Resources and Tips for Researching Prospects in the Greater China Region

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SESSION DATE: October 17, 2018
SESSION TIME: 11:00 am
CRA
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?
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

<table>
<thead>
<tr>
<th>Country</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>540</td>
<td>540</td>
<td>565</td>
<td>585</td>
</tr>
<tr>
<td>China</td>
<td>213</td>
<td>251</td>
<td>319</td>
<td>373</td>
</tr>
<tr>
<td>Hong Kong</td>
<td></td>
<td></td>
<td></td>
<td>67</td>
</tr>
<tr>
<td>Canada</td>
<td></td>
<td></td>
<td></td>
<td>46</td>
</tr>
<tr>
<td>Taiwan</td>
<td></td>
<td></td>
<td></td>
<td>35</td>
</tr>
<tr>
<td>World total</td>
<td>1826</td>
<td>1810</td>
<td>2043</td>
<td>2208</td>
</tr>
</tbody>
</table>

![Graph showing number of billionaires per year per country](chart.png)
Capacity: Transformative Gifts

• Harvard University Receives $350M for School of Public Health (2014)
  o Donor: Morningside Foundation (Ronnie T. H. Chan)
  o $350M

• New Lee Kum Sheung Centre for Health and Happiness Established at Harvard’s Public Health School (2016)
  o Donor: Lee Kum Kee
  o $21M
Capacity:
Transformative Gifts

• $1.7M gift will help U of T become a player in sports management (2017)
  o Donor: Tenniel Chu
  o $1.7M

• U of S alumni make $2M donation to honour famed music professor (2017)
  o Donor: Xiaoping (Bob) Xu & Ling Chen
  o $2M
Capacity: Transformative Gifts

• Founder of International Schools in China donates $5M to Thompson Rivers University
  o Donor: Sherman Jen
  o $5M

• Chinese alumnus pledges $12M to McGill School of Architecture (2017)
  o Donor: Peter Guo-hua Fu
  o $12M

• Healthy aging research at UBC expands with $24M gift (2018)
  o Donor: Edwin S. H. Leong, Tai Hung Fai Charitable Fdn
  o $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
Sino-Tibetan Language Family

Chinese Language Family
- Min
  - Hokkien, Taiwanese
  - Teochew
- Wu
- Yue
- Northern
  - Cantonese
  - Hakka
  - Shanghainese

Tibeto-Burman Language Family
- Burmese
- Karenic
- Himalayish
- Tibetan
- Tibetan
- Tamang
- Tamang
- Bodo
Chinese Languages

China

Taiwan

Singapore

MANDARIN

CANTONESE

TAIWANESE / HOKKIEN

TOISHAN

HAKKA

TEOCHEW

Hong Kong

Malaysia
Chinese Languages

Writing Systems

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

龙 龍
Simplified Traditional

Long2

Pinyin

CANADA CONFERENCE
OCTOBER 17-19, 2018
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)
CRA

Michelle Yeoh

Yahoo!

Jerry Yang
YANG (Mandarin)
  o eg. Jerry Yang (b. Taiwan)

YEUNG / YEONG / LEONG / YOUNG (Cantonese)

YONG (Hakka)

YEO / YEOH / NYOO (Hokkien, Teochew)
  o eg. Michelle Yeoh (b. Malaysia)
CHANG (Mandarin in Taiwan)
  o eg. Michael Chang (parents from Taiwan)

ZHANG (Mandarin in China)
  o eg. Hao Zhang

CHEUNG / CHONG (Cantonese)
  o eg. Maggie Cheung

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

JANG (in Korea)

TRUONG (In Vietnam)
## Common spellings of surnames

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

**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

<table>
<thead>
<tr>
<th>10^{13}</th>
<th>10^{12}</th>
<th>10^{11}</th>
<th>10^{10}</th>
<th>10^{9}</th>
<th>10^{8}</th>
<th>10^{7}</th>
<th>10^{6}</th>
<th>10^{5}</th>
<th>10^{4}</th>
<th>10^{3}</th>
<th>10^{2}</th>
<th>10^{1}</th>
<th>10^{0}</th>
</tr>
</thead>
<tbody>
<tr>
<td>trillion</td>
<td>billion</td>
<td>million</td>
<td>thousand</td>
<td>hundred</td>
<td>ten</td>
<td>one</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>兆</td>
<td>亿 or 億</td>
<td>万 or 千</td>
<td>百</td>
<td>十</td>
<td>個</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

zhao yi wan qian bai shi

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

5 0 , 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

<table>
<thead>
<tr>
<th>Term in English</th>
<th>Term in Traditional Chinese</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donation</td>
<td>捐款</td>
</tr>
<tr>
<td>Scholarship</td>
<td>奖學金</td>
</tr>
<tr>
<td>(Charitable) foundation</td>
<td>基金會</td>
</tr>
<tr>
<td>Charity</td>
<td>慈善</td>
</tr>
<tr>
<td>Wealth</td>
<td>富</td>
</tr>
<tr>
<td>Wife or Mrs.</td>
<td>妻子 or夫人</td>
</tr>
</tbody>
</table>
Questions?

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