

## INFLIGHT PROGRAMME CATALOGUE

#### MAY 2017

#### CNBC DISTRIBUTION

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## **CNBC** Inflight Services

## CNBC offers a host of different options for your inflight entertainment needs.

#### Long Form

CNBC has a broad range of content in 30' or 60' formats across a variety of themes.

#### Live TV

CNBC is the number one business and financial news network on the planet. Make sure your passengers follow the markets, no matter what the altitude with a 24 hour global business briefing, from the start of trading in Asia through to the Closing Bell on Wall Street. **Our rights cleared channel is available for airlines globally.** 

#### **Clipped Content**

'Need to know' nuggets of current affairs, business and general news combining data, graphics and video. **1-3 minutes in length**, content can be delivered on a quick turnaround. Let us know your needs for a tailored solution.



## NA **CNBC RECOMMENDS**





#### CNBC Conversation: Shinzo Abe, Prime Minister

Defusing rising geopolitical tensions, tackling tough trade talks and rolling out economic reforms. In Tokyo, Akiko Fujita speaks exclusively with the Japanese Prime Minister about the challenges he is facing at home and abroad.



#### **Cloud Challenge: Health**

From remote surgeons to helping the elderly. We explore how cloud based solutions are dramatically changing healthcare.



#### Marketing. Media. Money: Heineken

Once promoted as the beer that "refreshes the parts other beers cannot reach". Heineken is launching an alcohol free version. As volumes for beer shrink, CNBC talks to its global CCO about marketing the brand in a highly competitive beverage industry.



## **SVA** FURTHER NEW SHOWS

#### CNBC Conversation: Haruhiko Kuroda, Governor, Bank of Japan

Yield curve control is just the latest weapon in the Bank of Japan's efforts to get consumer prices to rise. Find out as CNBC sits down with the governor of the Bank of Japan.



#### Sharing Economy

Bicycles are back on China's streets, thanks to a surge in bike-sharing. Mobike and Ofo are the two main players riding the boom but are the challenges worth it? We'll explore in our Sharing Economy special.



#### Managing Asia: Ronnie Chan, Chairman, Hang Lung Properties

Christine Tan asks Hang Lung's Chairman about his journey over the past two decades, his outlook for China, and whether he is grooming his son Adriel to take over.



## FURTHER NEW SHOWS

#### Managing Asia: Suh Kyung-Bae, CEO, AmorePacific

In his first-ever TV interview, the CEO of South Korea's largest cosmetics giant AmorePacific discusses his global ambitions, the challenges navigating China, and how he is expanding the family empire.



Managing Asia: Liew Mun Leong, Chairman, Changi Airport Group and Surbana Jurong

Master builder Liew Mun Leong is positioning Singapore's Changi Airport Group and Surbana Jurong for their next phase of growth and shares what it takes to build lasting companies.



#### The Edge: Singapore Smart City

Singapore is getting smart and has ambitious plans to become the most connected place on the planet. From virtual mapping to sensor tracking we take a look at the innovations that look set to change the lives of Singapore's 5.5 million residents.



## SVE FURTHER NEW SHOWS

#### **CNBC Debate: Talking Trade**

When it comes to logistics, funding and regulation what can be done to guarantee Asia's position as the world's trade leader? Join CNBC's Martin Soong as he talks trade, tariffs and infrastructure.



#### **CNBC Debate: ASEAN 50**

The CNBC Debate discusses the growth outlook as well as ASEAN's position in the world.



#### **Shaping the Future**

CNBC's Akiko Fujita reports on the ground from Innovfest Unbound, Southeast Asia's largest innovation event in Singapore, and holds a series of conversations with tech start-ups, venture capitalists and business leaders about tech trends that are likely to shape the region's digital future.





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#### 122 X 30 MINS

Christine Tan finds out what makes CEOs, entrepreneurs and other business leaders tick, what it means to be a business leader in the new global economy and goes behind the scenes to show how companies really run.







<u>Faisal Hussain and</u> <u>Navin Suri</u>

Synechron and Percipient Christine Tan talks to two **Indian fintechs** -- Synechron's Faisal Husain and Percipient's Navin Suri -- to find out how they are carving their own paths beyond just building codes and software.

Watch Now

Watch Now

David MacLennan Chairman and CEO Cargill runs one of the largest **food and agricultural empires** in the world. **American** MacLennan discusses his transformation plans and what it's like running the family-controlled business.

Cargill

<u>Chew Gek Khim</u> Executive Chairman

Singaporean Chew Gek Khim wants to be a major player in the securization of **real estate** and discusses with CNBC her growth map for the **investment group**.

**Straits Trading** 

Watch Now

Watch Now

<u>Guo Guangchang</u> Chairman

Fosun International

Chinese billionaire Guangchang talks about opportunities he sees in China, U.S. and Europe, recent major management reshuffle, and the thinking behind his investment strategy.

<u>Lance Gokongwei,</u> President

His father built an empire. Lance Gokongwei is now driving it forward. He talks about his flight plan for **budget carrier Cebu Pacific**, and the lessons he has learnt from his father.

