

# Mr. Chen Ping

Founder of TideiSun Group (1990 – present)



TIDEiSUN  
泰德陽光集團

# A Life of Enlightenment, Vision, and Futurism



Entrepreneur

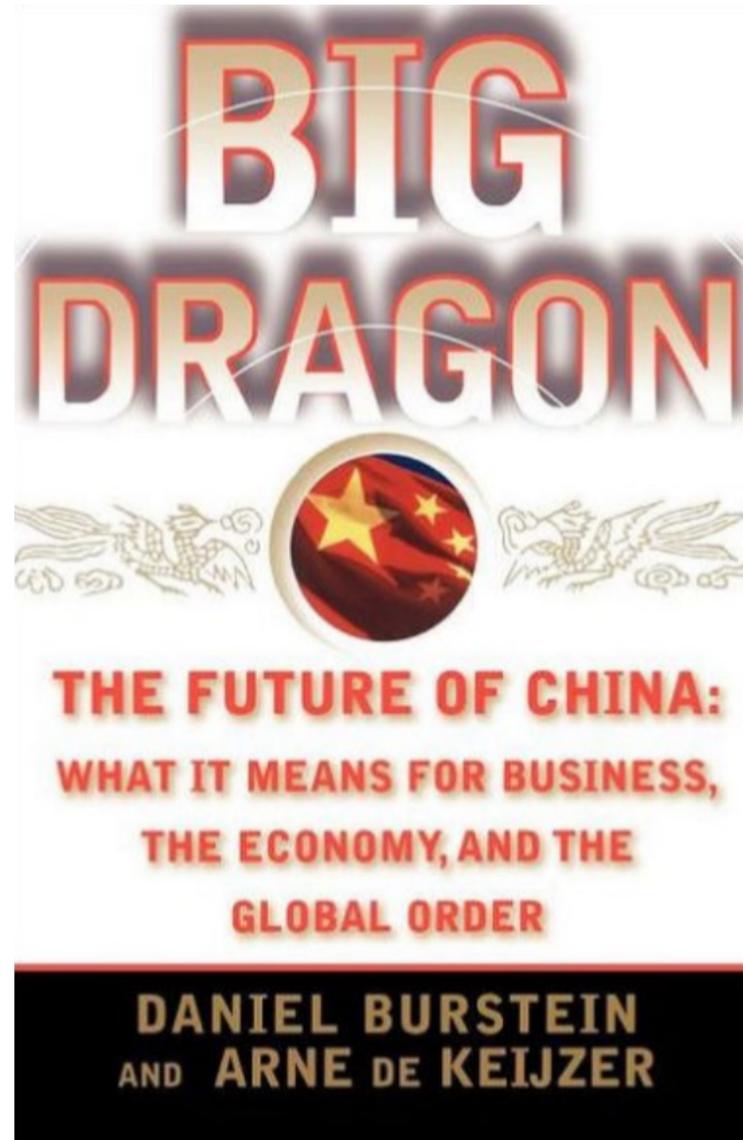


Politician Brain



Ideologist

# Entrepreneur – Capital Maverick




 Big Dragon, The future of China: What it means for business, the economy, and the global order” is written by **Daniel Burstein**, long time advisor to Black Stone.

Episode 12 of “Big Dragon” as “Chen Ping, the Adventurer” describes Chen Ping as the making of the earliest venture capitalist and investment banker, returning from a joint venture with the Rockefeller's to emerge as “the magician of capital management in China from the early 90s. When Black Stone’s chairman **Stephen A. Schwarzman** invited Chen Ping to his office, Ping was pleasantly surprised by a copy of the “Big Dragon” on his desk.
 



Letter to Asian Readers

## Chapter 1

The New US-China Cold War

## Chapter 2

The Story between the Eagle & the Dragon

## Chapter 3

**Episode 12: Chen Ping, the Adventurer**

## Chapter 4

Beyond the Cold War

# Entrepreneur – Capital Maverick



With the Rockefeller Family



With Prince Williams  
查爾斯兄弟

## Episode 12: Chen Ping, the Adventurer

- “Hello, I am Chen Ping. If I don’t make any mistake, I will become the wealthiest private citizens in China.” It is in this provocative ways that the ebullient Chen Ping likes to greet economists like **Milton Friedman** and other devotees of the free market.
- “As far back as 1973, I wanted to break the double bondage of human life: economic and political.”
- Chen has no capital... and made his way to Hong Kong, where he went to work as an import-export agent. The next six years were filled with adventures reminiscent of the old **Horatio Alger** stories, with a spot of **Lee Iacocca** thrown in.
- At times, Ping seems to be **Forrest Gump’s twin**. Like Gump, he finds himself in amazing places at historic times. Unlike Gump, however, he consciously exploits these coincidences of history to build his dream.



- The book author also compared Chen Ping to Asian **Donald Trump** per their similarity in real estate. Coincidentally, the two did later meet each other through introduction of mutual friend media tycoon **Rupert Murdoch**, after Chen Ping acquired a well-known satellite TV channel, Sun TV.
- The business was made for **mavericks** like Chen Ping. Many made fortunes in Chinese real estate in the early 1990s, but few did it with as much style and marketing flair as Chen Ping.
- “If I could make contribution to economic strategy, that is because I could bridge Europe and Asia with a marriage of two sides.
- Beyond the whims, what really drives him and China’s **emerging entrepreneurial elites** is to be recognized and respected.

