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HURUN REPORT



HURUN REPORT CANADA SUMMIT 2022

The Most Anticipated Canadian Business/Community Event

2022 VANCOUVER

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## Hurun Report

The Hurun Report has been promoting entrepreneurship through its research, and is considered as the leading data collection agency of Asia. Established in the UK in 1999, Hurun Report has three divisions: research, event with sponsorship, and an investment company that has generated 8 billion combined USD online and offline in 2020. With over 22 years of experience in China, and six years of experience globally, 2021 is the year Hurun Report officially entered the North American market.

# Hurun Report Canada Summit 2022

The Hurun awards are given on a yearly basis to recognize organizations and individuals who have made outstanding achievements in their own business fields as well as people who have made significant contributions to the community. Experience the latest and newest innovations from Canada's brightest minds that are revolutionizing different industries from agriculture to real estate. We will be exploring topics on how future trends transform businesses through COVID-19, advances in technology and the real estate market in our afternoon Hurun Canadian Business Forum.

Total Number of Dinner Guests: 100 approximately (year of 2022 in Vancouver)



“

The HURUN platform presents a fantastic opportunity to bring together some of the world's most influential and successful entrepreneurs.

**SIR RICHARD BRANSON**

FOUNDER - VIRGIN GROUP



# INTRO VIDEOS

CLICK ON IMAGES TO VIEW VIDEOS



BRAND-INTRO (2019)

Human Impact Introduction | Human Australia



HURUN AUSTRALIA 2019

Event Series Overview



HURUN AUSTRALIA 2020

Sydney Gala Dinner Event Video

## WELCOME TO HURUN REPORT THE BENCHMARK OF ASIA'S RICH LIST

### Promoting Entrepreneurship through Benchmark Lists and Research

Hurun Report generates 8 billion views across all online and offline platforms of the Hurun brand last year, up this year on year, through putting out lists and research. (Data based on data month 2023) Established in 1994 by British Chinese Hongkonger John Hurun, Hurun Report Inc. has grown into a leading research platform based in Shanghai, Mumbai, Dubai and Sydney with an international reach across the world, best known for its China and India rich lists, and with 150 employees today.

### Hurun Research Institute 'World's Largest Rich List Provider'

These past twenty years have seen the fastest wealth creating period in the history of the world. Hurun China's Rich List reaches its 20th anniversary this year, and Hurun Global Rich List is in its 10th year. Some of other lists Hurun puts out include Hurun Global Self-made Women in the World, has been highlighting for over ten years the fact that over 70% of the world's most successful women in business hail from China. This has changed the way the world looks at Chinese women in business. Hurun China's Leadership List ranks the most powerful individuals in China and Europe in its 10th anniversary. Two more lists with an impact include Hurun Global Unicorn Index, ranking the world's most dynamic unicorn businesses, with a valuation of \$1 billion or more; Hurun Global 500, a ranking of the world's most valuable non-state-controlled businesses; and Hurun Most Successful University Alumni. Hurun India was founded in 2012. Hurun Research has launched Hurun India Rich List for the 10th time last year. Hurun Australia was founded in 2018 with a focus on research and analysis. From 2023, Hurun is building a platform to promote young entrepreneurs through our Hurun 100 program, giving young entrepreneurs of all ethnic backgrounds a platform to excel. Now Hurun Canada is launching this year in 2023.

**RUPERT HODGKINSON (HURUN)**  
CHAIRMAN & CHIEF DELAUSCHER

## WELCOME TO HURUN REPORT THE BENCHMARK OF ASIAN RICH LIST

### 'World Authority on Asian Ultra- & High Net Worth Individuals'

Recent research partners include major financial institutions, government financial authorities and CAGR500 multinationals. *Three breakthroughs* into this past year: Hurun Global Economic List, a ranking of the 1000 most respected economists in China, broken down by region and specialty; *Hurun Real International Network Ltd.* and *Hurun Creative Media Intellectual Property Ltd.*, its branch of the 'Hong Kong' of China, ranking those online results with the most valuable life. The Hurun Jet List ranks the top airlines also today in different countries for the 10th year and has become a household name amongst airlines particularly in the Asian community.