**JG Summit** 

Watch Now

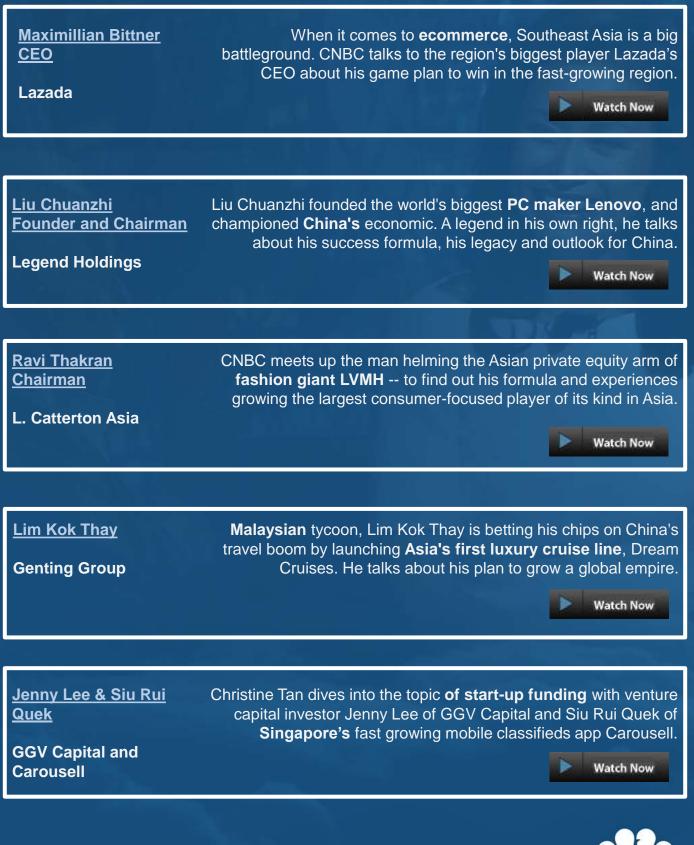


**Jaime Augusto Zobel** Jaime Augusto Zobel de Ayala talks to Christine Tan in Manila, his De Ayala new focus in social infrastructure, the Trump effect on the Philippines, and the secret to his Group's longevity. **Chairman and CEO Ayala Corporation** Watch Now Arundhati Bhattacharya India's most powerful banker talks to CNBC about the country's Chair demonetization move, merger plans and the inspiration behind her globally influential career. State Bank of India Watch Now Ross McCullough CNBC goes inside the world's biggest packaged delivery President company UPS to examine the hot battleground with Asia Pacific President, Ross McCullough. **UPS Asia Pacific** Watch Now Junyang Woon Drones have taken off in a big way, but the dogfight for supremacy is Founder and CEO intensifying. CNBC talks to Singapore start-up Infinium Robotics to find out his strategy in the competitive game of drones. Infinium Robotics Watch Now Achal Agarwal CNBC talks to Achal Agarwal of U.S. giant Kimberly Clark, the maker of Huggies diapers and Kleenex tissues, about expansion in Asia President Pacific, the global uncertainties and what motivates him. **Kimberly-Clark** Asia-Pacific Watch Now



MANAGING









#### <u>Ken Hu</u> Rotating CEO

Christine Tan travels to Shenzhen, **China** to talk exclusively with Ken Hu in his first television interview, about the global ambitions of the telecom equipment and **smartphone giant**.

**Huawei Technologies** 

Watch Now

Watch Now

Watch Now

<u>Jaime Augusto Zobel de</u> <u>Ayala</u> <u>CEO</u> In a special Managing Asia, Christine Tan talks to two of the **Philippines' top business leaders** to explore the opportunities, the challenges, and the leadership that will shape its future.

Philippine Stock Exchange

<u>Christopher</u> <u>Nassetta</u> President & CEO Christopher Nassetta is tripling **Hilton hotels** in **China** over the next few years. Despite global uncertainty, the entry of Airbnb and Starwood-Marriott merger, he says why he believes there is plenty of room to grow.

**Hilton Worldwide** 

<u>Daniel Zhang, Kunal Bahl,</u> Magesvaran Suranjan & Malina Ngai

Christine Tan talks to some of the **biggest players** in Asia to find out what it takes to win in this competitive market.

Alibaba, Snapdeal, Procter & A.S. Watson Group

Watch Now

<u>Axel Weber</u> Chairman Axel Weber of the **world's biggest wealth manager** talks about the prospects in Asia, the latest cost cutting efforts, and why he believes there's an over-reliance on monetary policy to fix problems in Europe.

UBS



Watch Now





# CHINA

# CHINA

#### 22 X 30 MINS

Eunice Yoon travels across the world's second largest economy to cover trends that are defining the new China and influencing the world.



CHINA





BAHRAIN QATAR

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## ACCESS MIDDLEEAST

#### 50 X 30 MINS

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Al Kuwayt

Al Manamah (1)

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Ad Dawhalt &

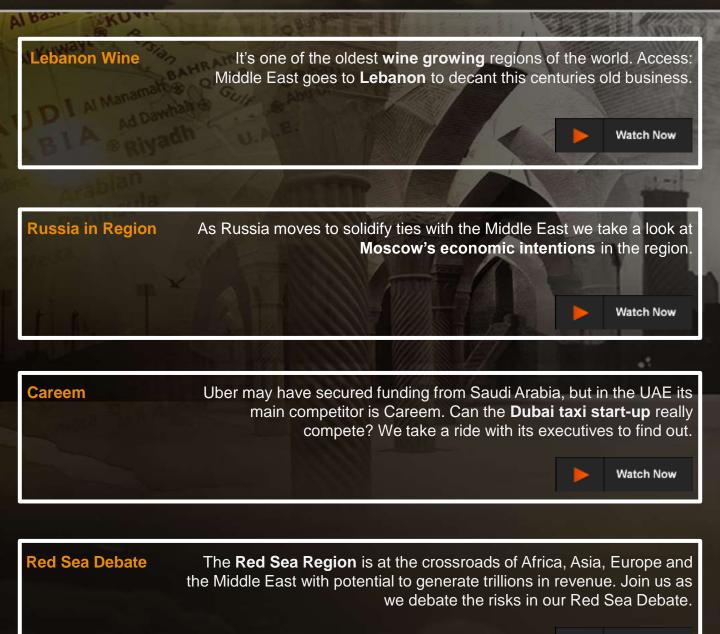
Riyadh

From top CEOs to entrepreneurs and philanthropists, CNBC profiles the men and women shaping the Middle East.



