

Resources and Tips for Researching Prospects in the Greater China Region



CANADA CONFERENCE

OCTOBER 17-19, 2018

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Development and Alumni Engagement

University of British Columbia

SESSION DATE: October 17, 2018

SESSION TIME: 11:00 am

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Michelle Yeoh

CRA



Michelle Yeoh

Yahoo!



Jerry Yang

Introduction

- Context
- Capacity and inclination
- Language
- What's in a name?
- How much was that?
- Where did you find that?



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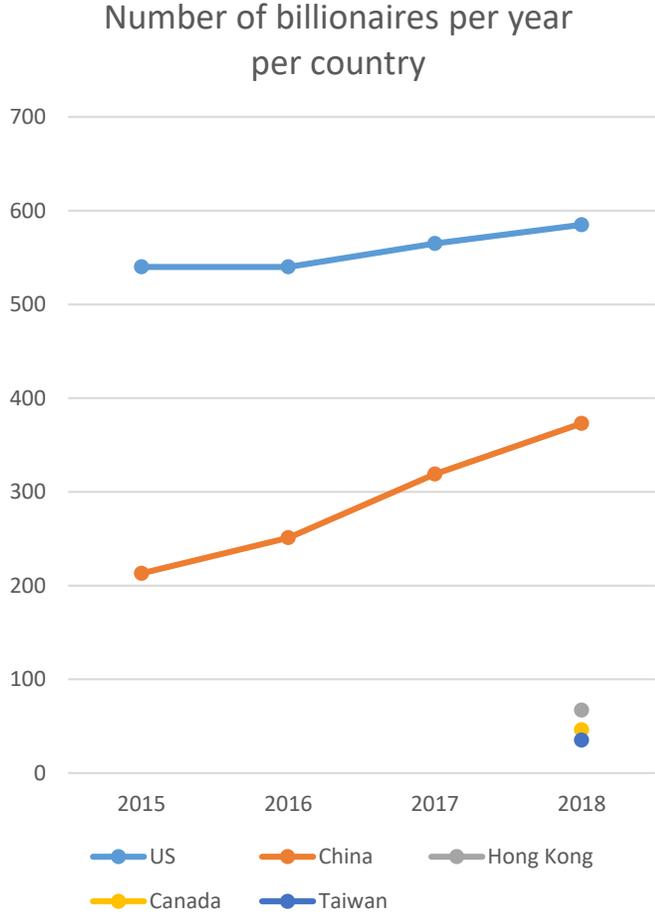
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Context

- Large number of alumni and friends across the Pacific
- Alumni are part of establishment families
- Alumni are successful entrepreneurs and leaders
- Growing number of larger Asian corporations with offices in North America
- Canadian companies doing business in China

Capacity: Forbes World's Billionaires List

Country	2015	2016	2017	2018
US	540	540	565	585
China	213	251	319	373
Hong Kong				67
Canada				46
Taiwan				35
World total	1826	1810	2043	2208



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Capacity: Transformative Gifts

- Harvard University Receives \$350M for School of Public Health (2014)
 - Donor: Morningside Foundation (Ronnie T. H. Chan)
 - \$350M
- New Lee Kum Sheung Centre for Health and Happiness Established at Harvard's Public Health School (2016)
 - Donor: Lee Kum Kee
 - \$21M

Capacity: Transformative Gifts

- \$1.7M gift will help U of T become a player in sports management (2017)
 - Donor: Tenniel Chu
 - \$1.7M
- U of S alumni make \$2M donation to honour famed music professor (2017)
 - Donor: Xiaoping (Bob) Xu & Ling Chen
 - \$2M

Capacity: Transformative Gifts

- Founder of International Schools in China donates \$5M to Thompson Rivers University
 - Donor: Sherman Jen
 - \$5M
- Chinese alumnus pledges \$12M to McGill School of Architecture (2017)
 - Donor: Peter Guo-hua Fu
 - \$12M
- Healthy aging research at UBC expands with \$24M gift (2018)
 - Donor: Edwin S. H. Leong, Tai Hung Fai Charitable Fdn
 - \$24M

Deepening our understanding

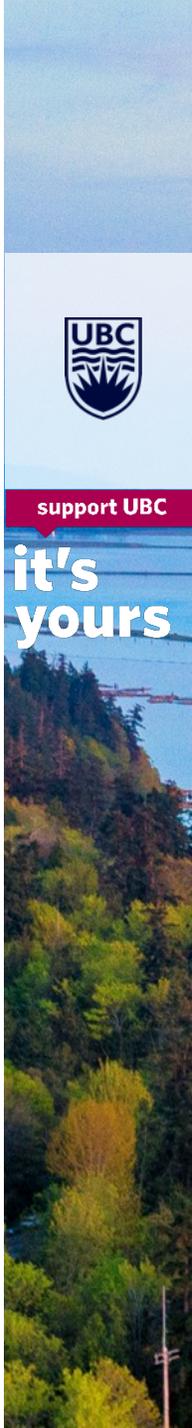
- Major giving capacity 👍
- Past gifts as evidence of inclination 👍
- Deep our understanding of this segment of constituents to realize future gifts
 - General background
 - What's in a name
 - How much is that

