

## 毛区健丽女士在乔治华盛顿大学演讲“投资中国”

今天，在动荡的世界经济环境下依然能够快速发展的中国引来了世界各国人民的注目。拥有丰富中国投资经验又具有中西文化背景的美籍华人投资人兼商务顾问毛区健丽女士受到美国著名学府乔治华盛顿大学的邀请，于2010年3月10日前往该学府就中国的金融和投资机会进行了演讲。当天有大约200个来自乔治华盛顿大学的学生、学者和老师参加了会议。

毛女士演讲的题目是“投资中国”。她的演讲深刻而生动，首先她讲到为何来中国苦心经营30余年并一直将工作重心放在中国大陆。接着毛女士又谈到了她人生中最重要的一课“8848”。8848公司曾经是中国最早最大的电子商务公司。由于受到国际资金追捧，该公司未曾盈利就在6个月里募集到了5千万美元，并在8个月之后在纳斯达克上市，但是由于公司管理层的对市值期望过高，这个近乎童话的故事迅速终结了。讲完这个失败教训，毛女士展示了亚盛的一个成功案例-雷士照明。2006年雷士照明的股东发生纷争，公司总裁吴长江先生急需用钱，亚盛公司在此时向雷士提供了借款和投资，帮助公司渡过了这个难关。此后不久，亚盛与雷士共同组建了新的团队掌管了销售、市场和财务并为第二轮融资做好了准备。毛女士和她的团队不只是客户公司的财务顾问而且是公司的金融保姆！她帮助雷士招募了来自飞利浦的高管和全国最好的研发人员，他们在2007年全部到岗上任。目前雷士已经发展成为中国照明行业最大的生产企业之一。在演讲结束时，毛女士又同与会者分享了她认为的一个优秀投资人的成功之道。





乔治华盛顿大学美国中国商业协会

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Presents



**Monita Mo, Founder and President of Ascend Capital Partners**

**“INVESTING IN CHINA”**



**March 10, 2010 at 7:00 PM  
1957 E Street, NW in Room 113**



***Named in the 'Top 30 Most Influential People in Business and Politics in China in 2009.'***



Monita has a total of 25 years of experience in private equity, financial restructuring, and operating/financial management in China and the United States.

Monita started her consulting experience with Arthur Andersen NYC participating in mega M&A deals in the 80's primarily in the media and financial industries. She then started her accounting business in 1992 focusing in China. She advised banks from China and Taiwan conducting business in the US and assisted the earliest US investors investing directly in China. She structured and performed due diligence on these Chinese transaction, stayed on to monitor these companies post closing and helped them to achieve an exit, either by trade sales or IPO.

Ascend Capital Partners was founded in 2002 by Monita, expanding the concept of consulting + investing primarily in privately owned enterprises in China. Ascend is based in Beijing with 15 professions; half of them are accountants and the rest has investment banking and entrepreneurial background. Ascend invests with its principle capital, on seed round or pre-institution round.

Ascend has completed several exits in its investment and onto raising a fund to increase each of its investment size. Monita did many “the first kind of deal” for Chinese transactions. e.g. She invented the “sina-structure” to be used for foreign investment in many restricted business in China. She completed the first “reverse merger + PIPE investment” in 1995 for a state-owned coal company. She helped listed “the first IPO in NYSE” in 1991 for Brilliance Auto.

Monita graduated from Baruch College of CUNY with Master degree in Taxation and is a CPA licensed to practice in NY, NJ and California. She merged her accounting practice and presently is a partner of that accounting firm based in NYC. Monita does not perform any work for the firm but such arrangement helped Ascend to maintain an important relationship with China financial and regulatory institutions as the accounting firm serves ALL the banks from China.

*RSVP: Please e-mail Kristen Nicole at [kmnicole@gwu.edu](mailto:kmnicole@gwu.edu) if you are interested in attending, or RSVP in the GWork/GWorkSB workshops module.*