



Bay to Bay – Exploring the evolution of global innovation, entrepreneurialism and leadership culture

The Bay to Bay event series - to be held in China and the US - kicks off on October 31st in Hong Kong, with the aim of exploring how innovation is evolving and the style of entrepreneurialism and leadership that is increasingly shaping the world we live in.

Bay to Bay references the dual centres of gravity emerging around not only the San Francisco Bay Area, but also the China Bay Area, both of which are driving the global technology sector and the ever-increasing influence it has on the world of innovation. Bay to Bay brings together leading minds from business, government, media, and academia to discuss some of today's biggest issues around global business and innovation, including; the impact of geopolitics, the war for relevance and development of talent.

Bay to Bay: Hong Kong

Date: 31st October 2018, Wednesday

Time: 2:00pm – 6:00pm

The first Asia session, taking place in Hong Kong, will explore rise of China's Greater Bay Area and share the experiences of those doing business in this rapidly emerging economic hub. It will also look at how the two Bay Areas differ, what they can learn from each other and how they can inform each other's development and future.

**This is a closed event. To find out more, kindly contact apacmarketing@teamlewis.com.*

Agenda & Session Overview

2:00pm – 2:15pm Welcome and Introduction

2:15pm – 3:00pm Greater Bay Area: What you need to know about the engine for China's future economic growth

Beijing's big idea to transform southern China into an innovative and economic growth engine is attracting much attention on the global stage. With some people in the area referring to themselves as 'da wan qu ren', or "Bay-Area-ese", China's Greater Bay Area promises international prestige and similar status as its Bay area counterparts of San Francisco, New York and Tokyo.

While the area is viewed by many as being more aggressive in its economic and technological developments, it is really just at the beginning of its journey, as clear details of the plan are yet to be revealed. This session takes a look at the current state of affairs in the area, from understanding the region's dynamic, the challenges and opportunities that lie ahead, its geopolitical standing and the emergence of new innovations.

Panelists:

- Michael Kuan – Deputy Chairman, China Center for Globalization
- Dr Gregg Li – Honorary President, Invotech
- Tony Verb – Co-founder & Partner, GreaterBay Ventures & Advisors

3:00pm – 4:00pm The Great Bay Areas – Friends or Foes?

Innovation is set to peak with the development of China's Greater Bay Area. The region is estimated to represent about 12% of China's current economy and attract some of the biggest players in innovation, while Silicon Valley remains home to seven of the largest technology companies. However, both areas face their own challenges, some the same but different. While Silicon Valley is having to work hard every day to address how it remains competitive internationally in the future, Chinese brands struggle to commercialise their innovations outside of the domestic market, marred by perceptions such as 'Copycat China' and 'Made in China'.

This panel discussion will explore how the two Bay Areas differ, what they can learn from each other and how they can inform each other's development and future.

Panelists:

- Lulu Chen – Business Reporter, Bloomberg Technology
- Louise Lucas – Asia Tech Correspondent, Financial Times
- Shai Oster – Asia Bureau Chief, The Information

4:00pm – 4:15pm Coffee / Tea Break

4:15pm – 5:00pm Fireside Chat: Navigating between East and West – Learnings from old and new adventures

Companies from the West have been journeying into China for decades – some have journeyed well and others not. For some, the road has been bumpy and long and at times it has even been closed. Successes and failures of foreign companies' ventures into China are well documented. As the focus turns to the globalisation of Chinese brands, today we see many stories on the flipside. We've seen undisputable successes from the likes of Lenovo and Huawei, but many have been unable to penetrate Western markets.



As we see a new wave of innovation emerging from the Bay areas, companies will need to consider from the outset what it will take to be a global success.

In this fireside chat we speak with eBay about the company's journey in China, which has spanned over three decades. We will also hear from [uCloudlink](#), a company born in Shenzhen who has recently begun its journey to expand internationally in markets such as New York, France and the U.K.

Speakers:

- Jenny Hui – General Manager, Cross Border Trade, eBay Hong Kong, Taiwan & Southeast Asia
- Kenneth Chau – Senior Vice President, uCloudlink

5:00pm – 6:00pm Networking drinks

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