusion Consulting Services Ltd

The Cambridge Innovation Program is very well organized with various speeches, visits and meetings to help participants feel the innovation atmosphere in Cambridge. It also provides a great network for me to network with talents from various parts of the world.

Peter Zheng
 Director, Financial Institutions Group | Banking
 HSBC Bank (China) Company Limited

Enquiries

For reservations and general enquiries, please call Customer Service Department on 2774-8501 or via email christinechoy@hkma.org.hk
 For programme details, please contact Ms Christine Choy on 2774-8517.

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AC-47539-2017-1-NL 23 - 29 September 2017

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10/5/2017

Name (Mr/Ms): _____

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

E-mail: _____ Education Level: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name and Title of Nominator (Mr/Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

Where did you FIRST learn about this programme?

HKMA Email Mail Newspaper/Magazine (please specify): _____

Email Promotion from other websites (please specify): _____ Website Advertisement (please specify): _____

Search Engine (please specify): _____ Social Media (please specify): _____

HKMA Website (Where did you find this information): _____

MTR Station (please specify) _____ Exhibiton: Jobmarket Career & Education (EJEX) Others (please pecify): _____

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 1 month prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 1 month prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Christine Choy on 2774-8517. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Note:

1. I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
2. I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

I consent.

I do not consent.

Date: _____ Signature: _____