Diversity in this region



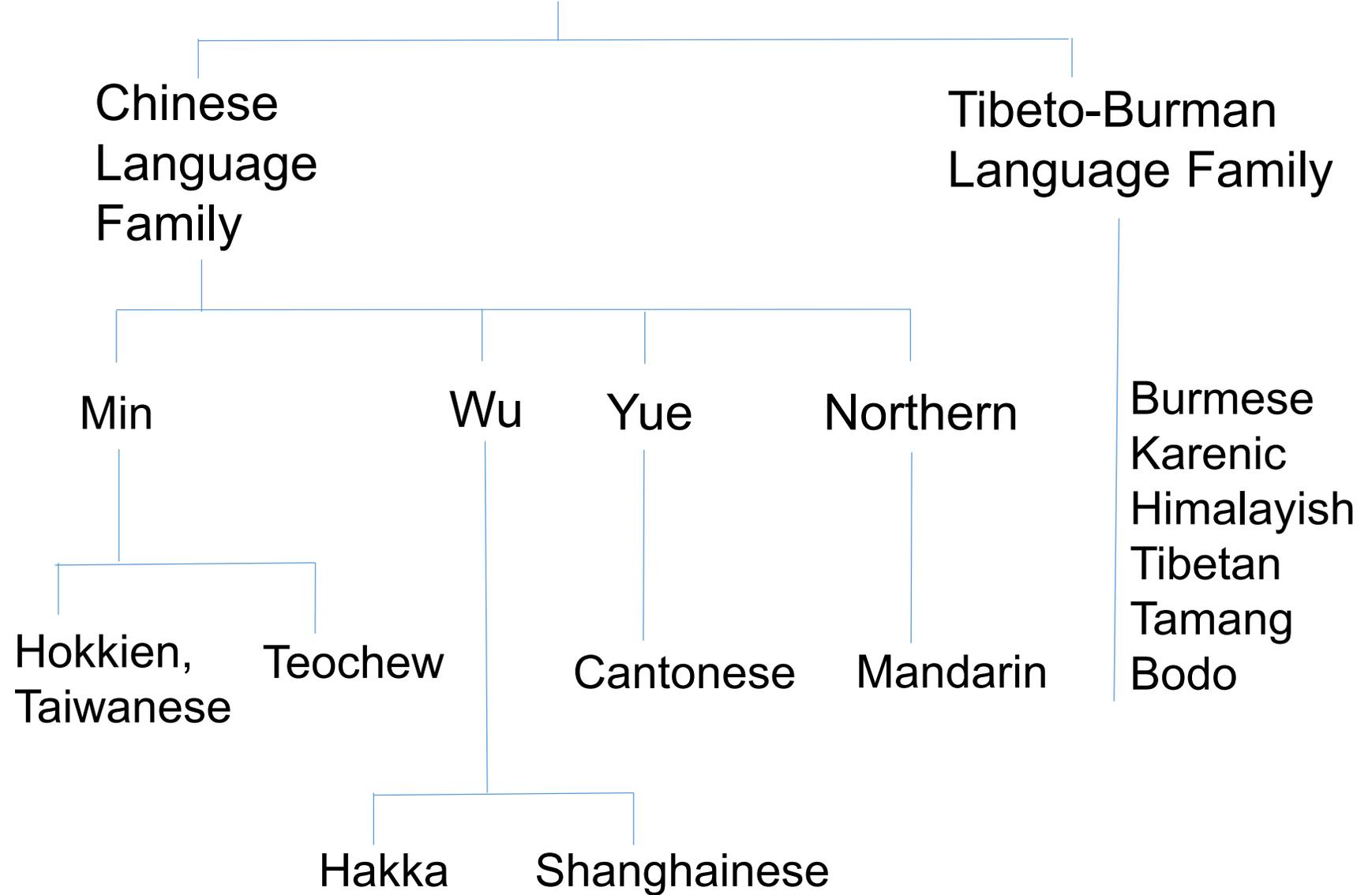
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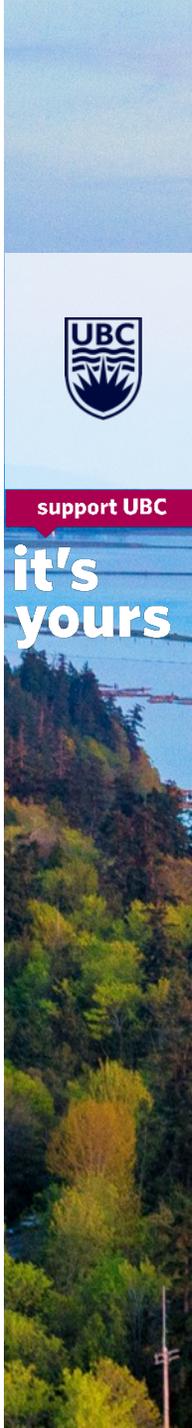
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Sino-Tibetan Language Family

