



# Evolution of China's Core Consumer Markets and Industries in the Past Decade – An Insider's View

**4 September 7:30-9:00pm YIA Lecture Theater 4**

Mr. Kim Jin-Goon is known widely in China as one of the most successful transformational CEOs, having created three of the largest retail brands and platforms in China over the last decade. In this talk, Mr. Kim will discuss his personal experiences as a business leader in the auto, fashion, sportswear, and other consumer industries of China. He will also talk about how he transformed and rapidly grew these industry leaders, including the changes that he has seen over the decades in core consumer segments, such as the rise of the Post-90s and digital generation, as well as the evolution of e-commerce platforms and business models. This will be a unique opportunity for anyone interested in understanding more about how business is done and local industry giants operate in China.



## Mr. KIM Jin-Goon

Mr. Kim is a serial transformational CEO and former Partner in TPG, a global leader in the private equity industry. He built a number of technology, e-commerce, and consumer businesses, including China Grand Auto, the world's largest auto platform with \$10 billion in sales and 30,000 employees, and Li Ning, China's #1 sportswear brand that he transformed with a new e-commerce-led business model and category strategy. As a partner of TPG, he oversaw investments in Asia over two fund cycles and led complex large cap investments that returned more than \$1.5 billion in capital at >2X MoM. He has a track record of building and running large and complex local and international organizations, has pioneered breakthrough strategies and business models, and delivered outstanding growth and financial results. He launched cutting-edge technology ventures, and demonstrated expertise in building online business and digital marketing alongside large offline businesses, including two of the largest retail networks in China with over 8,000 stores and nationwide fast-retail supply chains. He has recently founded his own business that focuses on complex billion dollar buy-outs of consumer businesses.