

The **FISCHER ROSS GROUP**, Inc.

LECTURE MANAGEMENT

Yue-Sai Kan

Emmy-Award winning television producer, entrepreneur, fashion-icon, best-selling author and humanitarian, Yue-Sai is the first American TV journalist to connect the East and West cultures, and the one-and-only Chinese American TV host to open the eyes of millions of Chinese to the outside world. *People* magazine called her, "the most famous woman in China," and *Time* magazine proclaimed her "the Queen of the Middle Kingdom." She received the "Women's Entrepreneurship Day Business Pioneer Award" at the United Nations.



Yue-Sai was born and raised in China, but educated in the United States. Later she adopted U.S. citizenship. In the early 70's, she formed "Yue"-Sai Kan Productions" and created her first major TV production, a weekly series called "Looking East," which introduced Asian cultures and customs to a growing and receptive American audience. The series garnered critical acclaim and won dozens of awards. As described by *The New York Times*: "Few people are able to bridge the East and West, but Yue-Sai Kan can, and does it with beauty, intelligence and grace." The series "Looking East" stayed on the air for 12 years, the last 2 years on the Discovery Channel. Based on this and other work, Yue-Sai is credited as the first TV journalist to bridge the East and West.

In 1984, PBS invited Yue-Sai to host the first live broadcast from China on the occasion of the 35th Anniversary of the People's Republic of China. Two years later the television series "One World" produced and hosted by Yue-Sai aired on China's national television network CCTV, with a weekly viewership of 300 million, giving many Chinese their first glimpse of the outside world. Her broadcast captivated the entire nation and made her a household name. Both the script and video were later used as teaching materials in schools across China and her easy television style has influenced a generation of TV journalists in China. In the United States, Yue-Sai's other TV credits include the ABC documentary "China Walls and Bridges", which earned her a coveted Emmy Award. "Journey through a Changing China", which was syndicated across the country, was so powerful that it was publicly lauded in The Congressional Record. The popular series "Mini Dragons" and "Doing Business in Asia", broadcast on PBS, fed the West's growing hunger for information on the East. A corporate version of the series was created and thousands of copies were sold to corporations and university business schools around the globe. Yue-Sai has continued to produce a variety of television series aimed at raising the Chinese consciousness about the latest international lifestyle trends, including segments for the popular TV programs "Half of the Sky," "Yue-Sai's World" and "Yue-Sai's Expo." Y-ue; has filmed in more than 25 countries, created thousands of programs, and had her programs broadcast all over the globe.

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In 1992, Yue-Sai Kan successfully transformed herself from a TV personality to an entrepreneur, by creating the “Yue-Sai Cosmetics” brand— recognized by over 90% of the Chinese population today— and started a revolution by encouraging Chinese women to be proud of their image.

The brand grew into China's leading cosmetics company, selling products in over 800 outlets through 18 regional offices in China's major markets. According to a survey by the official Statistical Bureau, the Yue-Sai brand has brand recognition of 95 percent! Forbes reported that Yue-Sai has become "China's new role model and is changing the face of the Middle Kingdom, one lipstick at a time". In 2004, L'Oreal purchased Yue-Sai Cosmetics Ltd. and the Yue-Sai brand name for its cosmetics line.

Yue-Sai Kan has written 9 best-selling books in China, making her the first to dispense valuable tips in television production, beauty and etiquette to the modern Chinese. This includes "Yue-Sai's Guide to Asian Beauty" which provides instructions on basic makeup techniques, which instantly became a must-have handbook for the Chinese woman. She introduced international social standards to China with her book "Etiquette for the Modern Chinese", and her books "The Chinese Gentleman" and "The Complete Chinese Woman" served as virtual training manuals for volunteers at the 2008 Beijing Olympics and the 2010 Shanghai World Expo. "Exquisite Spaces, 25 Top Interior Designers of the World" is a coffee table book featuring design philosophies and tips from world-class designers, and their works. It was the first time that an interior design book of such magnitude was made available in China. Her latest publications, "Life Is a Competition" and "99 Ways to Live a Charmed Life," aim at promoting young women's all-round development.

In the educational and humanitarian areas, Yue-Sai Kan has established a fund that builds schools and awards scholarships to outstanding but poor students in high schools and universities in China. In 2002, UNICEF named her, alongside other international leaders and celebrities, as its first and only Global Chinese "Say Yes for Children" Ambassador. She is also involved with the Shanghai Soong Ching Ling Foundation, one of China's biggest charitable organizations committed to improving the health of mothers and children and the Committee of 100, which is composed of outstanding Chinese Americans. Under her chairmanship, the 2010 annual Shanghai Soong Qing Ling Foundation charity event raised over 1.5 million US dollars. To acknowledge her charity work, the Foundation sanctioned the establishment of the China Beauty Charity Fund. Yue-Sai was appointed Ambassador and Chairman of the Governing Committee. The foundation is dedicated to the betterment and advancement of women and children through education, health and cultural programs worldwide.

Yue-Sai Kan is the first and only living American featured on a Chinese postage stamp which was issued in 2002, the first time a living American was thus honored. Again she was honored in 2005, when she received an updated stamp to keep up with her new style, a true tribute to her ongoing impact in fashion and journalism. Her official website is www.yuesaikan.com. and you can read her popular Chinese micro blog at www.weibo.com/jinyuxi.

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