### Media and Events 'The Hurun brand gets 300 million views a month globally'

The Hurun brand has become one of the top media brands to become a household name across China *continent*. Recent partnerships include Alibaba, Tencent and Baidu with industry requested awards like the Silver Life award a year in China, with over 200 entrepreneurs from the Hurun China Rich List attending. *Hurun Report continues to expand across the world*. In the last year, Hurun Report has held events in Toronto, New York, LA, London, Paris, Istanbul, Luxembourg, Sydney and Singapore.

**RUPERT HODGEWORTH (HURUN)**  
CHAIRMAN & CHIEF DELUSIONIST

## OSCAR OF THE CHINESE BUSINESS WORLD

Huon Report is widely and positively positioned High-end brand. It is a sign of wealth and entrepreneurship. Huon Report is an internationally reputable research organization, founded many landmark film and research reports, including the most reputable and recognized Huon Report (Huon) as the "Oscar" of the Chinese business world.

## NEW MEDIA

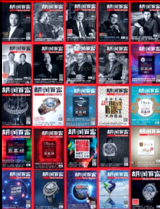
Huon Report New Media (including official website, WeChat public channel, Weibo) is positioned as the number one in the industry for the last 10 years in the Chinese community worldwide. Huon Report interviewed tens of thousands of entrepreneurs, created the most significant High-end worth individuals database, provided the public with insights to the secrets of their successes.

## TARGETED, IMPACTFUL & HIGH-END

Each year, Huon Report hosts over 100 high-end targeted events globally, including apexes, private brand-led function specific events and another 100 sub-brand events with sponsor partners, through experience marketing, precise target market influencing the influential opinion leaders.

## VALUE & VALUABLE

Huon Report is one of the most famous and impartial media brand for the Asian business world. Huon emphasizes on "Wealth Quality", targeting and providing value and services to the highest value Huon Asian market.



# INTERNATIONAL MEDIA REACH INFLUENCING THE INFLUENTIAL

Brand Influence:

## 200 MILLION

views per month influence across all Hubun platforms\*

Direct Media Reach:

## 1 MILLION

views per month which includes print media and digital media.

\*200 million views calculation is based on print magazine and print media readership, online magazine downloads, digital media readership, event platform distribution and external distribution networks, hotels, airports, partner brand distribution and awareness, direct emailing, online & social media sharing (average 1 in 10), other focus stations and brand influence, adds up to 200m annual views per month.



# [1] HURUN REPORT - PRINT MAGAZINES

## PRINT MEDIA ONLY DATA

A proven print magazine readership of 445,000, a controlled print circulation of 14,500 per issue, 20 issues per year; distribution includes over 7,000 leading wealthy entrepreneurs, out of which 1,000 are among the richest individuals from the China Rich List.

## DISTRIBUTION INSIGHTS:

**7,000**

ENTREPRENEURS

**43,000**

SUBSCRIPTIONS

**20,000**

VALUED PARTNERS

**44,500**

RETAIL & HIGH-END EVENTS

**1. HWY Database and Subscriptions: 43,000**

**2. UHNW Leading Entrepreneurs: 7,000**

(over 40 years of active and ongoing connections & relationships with the market - network and reputation entrepreneurs)

**3. Valued Domestic and International Luxury Brand Partners: 20,000**

(including luxury brands, business elite clubs, five hotels and airport lounges)

**4. Other Retail Partners Distribution & High-end Events Distribution: 44,500**

(high end events annually 100 events, including 100+ events semi-annuals plus another 100+ events semi-annuals on branded events with each event at 100,000 guests, in average, in 2019 one year alone 100 events hosted)





## HURUN OFFICIAL WEBSITE



Google | [www.hurun.net](http://www.hurun.net)

Sina | [www.hurun.com](http://www.hurun.com)

## HURUN REPORT WECHAT



Hurun Report Public Channel

## SOCIAL MEDIA PLATFORM



Hurun Report Weibo

Hurun Personal Weibo



## HURUN REPORT SCHOOLS GUIDE

Unlocking The Doors To The World's Best Schools

Hurun Schools Guide series is the definitive series of Chinese language guides to the world's best schools. This series systematically introduces to parents what they need to consider when sending children to study overseas, including information on top schools, selection standards and preparations.