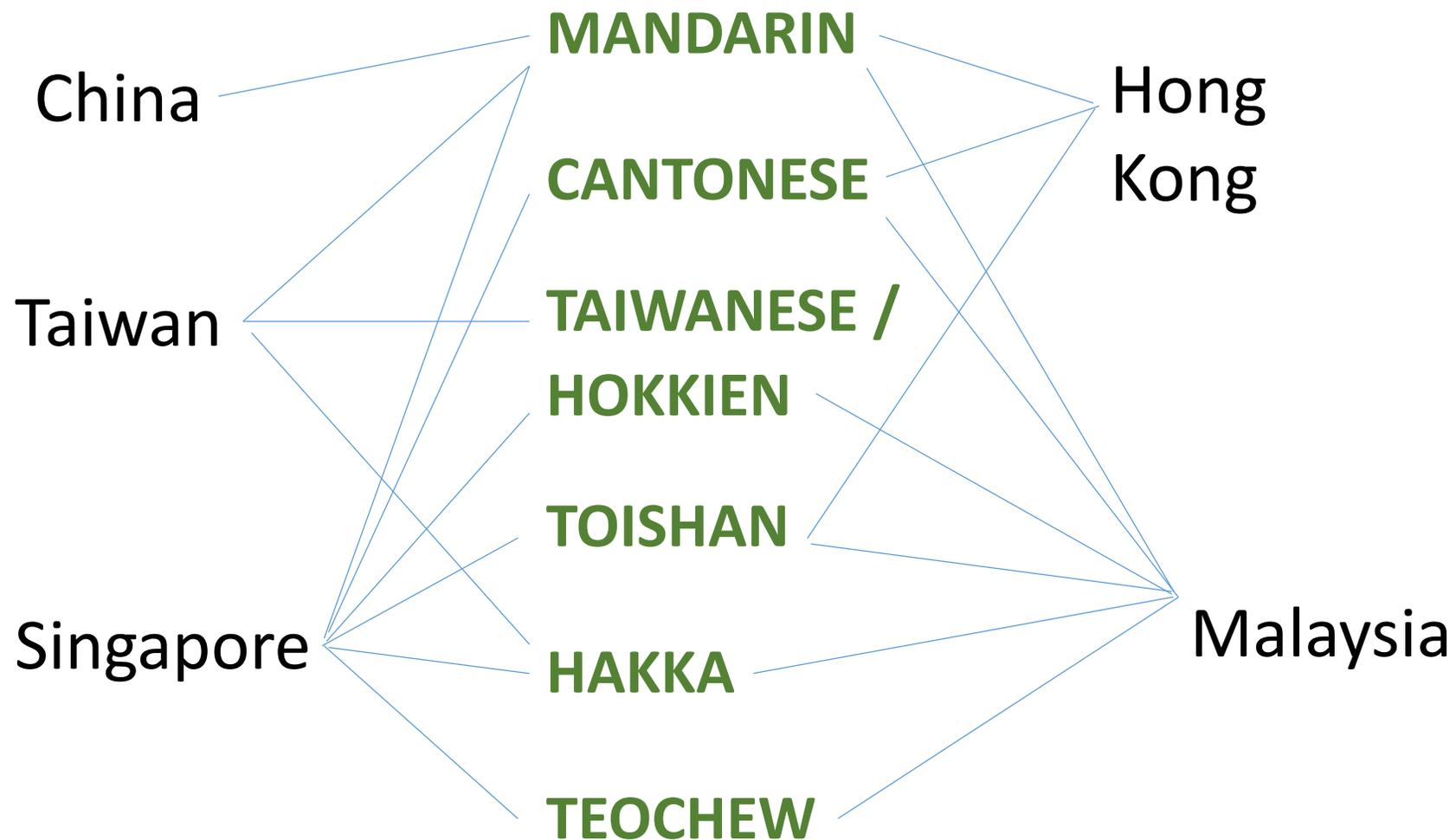


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Chinese Languages



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Chinese Languages

Writing Systems

- Chinese characters: Traditional
- Chinese characters: Simplified
- Pinyin: Roman/Latin alphabet