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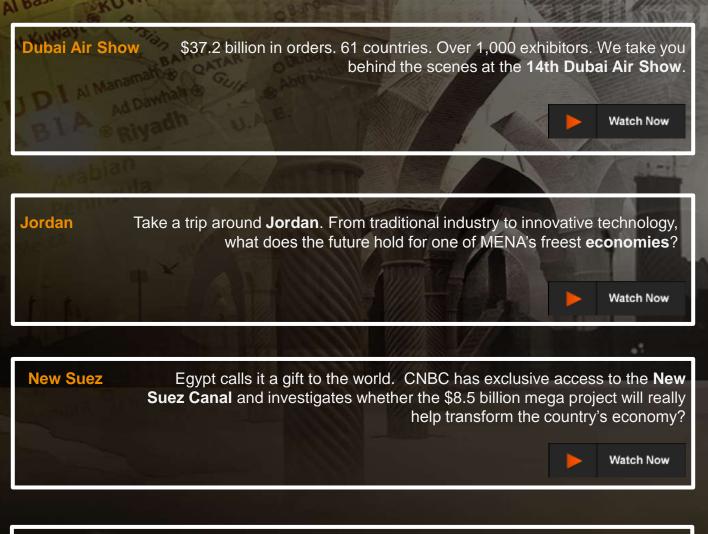


Watch Now

Saudi Arabia's fraught relationship with Iran, the fight against ISIS andMinisterwhat does a weak oil price really mean for the kingdom's economy?CNBC sits down with the Saudi Arabian foreign minister.

Watch Now





MIDDLEEAST

 King of Jordan
 An exclusive interview with His Majesty King Abdullah II of Jordan

 sets the scene for an in-depth look at Kingdom from regional instability to Jordan's 10 year economic plan.

 Watch Now





#### 6 X 30 MINS

Watch Now

Access: Africa spotlights the people shaping the region's economy and speak with the power makers within African business and politics.

#### **Episodes**

- 1. Ethiopia's Prime Minister, Hailemariam Desalegn
- 2. Ethiopian Airlines CEO, Tewolde Gebremariam
- 3. Qalaa Holdings
- 4. African Art Scene
- 5. Managing Director of Nubuke Investments, Tutu Agyare
- 6. Akhshish Thakkar, Founder, Mara Group & Mara Foundation

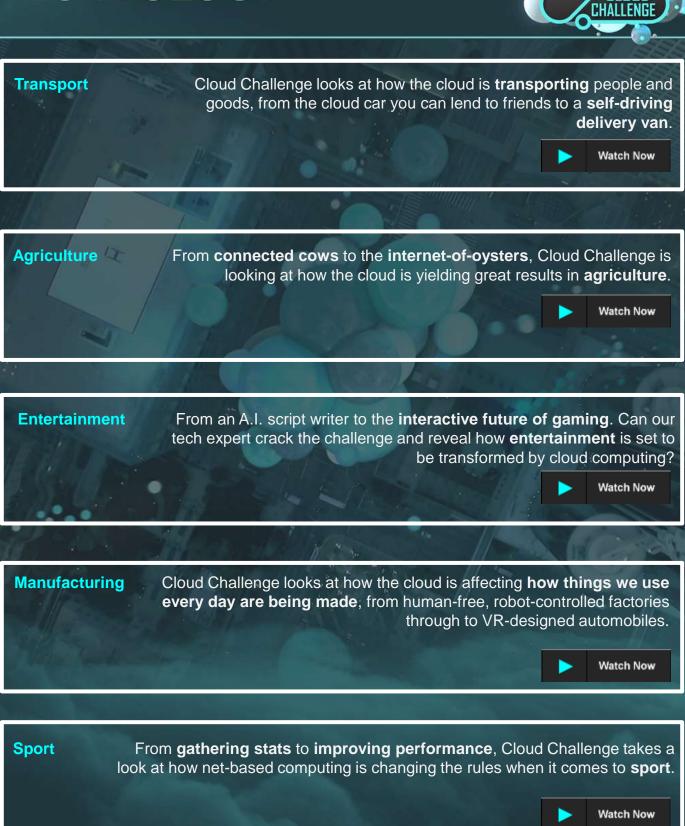




#### 6 X 30 MINS

Cloud Challenge de-mystifies emerging cloud technology and uncovers the visionaries who harness the power of cloud technology in surprising ways. From sport and art to healthcare and dairy farming, the series explores the cloud technology that is powering innovation and collaboration.









#### 40 X 30 MINS

The Edge explores the limitless potential of innovation, from how new products and ideas will shape our lives to their long-term investment opportunities.



#### **TECHNOLOGY Inside ITER** It's the nuclear reaction that powers the sun, but can it be replicated here on earth to provide near pollution free energy for all? The Edge looks at nuclear fusion with inside the international thermonuclear experimental reactor. Watch Now Mobile World We take you inside the world's biggest mobile trade fair. From Samsung to Robocar. what's set to change the way we live, work and play? Find out as Congress The Edge takes you inside MWC. Watch Now **Davos Disruptors** From the private space race to the future of Artificial Intelligence. CNBC's Arjun Kharpal talks to tech innovators at this year's World Economic Forum. Watch Now

Compilation From a mission to Mars to finding the god particle, which innovations are set to change the way we see the world? We look back to look forward, only on the Edge.