## Rich List Series



Global Millennials  
Rich List

Global Women  
Billionaires List

University of Life  
Rich List

China/Egypt/Huron  
Rich List Alumni Report

Advanced Manufacturing Rich List

Gulf Top Made  
Global Rich List

Huron 30 Under 30 for  
China



## Lifestyle



Top International  
Schools in China

Gold Doctors of  
China

## Wealth Report & Index

Huron Wealth Report

Huron Global House  
Price Index

Happiness Index

Health Index

Luxury Consumer Price  
Index

Greater China Unicorn  
Index

## Awards

Most Respected  
Entrepreneurs Awards



Huron New Finance

China/Egypt/Huron  
Media List

## Marketing Research

Retirement planning &  
Healthcare

Overseas Property Needs of  
Chinese HNW

Global Trends of the  
Chinese HNW

Overseas Property Needs of  
Chinese HNW

Range Business Jet Owners

The Chinese Luxury Traveler

China HNW Gifted White  
Paper

Huron Designers

Shared Work Space

Whisky Consumption  
Behavior

HNW Millennials Lifestyle

9:00 AM - 11:00 PM

YOUTH FORUM

1:00 PM - 4:30 PM

BUSINESS FORUM

6:30 PM - 10:00 PM

AWARDS GALA DINNER

10:30 PM - LATE

AFTER PARTY  
(INVITE ONLY)





## HURUN X LUXURY LISTINGS REAL ESTATE AWARDS

This year marks the first Hurun X Luxury Listings Real Estate Awards, bringing together the top developers and realtors in Canada. Luxury Listings is the first to partner with Hurun to make Canadian real estate professionals and developers household names to the largest Chinese audience in the world.

At the awards gala, connect and develop relationships with top companies and professionals in real estate at the social gathering of the year, complete with panel discussions and an awards dinner gala.

For Canada real estate, 2020 was a lightning rod for activity and some of the biggest deals in the market. In 2021, it just keeps getting better. The Hurun x Luxury Listings Awards launches this December as the epitome of new ideas and partners, real estate insiders, and top-level decision makers seek to help them leverage this momentum into sustained growth. Don't miss a moment! Contact us today and be a part of where it all happens. April 28, 2022 in Vancouver.

## AUDIENCE & REACH

The Huron is Luxury Listings Awards attracts thousands of professionals across commercial and residential real estate, development, brokerages, financial services and investment, and professional services.



350M Impressions



3M Article Reads



5 Elite Panelists



500 Attendees



Sponsorship Spots





## CANADA EVENTS DOMESTIC PARTICIPANTS INFLUENCING THE INFLUENTIAL

Direct participants over all events each year in Canada:

**750 - 1,000 HNWI**

### PARTICIPANTS PROFILE:

#### • 2021 Data:

Non-Asian  
30%



Asian  
70%

Female  
40%



Male  
60%

- Top 1% of the business community
- C-Suite Executives
- Business Owners
- Seasoned Investors
- VIP Clients of Private Banks
- VIP Clients of Luxury Brands

# Hurun Report Canada Summit 2022

## Guest Profiles

- CIBC/Jingji Premium HNW clients
  - Brack Wealth VIP clients with net asset above \$1 million
  - C-Suite Executives from leading corporations
  - VIP clients of major private banks
  - UNO list of Entrepreneurs with company valuations at \$200 million
  - The Real Estate Industry Titans and rising stars
  - Hurun China entourage leading entrepreneurs and artists\*
  - UHNW & HNW individuals based in Canada, China\* and United States of America\*
  - Celebrity VIPs & KOLs
- [\*subject to Covid border policy]

## Media Exposure

- Selected Canadian and China media outlets. (incl. Daily Hive, Luxury Listings, VanPeople)
- Hurun Online (Wechat, Weibo, TikTok, and Youtube) and Hurun Print media worldwide
- Hurun Report will be covering each event across all Hurun media platforms.





