

NEW PROGRAMME

INNOVATING AT CHINA SPEED

DEMYSTIFYING BUSINESS MODELS FOR UNPRECEDENTED GROWTH AND COMPETITIVENESS

February 9 - 10, 2026

Venue: Rausing Executive Development Centre



INNOVATING AT CHINA SPEED

DEMYSTIFYING BUSINESS MODELS FOR UNPRECEDENTED GROWTH AND COMPETITIVENESS

China's leading companies have transformed global industries through bold business model innovation, rapid experimentation, digital integration, and deep customer insight. This two-day executive programme uses high-impact cases to uncover the innovation playbooks behind these firms and translate them into actionable strategies for Pakistani businesses.

Led jointly by faculty from China and Pakistan's top business schools, the programme blends local relevance with deep insight into China's innovation in business. Through the participant-centred case method, group discussions, and a dialogue with leading executives, participants gain practical tools to rethink value creation, redesign business models, and accelerate transformation in their own organisations.

PROGRAMME OUTCOMES

Participants will leave with:

- Understanding of China's innovation archetypes
- Practical models for reorganising, digitising, and scaling businesses
- Case-based insights adaptable to the Pakistani context
- A transformation roadmap for their own organisations

WHO SHOULD ATTEND

- Owners, directors and senior executives of businesses in Pakistan.
- Senior leaders in manufacturing, service and technology sectors.
- Executives driving digital transformation or innovation in business.
- Policymakers and sector specialists interested in China-Pakistan business dynamics.

DATE	February 9 - 10, 2026
PROGRAMME FEE	PKR 160,000
RESIDENTIAL FEE	PKR 60,000

BENEFITS

Participants will gain:

- A practical understanding of how leading Chinese firms innovate and scale.
- Insights from faculty at top institutions in China and Pakistan.
- Tools to redesign business models, improve agility, and accelerate growth.
- Exposure to digital, organisational, and ecosystem-based innovation approaches.
- Perspectives from invited industry experts on applying these ideas in Pakistan.
- A focused roadmap for strengthening competitiveness and driving transformation.

CURRICULUM

The curriculum introduces participants to core innovation strategies used by leading firms in China and explores how these approaches can be adapted to Pakistan's business landscape.

Over two days, participants examine:

- Business model innovation frameworks.
- Digital-first and data-driven decision-making practices.
- Organisational models that enable internal entrepreneurship and customer focus.
- Approaches to frugal, scalable, and market-responsive innovation.
- Strategies for developing capabilities in emerging and technology-intensive sectors.

Learning is delivered through:

- Participant-centred case-based discussions.
- Individual and group analysis.
- Facilitated classroom dialogue.
- Insights from invited industry leaders.

Participants conclude with a set of actions to apply these innovation principles within their own organisations.

PROGRAMME DIRECTORS

DR. SHAKEEL SADIQ JAJJA

Professor

Suleman Dawood School of Business

Lahore University of Management Sciences, Pakistan



Dr. Shakeel Sadiq Jajja is Professor at the Suleman Dawood School of Business (LUMS) with a sustained record of work at the intersection of strategy, innovation, and operations. He has served in several key leadership roles at LUMS, including Associate Dean (Graduate Programs), Director of the Executive MBA, Founding Director of MS Supply Chain and Retail Management, and Faculty Director of REDC, where he has helped shape high-impact executive development initiatives.

Professor Jajja was a Fulbright Postdoctoral Fellow at Stanford University, where he held appointments at the Stanford Graduate School of Business and the Stanford Doerr School of Sustainability, and he has also participated in executive education programs at Harvard University. His research is published in top-tier international management journals, and he has authored applied managerial cases for Harvard Business School Publishing.

Professor Jajja directs several open-enrollment offerings at REDC, including premier programs such as the Owners and Directors Management Program and the Family-Run Businesses Program, which help senior leaders strengthen governance, drive innovation, and lead organizational transformation. He also designs and delivers customized executive education for major corporations, public-sector institutions, and international partners, tailoring content to industry priorities and strategic challenges.

DR. YONGYI SHOU

Professor

School of Management

Zhejiang University, China.



Professor Yongyi Shou is Professor of Operations and Technology Management at Zhejiang University (ZJU), one of China's top three universities and a global hub for industrial innovation. His research and teaching span global supply chain management, sustainable operations, and digital innovation, with extensive engagement in high-impact sectors such as automotive, semiconductors, advanced manufacturing, and technology-intensive industries.

Professor Shou has authored more than 50 articles in leading academic journals, including the *Journal of Operations Management* and *Production and Operations Management*, and serves on the editorial boards of influential outlets such as the *Journal of Supply Chain Management* and the *International Journal of Operations & Production Management*.

With deep experience in executive and industry-anchored education, Professor Shou designs and leads cross-border programs that connect academic insights with industry application. He co-founded the dual Master's program in Global Manufacturing & Supply Chain Management with McGill University and leads the dual Master's in Innovation & Entrepreneurship with Institut Polytechnique de Paris. As Director of ZJU's MBA Education Center and Academic Director of the DBA program with Singapore Management University, he developed curricula grounded in Asia-Pacific market realities and executive practice. He received ZJU School of Management's 2024 Teacher of the Year award for excellence in teaching and executive engagement.

TERMS AND CONDITIONS

ADMISSION PROCESS

Applications will be screened with regard to the suitability of the individual participant profile for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at

<https://redc.lums.edu.pk/programme-calendar>

**Seat in the programme will be reserved on a first-come, first-served basis.*

PROGRAMME FEE

The fee includes tuition costs, reading material, tea, and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an additional fee. It includes accommodation, breakfasts, and dinners for the duration of the programme. However, any extra charges such as telephones, extra meals, etc., should be paid on departure. You may check in on the evening preceding the start date of the programme and check out the morning after the programme ends. You are, however, requested to inform us of the time of your arrival and departure.

ACCOMMODATION

We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with an attached bathroom is equipped with a mini-fridge, writing desk, and a direct dial STD/ISD telephone and cable TV. All bedrooms at REC are internet-ready. Please note we do not provide accommodation for drivers accompanying participants.

PAYMENT

Payment is due upon receipt of the acceptance email/letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee. Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque, or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank-Limited (UBL) branch against the programme voucher.
- 1BILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found. Please enter the assigned 6-digit 1BILL LUMS identifier (prefix) followed by 13-digit voucher number to fetch bill details i.e., 1058674001802223140.

However, the programme fee can also be paid via bank transfer. If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing
Rausing Executive Development Centre
Suleman Dawood School of Business
Lahore University of Management Sciences

DHA, Lahore Cantt Pakistan
Tel: 042-35608243, 8119 & 8333

** LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax-deductible/collectable.*

DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 10% discount on the programme fee.

SUBSTITUTES/TRANSFERS AND REFUNDS

If you are unable to attend a registered course, we will accept a substitute until 2 working days before the programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. In case of late cancellation, the course fee will be refunded after deducting an application processing fee of PKR 40,000.

It is possible to transfer the deposited fee to any open enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

Note: REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, the university will refund the registration fee but will not be responsible for any other related charges/expenses, including cancellation/change charges by airline and travel agencies.

In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternative to a refund. The University reserves the right to make changes in its programme policies and fees at any time.