

2020/2021



CHINA IN FOCUS

2021

CSA-EUR Career Days

REIMAGINING
THE FUTURE BEYOND
COVID-19

FEBRUARY 15TH - 18TH

achmea 

DASHM 

 Grant Thornton
An instinct for growth

Google

 HUAWEI

McKinsey
& Company

 TOPdesk
Your guide to service excellence

 DELL Technologies

 Unilever

 mi

CSA
EUR

INFORMATION & REGISTRATION

INTRODUCTION

This past year, the lives of many people have drastically changed following the COVID-19 pandemic. In our modern society, digitalization has long been on the rise, a trend that has accelerated as people and businesses adapt to the pandemic. More interestingly, Chinese firms were the first to adjust to this new reality we live in. How did they do it? Which changes did Chinese businesses have to implement, what opportunities have arisen, and what will the future of Chinese business look like? Come and find out at China in Focus Career Days 2021!

China in Focus Career Days is our annual flagship event created for a single purpose: bringing students, professionals, and companies who share an affinity for China and the Netherlands closer together. It does not matter whether you are at the start of your career or someone with more experience, there will be ways to learn, experience new things, and network for everyone. Seize the chance to connect with amazing companies and speakers. Furthermore, attend our interactive workshops which will be held both online and at the luxurious Hilton Hotel in Rotterdam.

HOW TO REGISTER?

- 1 Go to cifrotterdam.nl
- 2 Press "Register now"
- 3 Fill out the form and stay in touch by following @cifrotterdam on Instagram

COVID-19 IMPLICATIONS

First and foremost we care about the safety of our students. To adhere to that, China in Focus will look a bit different this year. First of all, our Congress Day will be held online and can be fully viewed from the comfort of your home. The Recruitment Days will be held partially online and partially at the Hilton Hotel. At the Hilton Hotel, all the COVID-19 regulations will be strictly followed. Lastly, our E-House Day, as the name says, will also be held online. We have taken the utmost care to ensure that the event holds up to our and the government's standards, while also making sure that the attendees have nothing to worry about.

IMPORTANT DATES

JANUARY 29, 2021

Deadline for applying to CV-selection activities.

JANUARY 29, 2021

Deadline for signing up to the Grand Opening.

FEBRUARY 10, 2021

You will be informed about the outcome of the CV-selection activities you applied for.

ACTIVITIES



GRAND OPENING

The Opening Ceremony will kick off the 16th edition of China in Focus and focus on this year's theme: 'Reimagining the future beyond COVID-19'. Five keynote speakers will share their personal insights and inspire you about this topic. This event will be moderated by our host, Tom Marshall.

CASE WORKSHOP

The case workshops will take place at the Hilton Hotel and online, provided by Achmea, Unilever and more! This is the perfect opportunity to develop your personal and professional skills. By participating in these workshops, you will get a glimpse of what working at the company is like, and what knowledge from your studies you can apply.



E-HOUSE DAY

This year, there will be two E-House Days, one from Bain & Company and one from Google! During the event, you will learn more about the company and have the opportunity to ask questions during the Q&A.



SCHEDULE

FEBRUARY - 2021

15 MONDAY



JEONGMIN SEONG

MGI Partner at McKinsey & Company

Jeongmin Seong is a Partner at the McKinsey Global Institute, McKinsey & Company's business and economics research arm. He leads MGI research teams in China, working on global as well as emerging market-focused themes. Jeongmin is a graduate of Harvard Business School where he received his MBA degree.



DENNIS TAN

CEO & Co-Founder of Dashmote

Dennis Tan has been an entrepreneur since the age of 15, and has participated in the creation of over 25 companies. He is the co-founder of multiple entrepreneurial groups including Dutch Entrepreneurial Communities and Erasmus Centre for Entrepreneurs Student Association.



DAISY HU

Deputy Managing Director of Xiaomi

Daisy Hu joined Xiaomi at the beginning of 2019 as Sales Manager, responsible for Belgium. Shortly afterwards, Daisy became responsible for the Benelux market as Managing Director. She has leadership skills in a multicultural environment, a problem-solving mindset, and an entrepreneurial mindset. Pioneer in finance, media, and high-tech industries. Cultivates brands on B2B and B2C level with strategies on go-to-market, e-commerce, and retail expansion level.

AND MORE...

SCHEDULE

FEBRUARY - 2021

16 TUESDAY

Online

10:00 - 13:00

Speed Interviews - TOPdesk

10:00 - 13:00

Speed Interviews - Grant Thornton

Hilton

9:00 - 9:30

Walk-in

9:30 - 12:30

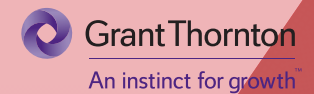
Achmea Case Workshop

12:30 - 13:30

Lunch

13:30 - 16:30

TOPdesk Case Workshop



SCHEDULE

FEBRUARY - 2021

17 WEDNESDAY

Online

9:30 - 12:30 **Unilever Case Workshop**

Hilton

9:00 - 9:30 **Walk-in**

9:30 - 12:30 **Grant Thornton Case Workshop**

12:30 - 13:30 **Lunch**

13:30 - 16:30 **Huawei Case Workshop**



SCHEDULE

FEBRUARY - 2021

18 THURSDAY

Online

10:30 - 12:00 **Bain & Company E-House Day**

14:00 - 15:30 **Google E-House Day**

BAIN & COMPANY



PENALTY POLICY

WHY DO WE HAVE A PENALTY POLICY?

Despite your excitement to participate in China in Focus, it may happen that you are forced to cancel one of your activities due to unforeseen circumstances. That is unfortunate, but luckily there are other students eager to fill that spot. To ensure we are able to provide these spots on time, we expect you to cancel on time.

WHAT ARE THE RULES?


You can cancel your participation in the activities you got selected for by sending an email to career@csa-eur.nl. This needs to be done ultimately 2 business days in advance, before 15:00 Dutch time. For instance, if you got selected for an activity on Tuesday, February 16th, you need to cancel before Friday, February 12th, 15:00 Dutch time.

Failing to timely cancel or simply not showing up will result in a fine of 25 EUR.

PARTICIPATING COMPANIES



 Grant Thornton
An instinct for growth

 HUAWEI

 TOPdesk
Your guides to service excellence

 Unilever



McKinsey
& Company



 EXTRAORDINARY
Life

 中國銀行
BANK OF CHINA

BAIN & COMPANY 

 KLM
Royal Dutch Airlines 

 CIFROTTERDAM

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