

The **Suzhou Executive Academy (SEA)** is a unique education platform created by International Business School Suzhou (IBSS) at Xi'an Jiaotong-Liverpool University (XJTLU) for business leaders in the Yangtze River Delta region. SEA events bring together a community of like-minded business and academic professionals and offer a global insight into a variety of business issues, as well as the unique access to a high-level executive network.

# SEA 2020 @ IBSS: Spring - Summer Seminars

## LESSONS LEARNT

**TIME:**

19:00 – 21:00, 2nd April 2020

**EVENT LANGUAGE:**

English

**COST:**

Free

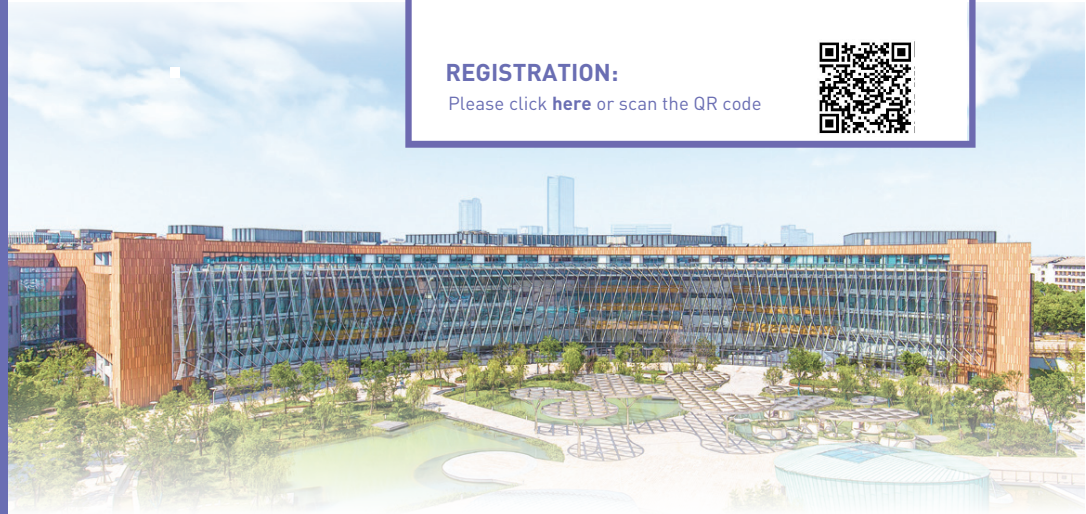
**LIVE LINK:**

Link of seminar will be sent upon registration  
Please note that the number of participants is limited to 100 people.

Registration is available on a first come, first serve basis.

**REGISTRATION:**

Please click [here](#) or scan the QR code



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## FORWARD

We are living in one of the most challenging times in history because this pandemic is immobilizing a wide set of industrial sectors.

The impact of the COVID-19 will be more evident than the instance of the financial crisis of 2007 because the effects are more in the operational structure and not purely in the financial structure. Companies need to rethink the way that they do business and how they have organized internal and external processes and procedures.

Some of the decisions and the actions taken during this time will become structural changes in many organisations. Indeed, it is time to prepare ourselves to reduce risks in the future. For many reasons we could learn from this situation to be ready to react if in the future we will again have limited accessibility to suppliers, customers and resources of our companies.

This seminar is organised as a roundtable in which speakers and audience will share their points of view and their best practices.

## MODERATOR

### Roberto Dona

Professor Roberto Dona is an academic and business practitioner with vast experience of working in China. He is the Associate Dean for Professional Engagement and a Professor of Practice in Management at IBSS. He is also Honorary Professor at School of Innovation and Entrepreneurship of University of Chinese Academy of Science and Adjunct Professor at MIP Politecnico di Milano Graduate School of Business.

Professor Dona has a strong international exposure having worked in Russia, Bulgaria, Argentina, the USA and China. His fields of interested are on Internationalisation and Innovation Processes in Asia and their managerial implications.



## KEYNOTE SPEAKERS

### Kirsten Johnston

Kirsten is our IMBA alumna and she has worked across six nations and founded JWDK brand design agency in

London in 2003. She successfully expanded her

Shanghai serving international cross-border firm

to China in 2014 and now resides inclients as well as Chinese property developers and state-owned entities (SOE). She is also the Chair of Marketing Focus Group at the British Chamber of Commerce Shanghai, and on the Steering Committee for IMX, a cross-border trading platform.



### Riccardo Campanile

Riccardo is an Italian native who studied at the University in Genova (Italy), getting his doctoral degree in Mechanical Engineering, specialising in Thermotechnical Processes.

With more than 30 years of experience in the industrial goods business, both, in manufacturing and sales.

Currently, he is running MODULA (China) Automation Equipment. He has spent the last 12 years in Suzhou, China and his other previous work experience as General Manager at MATTEI Compressors Suzhou (blade air compressors manufacturing) and NEXION Machinery Equipment Manufacturing, in the automotive aftermarket equipment.

In Italy, Riccardo has been After Market director at Nexion spa and previously Director at TRUMPF Italy.

Two other former experiences in manufacturing plants, starting at NMG, Schneider Group and VETR.I., Saint Gobain Group.



### Ben Fu

Ben Fu is our IMBA student, and has worked as an EHS (Environment, Health and Safety) professional with several companies (Asus, Siemens, Roche) in the past 13 years. Since 2016. He took over his current

responsibility as the head of Safety, Health and Environment in the newly established Roche Diagnostics Manufacturing Site in Suzhou. Roche Suzhou is a Greenfield project, in this role, he has successfully ramped up the site EHS team and EHS management system from scratch within the past 4 years.

Ben Fu is the member of site leadership team. During the COVID-19 outbreak, he is responsible for the overall coordination of the site emergency response to the outbreak.

