

WEx Luncheon Talk with Kathy Xu – How to capture opportunities amid China's economic transition

On 15 April 2015, HKEx's Women's Exchange invited Kathy Xu, founder and managing partner of Capital Today to speak on, 'How to capture opportunities amid China's economic transition'. CEO Charles Li welcomed Kathy, and Co-head of IT department Richard Leung acted as moderator. The event, WEx's second luncheon of the year, attracted more than 50 colleagues.



Charles introducing Kathy!

Kathy has 20 years of experience in venture capital and growth capital investments in China. In 2005 she founded one of the first private equity funds in China, Capital Today, with a vision of helping Chinese entrepreneurs build No.1 brands in China. With a focus on the consumer, retail and Internet sectors she has led several successful investments in China including JD.com, Tudou.com, Dianping.com, and Ganji.com.



Kathy sharing her stories

Kathy shared her personal views on how to become the winner in a niche market. "Do it first is more important than do it better," she said. Another tip is to encourage the companies to get rid of the 'little rabbits' – the non-performing employees that have been at a company for long and get along well with the founder.

As a big player in the e-commerce sector, Kathy noticed that over the past few years the online consumption pattern in China is shifting from low-priced goods to high-quality goods. For instance, Three Squirrels, one of the successful e-commerce companies invested in by Capital Today, managed to generate millions of revenue per quarter mainly by selling high quality nut products and delivering the products in an attractive wrapping with heart-warming details. This strategy enabled the company to capture a group of loyal customers while achieving a high price for its products.



Richard interacting with Kathy

When searching for potential investments, Kathy looks for good business model run by a trust-worthy and visionary founder. Kathy is an active investor who also serves as a consultant to the companies that she invests in and may help the founder to recruit the right people for the company if necessary.

Apart from successful investment decisions, Kathy also shared with us some lessons learnt over her investment career. For instance when the business model of an investee company proves ineffective in generating positive returns, the investor has to let go and focus only on companies that have the potential to be market leaders.

Last but not least, Kathy believes that success in any career is built on perseverance and hard work. In her 20-year investment career she worked 16 hours a day 6 days a week. She would like to inspire us with her story and deliver a message that with the right attitude, any man or woman has the potential to be expert in one field!



We all enjoyed it! – Vicky, Kathy and Richard

We thank colleagues for their support for this programme and welcome any feedback to help us improve our future events!

Contact the luncheon organising team Ann Li, Christine Cheung, Elizabeth Chan, Angel Wong, Jigyasa Dua, Liza Ko and Rachel Lee at WomenEx@hkex.com.hk