Chinese Languages

龙

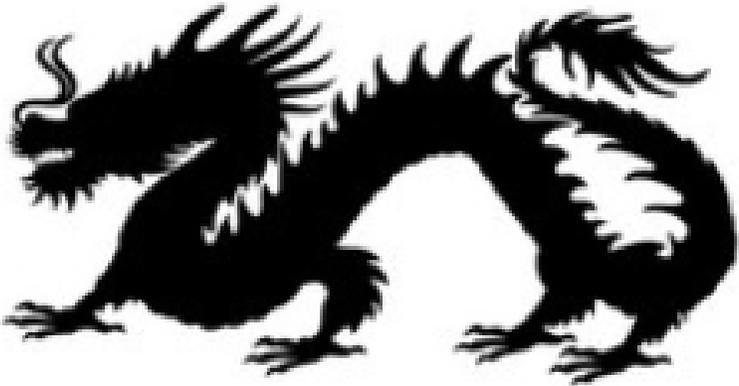
SIMPLIFIED

龍

TRADITIONAL

Long2

PINYIN



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Personal Names

Surname + Given name (the Chinese way)

- SUN, Yat-sen

Given name + Surname (the Western way)

- Yat-sen Sun

Variation in Hong Kong with adopted Western names

- Wong Chik-wing, Mike
- Kwok Ping-luen, Raymond

Personal Names

Married names

- Women don't tend to take their husband's surnames in contemporary Asia
- Some exceptions: double surname
Leung Ko May-yee, Margaret

Pseudonyms or aliases

- School name, courtesy name, style name
- Surname usually remains the same

Transliteration

Writing Chinese words/names with the Roman or Latin alphabet

孫逸仙

SUN, Yat-sen (Cantonese)

SUN Yi-xian (Mandarin)

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Jerry Yang

楊

YANG (Mandarin)

- eg. Jerry Yang (b. Taiwan)



YEUNG / YEONG / LEONG / YOUNG (Cantonese)

YONG (Hakka)

YEO / YEOH / NYOO (Hokkien, Teochew)

- eg. Michelle Yeoh (b. Malaysia)



張

CHANG (Mandarin in Taiwan)

- eg. Michael Chang (parents from Taiwan)



ZHANG (Mandarin in China)

- eg. Hao Zhang



CHEUNG / CHONG (Cantonese)

- eg. Maggie Cheung



TONG / TEO (Hokkien, Hakka, in Malaysia, Indonesia)

JANG (in Korea)

TRUONG (In Vietnam)

Common spellings of surnames

Character	China	Hong Kong	Taiwan	Others
王	Wang	Wong	Wang	Ong, Vong
李	Li	Lee, Ly	Lee	Rhee, Yi
劉	Liu	Lau	Liu	Lao, Liew, Law
吳	Wu	Ng	Wu	Woo, Goh, Go, Ung, Eng
周	Zhou	Chow	Chou, Chau	Chao, Jao, Chew, Chiew
徐	Xu	Tsui	Hsu, Chui	Chi, Chee
郭	Guo	Kwok	Kuo	Kueh, Keh, Kuok, Kho
高	Gao	Ko	Kao	Koo, Kou, Go
謝	Xie	Tse	Hsieh	Che, Chia, Tshia, Tjia

Non-standard romanizations:
Young (Yeung), Shaw (Shao/Siu), Luke (Lu)

Notes on Numbers

Chinese languages have some numerical units that don't exist in English.

English has some that Chinese languages don't have.

10 thousand = 1 *wan* (*ten-thousand*)

1 million = 100 *wan* (*hundred ten-thousand*)

100 million = 1 *yi* (*hundred-million*)

Notes on Numbers

	trillion			billion			million			thousand	hundred	ten	one
10^{13}	10^{12}	10^{11}	10^{10}	10^9	10^8	10^7	10^6	10^5	10^4	10^3	10^2	10^1	10^0
	兆				億 or 亿				萬 or 万	千	百	十	個
	zhao				yi				wan	qian	bai	shi	

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5 0 , 0 0 0 0 , 0 0 0 0



Currency

China

- RMB: Renminbi
- CNY: Chinese Yuan (basic unit)
- Shanghai Stock Exchange, Shenzhen Stock Exchange

Hong Kong

- HKD: Hong Kong Dollar
- Hong Kong Stock Exchange

Taiwan

- NT: New Taiwan Dollar / TWD
- Taiwan Stock Exchange

Online Research Resources

List of online research resources (see handout) loosely categorized into:

- Articles & reports (static)
- Media & lists (dynamic)
- Government resources & authorities
- Non-government resources
- Miscellaneous

Online Research Tips

- Browser location filter
- Use a variety of search engines (www.baidu.com)
- URLs change
- Try names with keywords

Term in English	Term in Traditional Chinese
Donation	捐款
Scholarship	獎學金
(Charitable) foundation	基金會
Charity	慈善
Wealth	富
Wife or Mrs.	妻子 or 夫人

