



Rausing Executive  
Development Centre

**NEW PROGRAMME**

# **WINNING WITH JOINT VENTURE IN CHINA**

*FROM INCEPTION TO SCALED PERFORMANCE*

May 9 - 10, 2026

Suleman Dawood  
School of Business

# WINNING WITH JOINT VENTURE IN CHINA

## FROM INCEPTION TO SCALED PERFORMANCE

As Pakistani businesses seek growth, new capabilities, and access to international markets, joint ventures are emerging as an important route to expansion, particularly with Chinese companies. They can enable firms to enter new markets, access technology and expertise, strengthen supply chains, and share risk. Yet, while the opportunity is significant, joint ventures are also complex. Success depends not only on strategic intent, but on selecting the right partner, structuring the arrangement carefully, and building the governance needed to sustain performance over time.

This two-day executive programme is designed to help senior leaders understand how to build and scale successful joint ventures in China. Through faculty insight, case discussions, and practitioner perspectives, participants will develop a practical understanding of the full JV journey, from strategic rationale and partner choice to deal structuring, governance, coordination, and long-term growth. The programme will equip leaders to approach cross-border partnerships with greater clarity, stronger judgment, and a more integrated view of execution.

### WHO SHOULD ATTEND

The 2-day focused programme is ideal for:

- Owners, directors, and senior executives of businesses in Pakistan
- Leaders exploring partnerships, expansion, or market entry in China
- Executives in strategy, business development, operations, and innovation
- Senior leaders in manufacturing, services, and technology sectors
- Policymakers and sector specialists interested in China–Pakistan business dynamics

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

### PROGRAMME COVERAGE

- Why pursue a joint venture in China
- Strategic logic and partner selection
- Structuring the deal: ownership, control, contracts, and IP
- Negotiating operational and governance arrangements
- Building trust, control, and alignment for performance
- Managing coordination and execution challenges
- Scaling the JV for long-term success
- Case discussions and practitioner-led insights

### BENEFITS FOR PARTICIPANT

- Understand when a joint venture is the right strategic choice
- Learn how to identify and evaluate the right partner
- Build your attractiveness as a potential partner
- Build stronger judgment around ownership, control, contracts, and IP
- Understand how to govern JVs for long-term performance
- Anticipate coordination, trust, and alignment challenges early
- Gain practical insight from real cases and practitioner experience

### BENEFITS FOR ORGANISATION

- Strengthen capability for cross-border growth and partnerships
- Improve the quality of JV-related strategic decisions
- Reduce the risk of misalignment, conflict, and underperformance
- Build stronger governance for sustainable value creation
- Enable leaders to manage partnerships with greater confidence and clarity

## PROGRAMME DIRECTOR

### **ADNAN ZAHID**

Assistant Professor  
PhD, CASS Business School, City University

#### **Research Interest:**

Brand Management; Status Consumption; Acculturation; Leadership; Consumer Behaviour; Marketing Research; Gender; Religion and Consumer Culture



## ADDITIONAL FACULTY

### **OMER SAEED**

Director  
Service Industries Limited  
CEO, Service Long March Tyres (Private) Limited and Servis Foundation  
MBA, Harvard Business School, United States

#### **Research Interests:**

Corporate Governance; Strategic Leadership; Manufacturing & Retail Business Growth; Joint Ventures; Entrepreneurship; BPO & Service Businesses; Social Impact Leadership



# 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 six-digits 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 executive from the same organisation participate (up to a group size of 5 participants), each additional participant after the first one gets a 20% 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.*

<https://redc.lums.edu.pk>

Rausing Executive Development Centre (REDC)  
Suleman Dawood School of Business (SDSB)  
Lahore University of Management Sciences (LUMS)