

Hong Kong Seminar June 22, 2017

The Wharton Seminars for Business Journalists is pleased to hold a **free** one-day program in Hong Kong featuring Wharton Professor of International Management and Director, the Lauder Institute for Management and International Studies, [Mauro Guillen](#) and Wharton Professor of Marketing and Director, Penn Wharton China Center, [Z. John Zhang](#).

The Seminar will allow journalists to improve their reporting skills and gain valuable insights through faculty lectures and dynamic discussion.

AGENDA

- Date: Thursday, June 22, 2017
- Location: **Conrad Hong Kong: Pacific Place**
One Pacific Place
88 Queensway
Admiralty, Hong Kong
- Schedule of Events:

Start	End	Activity
8:30 a.m.	9:00 a.m.	Registration & Continental Breakfast
9:00 a.m.	9:15 a.m.	Introductory Remarks
9:15 a.m.	10:30 a.m.	Wharton Professor Mauro Guillen on “The Future of Global Markets”
10:30 a.m.	10:45 a.m.	Break
10:45 a.m.	12:00 p.m.	Wharton Professor Mauro Guillen on “The Future of Global Markets” cont’d.
12:00 p.m.	1:15 p.m.	Lunch
1:15 p.m.	2:30 p.m.	Wharton Professor Z. John Zhang on “Marketing Opportunities in China”
2:30 p.m.	2:45 p.m.	Break
2:45 p.m.	4:00 p.m.	Wharton Professor Z. John Zhang on “Marketing Opportunities in China” cont’d.
4:00 p.m.	4:15 p.m.	Certificate Ceremony & Closing Remarks

For more information:

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