 Brexit
 The Edge take a trip to London to find what tech entrepreneurs, tech investors and politicians really want when it comes to the UK's divorce from the EU.

 Watch Now



Innovative Connecting India's 1.3 bil citizens is the big opportunity for global tech giants and local start-ups. In this episode of The Edge, Akiko Fujita looks at what's India driving the digital economy and meets some of the players in this space. Watch Now IFA Take a trip inside IFA, Europe's biggest consumer electronics show. We preview the latest products from the likes of Sony, Samsung and Fitbit. Watch Now Compilation An Edge special – take a look back at some of the highlights of this year to find out if the innovations and trends showcased have become the norm. Watch Now **DNA: The Future** The Edge looks at gene technology used by Olympic gold medallist Greg Rutherford. Can DNA analysis provide the winning formula for of Sport athletes looking for a competitive edge.

Alphabet A-Z

Do you know your ABCs when it comes to **Google's parent company**? Chairman, Eric Schmidt guides us through all you need to know.



Watch Now

Watch Now



611.4

#### 5 X 30 MINS

Watch Now

Meet the people and the companies that are transforming technology. Unparalleled access behind the scene of the world's disruptors.

#### **Episodes**

- 1. Hyperloop
- 2. Uber
- 3. Kevin Spacey
- 4. Davos Compilation
- 5. Will.i.am



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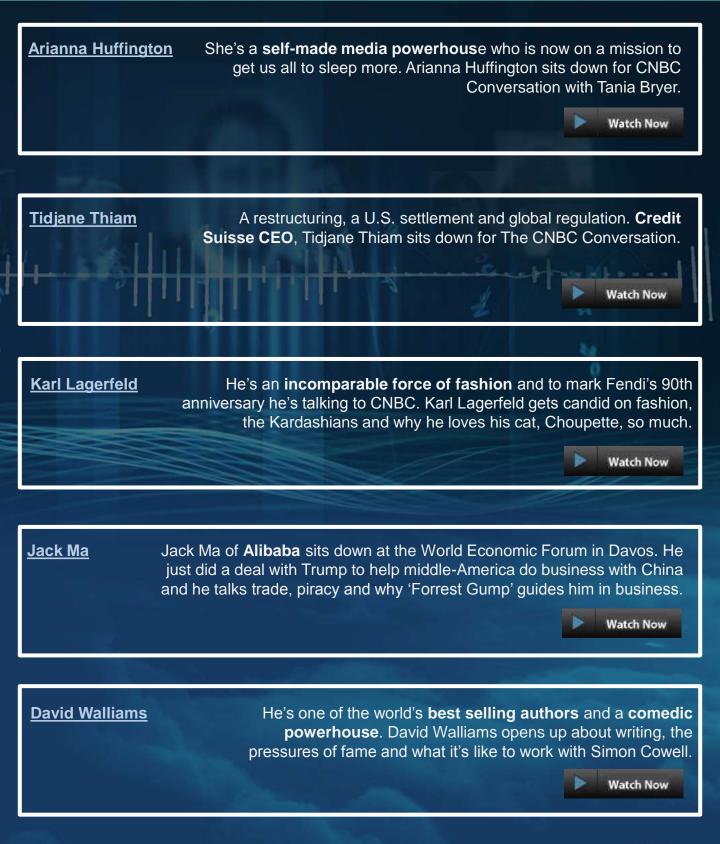


#### 45 X 30 MINS

Heads-of-state, global mega-stars and innovators; CNBC Conversation gets up-close and personal with the world's most pre-eminent individuals.

