

1. What were your impressions about China back in your home country before your first arrival in China?

2. How have those impression changed since your arrival here?

3. Is there something about doing business in China that you always wanted to know (and perhaps did not dare to ask)?

4. Is there something about Chinese culture that you always wanted to know (and perhaps did not dare to ask)?

5. Please provide some information about your personal background:
 - Your Home country:

 - School/organization that sent you here:

 - Your current professional/academic background:

 - Have you enrolled in marketing/strategy classes prior to your arrival here?:
If so, please specify:

 - What are your plans during your stay in China?:

6. Why did you choose to attend the ICBP?