Friday, April 29th, 2022

#### YOUNG ENTREPRENEURS PITCH

9:00 AM - 12:00 PM  
Rooms 100 - 108

Be impressed with the budding young minds of Canada!  
A veteran judging panel from our CEOs list and VCs.

#### HURUN CANADA BUSINESS FORUM 2022

1:00PM - 4:00PM  
Exhibition C+D

Listen and stay up to date on the newest trends and market  
analysis from our experts: CBC Top Wealth Management CEO of  
British Capital - Kevin Xu and more to come.

SCHEDULE



Friday, April 29th, 2022



## GALA DINNER

6:30 PM - 10:00 PM  
Exhibition Hall C-D

All the stars of the night, recognizing the talent and achievements of our storied alumni and Canada's best entrepreneurs. Unveiling the lists and award each CEO, unicorn, and disruptor.



## AFTER PARTY

10:00 PM - Late  
Exhibition Hall C-D

Pacific Blvd + Wedgewood Hotels Bar & Lounge

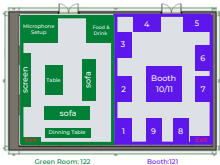
# SCHEDULE



- **Exhibition Hall C+D**
- **Green Room: 122**
- **Booth: 121**
- **Cocktail Bar: 120,119**
- **VR Rooms: 118**
- **Baron Capital & Enoch Wealth  
Room: 118 - 120  
1:00PM - 3:00PM**



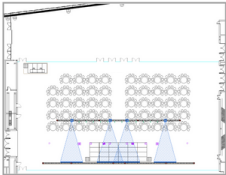
- Booth: 121 (36sqf/Booth)
- Green Room: 122
- Total Room Size:  
1298sqf  
Dimensions:  
30'11" x 42' feet



## Exhibition Hall C+D

### Event Gala Detail Following Order:

- CIBC Keynote Speaker
- Award Under30 Winners
- Award Unicorn and Gazelle Index
- International Ballet team
- Outstanding Developers Award
- Realtor Award
- Performer by Dashan



## Hurun Youth Forum

9:00AM - 11:00AM | April 29th 2022

Vancouver Convention Centre, Room 118-120, Fax: 200

Inviting the young minds and future generations who are solving and exploring the problems of tomorrow.

|

Three groups of students from Canadian universities will be pitching their idea to the audience and the judges and if lucky may just manage to convince them and bag an investor for their company.

Networking and understanding on how the venture market is like and what they look for when investing in startups and founders.



## Hurun Canada Business Forum

13:00PM - 16:30PM | April 29th 2022

Vancouver Convention Centre, Exhibition Hall C+D, Pac 500

Inviting the leaders of Canada up and coming industries to discuss the problems we face today and how they navigated.

|

The effect of Covid on the real estate industry and real estate companies will transition into the uncertain future.

What does sustainability mean to the company and corporate culture?

Investing in the New Era.

What does Blockchain mean for our future?



## Hurun U30s, Unicorns & Real Estate Awards Dinner Gala

18:30PM - 22:00PM | April 29th 2022

Vancouver Convention Centre, Exhibition Hall C+D, Pass 500

Celebrating the top real estate professionals, developers and young business entrepreneurs across Canada.



Speeches from VSP Council

Extraordinary performances

Unveiling the awards for each real estate professional, unicorn, and U30.

## Past Hurun Under30s to Watch



## Past Hurun Report Events





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## HURUN REPORT

### Contact us:

Hurun Director-Canada, Asia & ME  
Cell: (416) 363-8881

### Event Teams:

[ashley@hurunnorthamerica.com](mailto:ashley@hurunnorthamerica.com)  
[andy@hurunnorthamerica.com](mailto:andy@hurunnorthamerica.com)