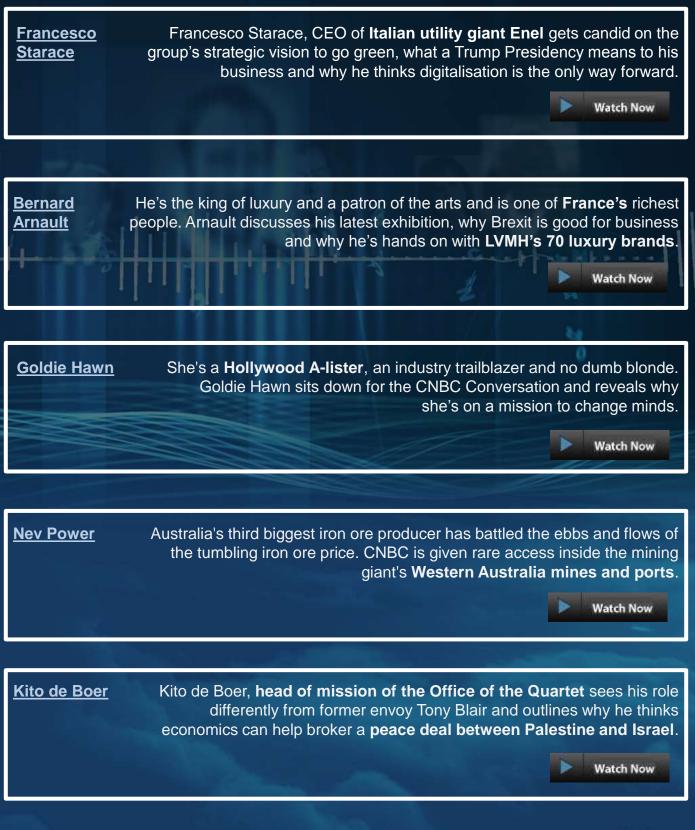






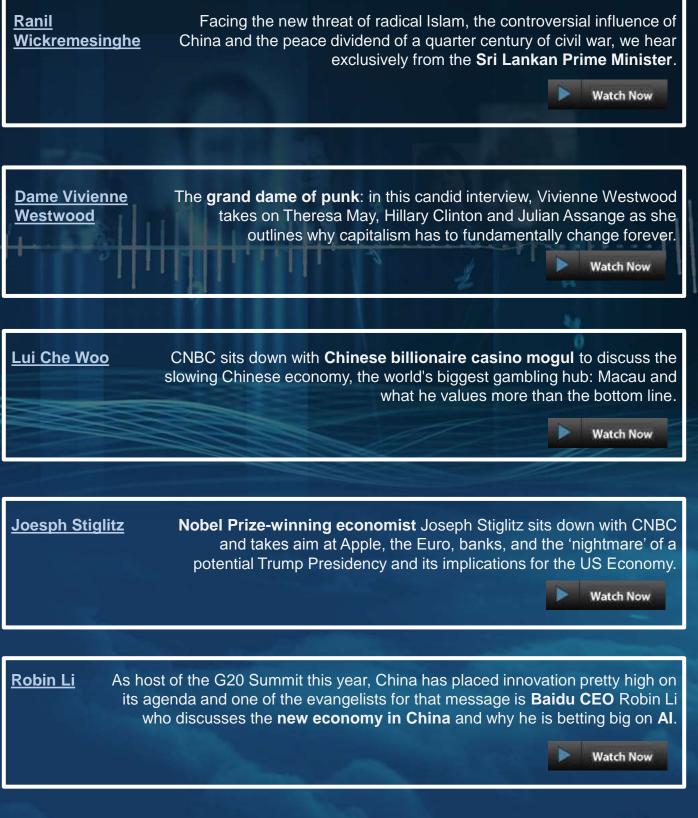






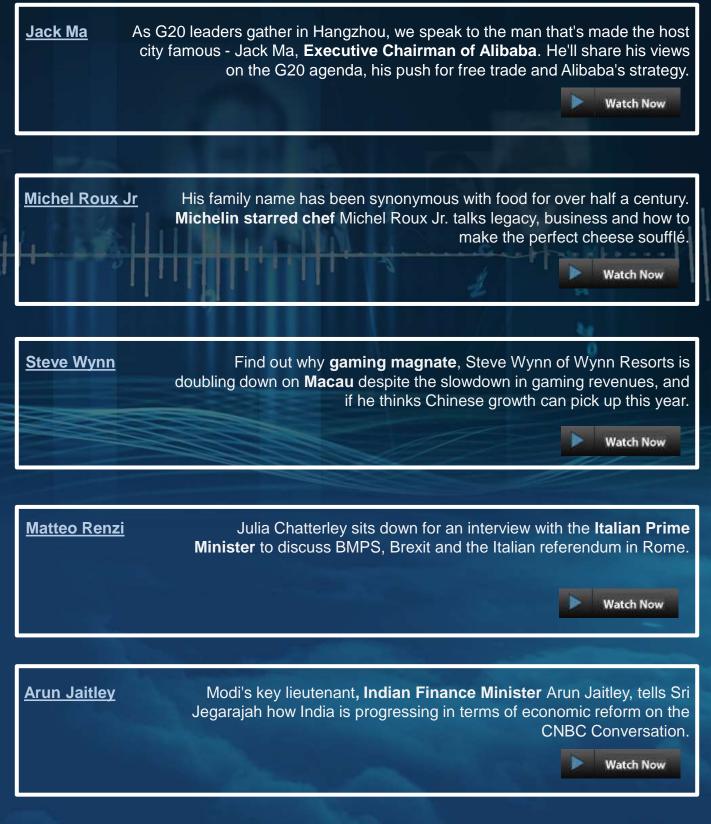














## MARKETING MEDIA·MONEY

#### 10 X 30 MINS

The advertising industry is undergoing unprecedented change and CNBC gets an inside view through the eyes of the world's most powerful marketers.



A COMPANY



Manchester City Football Club	<b>Football</b> is a huge money spinner, thanks in part to <b>sponsorship</b> . As Carolin Roth discovers, changing the sponsorship model is more than just splashing a logo on the players' shirts.
	Watch Now
<u>Mastercard</u>	The <b>most widely accepted payment card</b> on the planet, but Raja Rajamannar says it's a technology company rather than a credit card company. We look at how Mastercard's marketing muscle keeps it on top.
	Watch Now
Davos Special: Masters of Marketing Panel Debate	Does <b>being seen at Davos</b> make any difference in an interconnected world? Join CNBC's Carolin Roth and her panel of guests on the next Marketing Media Money.
Pearson Ec	ducation is the future! Well, for Pearson it is. We find out how the one time <b>media and publishing giant</b> is on a mission to now teach the world.
	> Watch Now

<u>Lego</u>

How is Lego managing to build its brand in the digital age? From '**The** Lego Movie' to The Beatles the Danish company's CMO, Julia Goldin reveals all.

