

Ms. Monita Mo's Speech at George Washington University "Investing in China"

Nowadays, the fast developing China has attracted more and more eyes in the world. Being an experienced and bilingual cultural foreign investor and business consultant in China, Ms. Monita Mo was invited by George Washington University US-China Business Association to give a speech regarding investment and financial opportunities in China on March 10, 2010. Over 200 students, researchers and scholars of George Washington University attended the conference.

An impressive speech was presented by Monita with the title of "Investing in China". At the beginning, she explained why it is China she stayed for over 30 years and stick almost all her business on it. And then, she talked about her biggest lesson in life "8848". 8848 used to be the first biggest e-commerce company in China. It never profitable but raised \$50M in 6 months and then being listed on NASDAQ in only 8 months, but the fairy story was ended rapidly because of greedy of the management. Monita also told another



successful case of Ascend – NVC Lighting. Being the white knight at the height of shareholders fight of NVC, Ascend provided finance aid to NVC in 2006 being the first investor of the company. Then Ascend worked with NVC to assemble an interim operating team to take over sales, marketing and finance to get ready to raise the second round of financing. Monita and her Ascend team were acting as a "financial housekeeper" and not just a financial consultant! She helped NVC to recruit best talent from Philips China, the best R&D people from all over China, all took place in 2007. Now NVC has become one of the biggest lighting fixture manufacturers in China. In the end of lecture, Monita shared her ideas on what make up a good investor.





乔治华盛顿大学美国中国商业协会

**THE GEORGE WASHINGTON UNIVERSITY
US-CHINA BUSINESS ASSOCIATION**

GW SCHOOL OF BUSINESS
F. DAVID FOWLER
CAREER CENTER



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 if you are interested in attending, or RSVP in the GWork/GWorkSB workshops module.