Watch Now





<u>Christies</u>	CNBC goes under the hammer and behind the scenes with Christie's CMO Marc Sands. We find out how this <b>250 year old auction house</b> is artfully transforming its strategy in the current digital age.
	Watch Now
HSBC	It once called itself the <b>World's local bank</b> , but following crises and cutbacks, HSBC is stepping away from being everything to everyone. Find out why with the group's CMO, Chris Clark.
	Watch Now
<u>Analysing</u> <u>Adobe</u>	Known by many as the <b>PDF and Photoshop company</b> , Adobe's CMO Ann Lewnes faces questions on how she leads integrated marketing efforts worldwide to change perceptions and highlight the evolution of the brand.
<u>Unilever</u>	We explore an annual \$600 billion industry by talking to the decision makers that matter. <b>Unilever's CMO</b> , Keith Weed faces questions on what he's spending his company's money on in an age where the traditional rules no longer apply.
	Vatch Now



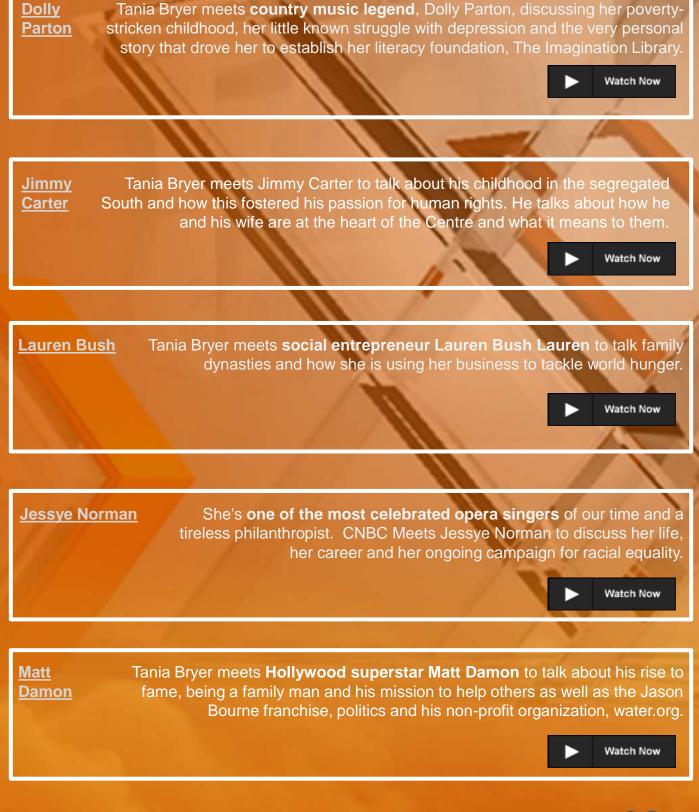
# **CNBC** MEETS

#### 23 X 30 MINS

Tania Bryer has been given unrivalled access to some of the famous names behind multi-million dollar organisations and brands to find out the motivation behind their success and their philanthropy.









# CNBC THANS

#### 13 X 30 MINS

Watch Now

Get the real story behind some of the most famous icons, the greatest companies and the titans who helped to build them.

#### <u>Episodes</u>

- 1. George Foreman
- 2. Ted Turner
- 3. Hugh Hefner
- 4. Donald Trump

5. Mervin Griffin

6. Steve Jobs

- 12. Barry Diller

7. Jack Welch

8. Proctor & Gamble

9. Milton Hershey

10. Jack Daniel's

11. Lee Lacocca

13. Leo Burnett



## LUXURY

## SECRET LIVES OF THE SUPER RICH

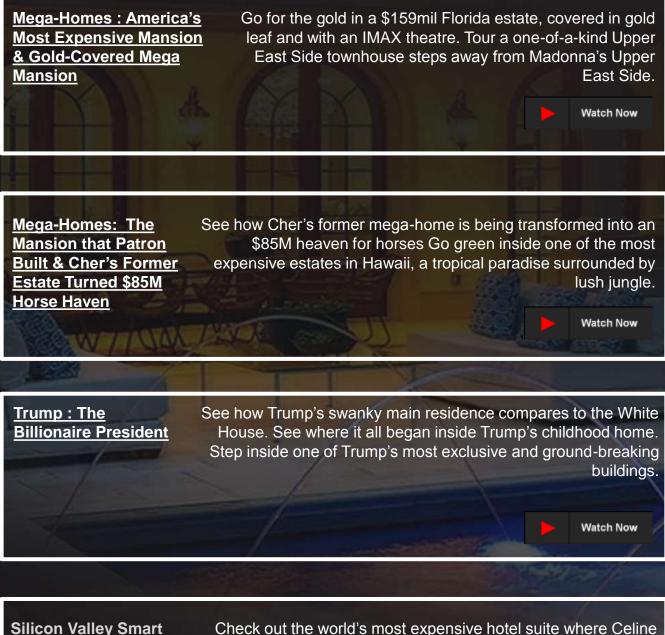
#### 45 X 30 MINS (5 SEASONS)

Secret Lives unlocks the mansion gates and lifts the velvet ropes to score you exclusive VIP access to a world inhabited by the wealthiest people on the planet.

1100



# SECRET LIVES OF THE



Season 6

Silicon Valley Smart House & The Most Expensive Hotel Suite in the World

LUXURY

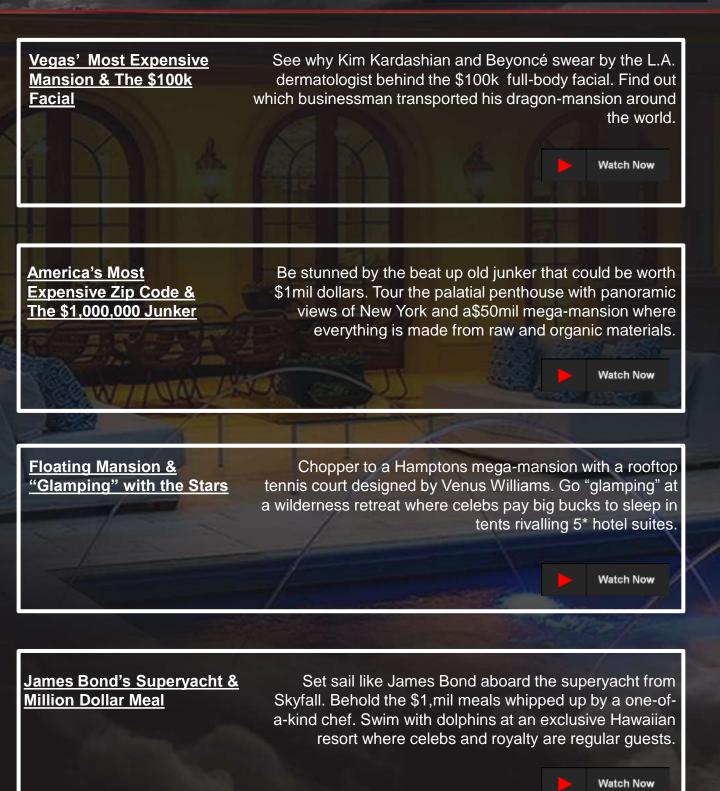
Check out the world's most expensive hotel suite where Celine Dion, Rihanna and Putin have shelled out \$82k a night for some unusual amenities and get a ticket to ride with John Lennon's vintage Mercedes-Benz.



# SECRET LIVES OF THE

Season 6





# SECRET LIVES OF THE

Season 6



America's Most Expensive Mansion & Floating VIP Suite Check out America's most expensive home: a \$250M mansion with bowling alley, exotic cars and full staff and sail on a \$450M ocean liner with house the world's most expensive floating VIP suite.

<u>The Mansion That</u> <u>Patron Built & A</u> <u>Diamond In The Rough</u> Take a tour of the nearly-\$50M party mansion that's the throne to an alcohol empire. Rock out with the giant rough diamond that's so unique, even a \$61M offer couldn't cut it.

Watch Now

Watch Now

Blockbuster Mansion & The Ultimate Power Wheels Be dazzled by the \$5mil stunner worn by Marilyn Monroe. Visit Disney World super-rich style, high atop your own castle and test one of the winningest Porsches on the planet that belonged to one of Hollywood's most beloved stars.

Watch Now

<u>New York's Finest</u> <u>Address & The \$3</u> <u>Million Hybrid Ferrari</u> Step inside one of the most prestigious residences ever to hit the NYC market, high atop the iconic Plaza Hotel. Toast with a \$2,5k cocktail in a Sin City watering hole owned by a music megastar.



SECRET LIVES OF THE LUXURY SUPER RICH Season 6 Swedish Supercar Travel to a Swedish fighter-jet hangar where carbon fibre is twisted & Luxury into one of the fastest supercars ever built. Ride a \$500K gold **American Tank** covered motorbike and the most expensive Porsche. Watch Now The Ultimate Ride shotgun from Stockholm to Sin City on a \$200M road trip. Check **Joyride & The** out the Mercedes SUV covered in bulletproof armour. Holiest Ferrari Watch Now **Bond Cars & The** Access one man's ultimate James Bond car collection. Hitch a ride with Porsche Outlaw the outlaw tasked to restore the most valuable Porsche in the world. Watch Now Trump's Chopper & Fly in Donald Trump's private helicopter he had decked out in gold. Sexy Lingerie Made Taste the most expensive dessert with toppings made of precious metal. And score the ultimate football helmet dipped in 24k and of Gold covered in diamonds. Watch Now **Gilded Las Vegas** Take a golden ticket tour of the factory where a \$2.5 million Patek

<u>Gilded Las Vegas</u> <u>Mansion & \$2.5</u> <u>Million Gold Watch</u> Take a golden ticket tour of the factory where a \$2.5 million Patek Philippe watch is made and meet the man turning everything to gold including a bicycle.



Season 5

Score VIP access to Michael Jordan's mansion and indoor basketball

LUXURY

## SECRET LIVES OF THE SUPER RICH





Season 5

# SECRET LIVES OF THE

The King of Yachts & Billionaire Heiress

LUXURY

Get a revealing look deep below a \$53M mansion. Go one-on-one with tennis star **Rafael Nadal** as he shows off his custom made \$775K wrist watch. Do Vegas like Bieber and "P. Diddy" in a secret penthouse suite.

Watch Now

<u>A Dreamy</u> <u>Desert Mansion</u> <u>& Sexy Lingerie</u> <u>Made of Gold</u> Have your breath taken away by a desert mansion inspired by Morocco. Lose yourself inside the most expensive mega home in Hawaii.

Watch Now

Watch Now

Watch Now

<u>The Sexiest</u> <u>Home Video &</u> <u>A Mega Yacht</u> <u>for Swingers</u>

Ride along on a \$500K gold covered motorcycle. Get a VIP townhouse tour with Ryan Serhant and board a \$55M mega-yacht for (golf) swingers.

The BCBG Mansion & A Handmade Super Car Be wowed by a fashion mogul's \$85M designer lair. Take the plunge in a \$1.5M personal submarine. Check out an unusual wrist-watch built for the wealthiest Star Wars fan.

Seasons 1-4

Include episodes such as: Bond Cars & Secret Jewel Room, The Nirvana Mansion & VIP Dog Hotel and A Royal Mega-Home & 60,000 Dogs.

Click <u>here</u> for screeners of Seasons 1-4.



## LUXURY



HOW I MADE, YMILLIONS

#### HOW I MADE MY MILLIONS 22 X 30 MINS

How I Made My Millions goes behind the curtain to reveal how everyday people have taken ordinary ideas and turned them into extraordinary businesses., showing that the American Dream is alive and well if you have the desire and the know-how to make it big.

#### AMERICAN GREED 117 X 45 MINS

American Greed examines the dark side of the American Dream: the scams, the schemes, the broken dreams...some people will do anything for money.





## ENTREPRENEURIAL

# LASTING

#### 4 X 30 MINS

Watch Now

Lasting Legacy goes behind the scenes of some of Europe's most successful family businesses, to find out how family life and company strategy cross over.

#### <u>Episodes</u>

- 1. Illy Family an Italian coffee powerhouse
- 2. Henry Poole Savile Row tailors
- 3. Faber Castell German stationary pioneers
- 4. Perrin Family Châteauneuf-du-Pape winemakers



## ENTREPRENEURIAL

# FOLLOW THE LEADER.

#### 6 X 30 MINS

Watch Now

Business journalist Farnoosh Torabi is on a mission to find out what makes the most successful business people on the planet different from the rest of us...

#### Episodes

- 1. John Paul DeJoria US billionaire entrepreneur
- 2. Lyor Cohen US music industry executive
- 3. Gary Vaynerchuck Social media ad whiz and digital visionary
- 4. Katia Beauchamp Founder of beauty retailer, Birchbox
- 5. Neil Blumenthal and Dave Gilboa Founders of eyewear powerhouse
- 6. Tracy Anderson Fitness entrepreneur



### ENTREPRENEURIAL

# Running <sup>in the</sup> FAMILY

### with James Caan

#### RUNNING IN THE FAMILY 5 X 30 MINS

S. C. S. C. S.

THE

BUSINESS CLASS

Family businesses are a crucial part of emerging economies. From creating a lasting legacy to nurturing the next generation of leaders, how do families Survive the key succession test and navigate the family business to new levels of growth?



Entrepreneur James Caan is joined by Experts from a cross section of industries to look at The progress of real businesses from around the UK and help them navigate their way to greater success.





## SPORT AND TRAVEL



## FIRST 🗇 CLASS

#### 6 X 30 MINS

Watch Now

Susan Li takes you behind the velvet rope to show you the most exclusive destinations and discover the hidden gems and ultimate indulgences.

#### **Episodes**

- 1. Singapore
- 2. Tokyo
- 3. Sydney
- 4. First Class Goes Gourmet
- 5. London
- 6. Bali



## SPORT AND TRAVEL



#### 10 X 30 MINS



CNBC investigates what goes on behind the Scenes in F1 and takes a closer look at all the technology, innovation and plain hard graft. That can make the difference between Victory and defeat.

#### Episodes

- 1. The Engine
- 2. The Driver
- 3. Aero Design
- 4. In the Pits
- 5. Monocoque Chassis

- 6. IT & Data
- 7. The Tyres
- 8. Fuel
- 9. Future
- 10. Best Of



## SPECIALS

<u>CNBC On</u> <u>Assignment:</u> <u>China Entrepreneur</u> <u>Club</u> CNBC reports from the annual meeting of China Entrepreneur Club. Hear **what top Chinese entrepreneurs and decisionmakers** have to say about China's economy, and what needs to be done to boost sustainable development in the country.

CNBC Debate: The Arctic Debate

Geoff Cutmore hosts a key note discussion on the **future of the Arctic** with the **Presidents of Iceland, Finland and the Russian Federation** from the Arctic Forum.

<u>CNBC On</u> <u>Assignment:</u> <u>Betting On Asia</u> Akiko Fujita takes a look at the state of play in **the gaming sector in Asia**, plus the entry of a new player on the block, **Japan**.

Watch Now

Watch Now

Watch Now

CNBC Debate: Future of Jobs What's the biggest issue when it comes to employment? Automation, nationalism, protectionism or gender bias? A panel of experts debate the issues could see your job change in the future.

Watch Now

CNBC Debate: Healthcare

From big data to the selfie culture. A panel of experts discuss the trends that are set to **revolutionize global healthcare**.

Watch Now

<u>CNBC On</u> <u>Assignment:</u> <u>Frieze</u>

It's one of the biggest events in the global arts calendar. CNBC takes a tour inside the Frieze Art Fair.

## SPECIALS

**CNBC** Debate: As global leaders prepare for the Trump era and a major reset of US Trade & the trade policies, our panellists discuss challenges and opportunities for **Trump Effect** world trade in the new year. Watch Now How can 21st century investors help fuel the technological energy CNBC Debate: revolution? Join CNBC and leaders of innovation and investment in the Future Energy sector at the World Economic Forum in Davos to find out more. Watch Now A \$77 trillion dollar industry facing unprecedented change. From new **CNBC** Debate: The Future of regulation to tech innovation, this is the asset management guide Investing Watch Now **CNBC** Debate: Geoff Cutmore asks the CEOs of UBS, Lloyds, BoA, JPM & VTB what **Global Banking** issues are set to influence the global banking sector going forward. Will Outlook it be Trump, Brexit or regulation? Watch Now **Fowl Plav** CNBC takes a closer look at what's ahead for China, the top global exporter with tips from a Feng Shui master on how to improve your fortunes. Watch Now We look at firms that cater to experience desires, and how existing The Experience companies are changing to gain access to the experience economy. Economy Watch Now



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