# Entrepreneur – Advisor for Malaysia

Contribute to Malaysia for the following:

- ✓ Industrial Manufacturing 4.0
- ✓ Internet of Things
- ✓ 5G Network and Infrastructure
- ✓ Distributed Cloud Storage
- ✓ Blockchain Technology
- ✓ Digital Economy
- ✓ Higher Education



**PERBADANAN PRODUKTIVITI MALAYSIA (MALAYSIA PRODUCTIVITY CORPORATION)**

Peti Surat 64, Jalan Sultan, 46904 Petaling Jaya, Selangor D.E., Malaysia.  
Tel: 603-7955 7266, 7955 7050, 7955 7085, 7955 7172, 7955 7190, 7955 7232, 7955 7341  
Fax: 603-7957 8068 (Blok Inovasi) 7955 1824, 7960 6264 (Blok Produktiviti) 7954 0795 (Promosi)  
Lorong Produktiviti off Jalan Sultan, 46200 Petaling Jaya, Selangor D.E., Malaysia.  
<http://www.mpc.gov.my>

(Badan Berkanun di bawah Kementerian Perdagangan Antarabangsa dan Industri - MITI)



Ref : LI/isun0001  
Date : 1<sup>st</sup> August 2019

To  
Mr Chen Ping (陈平)  
**iSUN International Group**  
U.S. Headquarters  
235 West Boylston Street  
West Boylston, MA 01583

#### Invitation as international advisor

Warmest greetings. As you are aware, Malaysia has witnessed a historical political change in 2018.

Malaysia is undertaking major reforms in various aspects including economy, legal institutions, administration, and so on. The new government aims to transform Malaysia into a rapid growth economy with sustainable developmental programs.

In the view of your vast experiences and international network, I am confident that you, Mr CHEN Ping could offer valuable ideas and inputs for policy formulation to create a dynamic and productive ecosystem for Malaysia. Further I would also like to seek your assistance to promote Malaysia as an investment destination especially in the aspect of hi-tech industries, digital economy, education, etc.

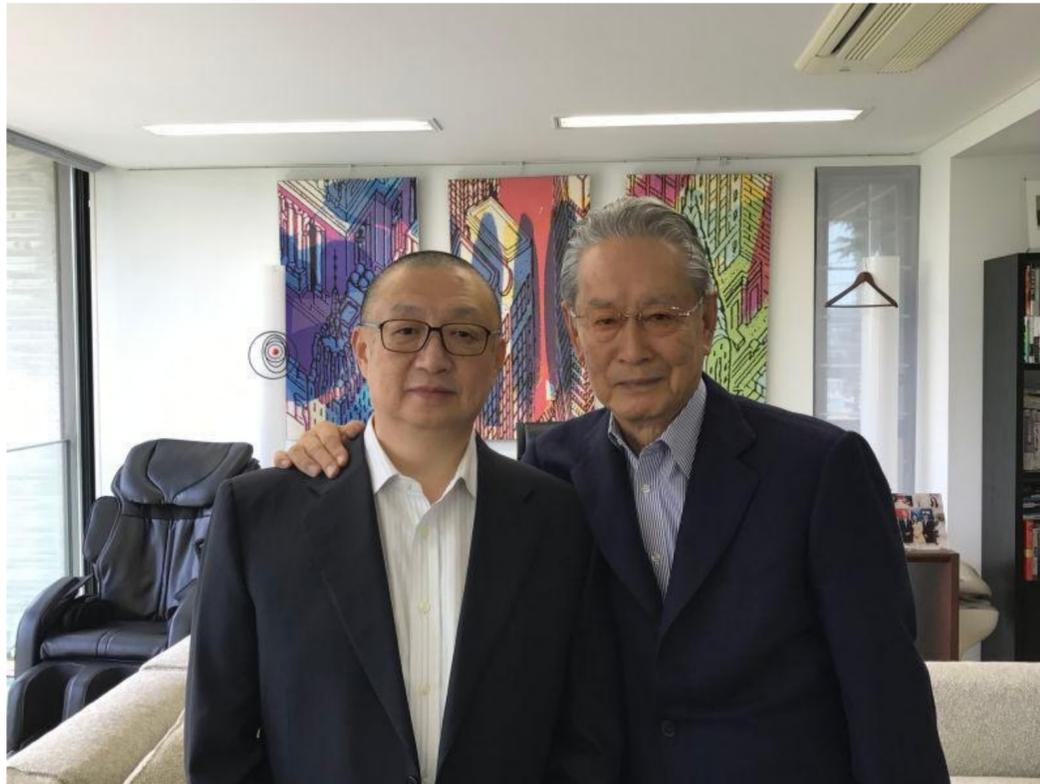
I hereby invite you to join my team of advisors to bolster international investments and advanced technologies into Malaysia.

A handwritten signature in black ink, appearing to read 'Tian Chua'.

Tian Chua  
Chairman of Malaysian Productivity Corporation

# Entrepreneur – Partner of Sony from 1995 to 2004

Chen Ping is a great personal friend of Sony's chairman **Nobuyuki Idei** as they share a lot of common vision and philosophy. TideiSun Group served as a decade-long strategic partner of Sony as Sony's original design manufacturer for floppy disk, occupying 76% of Chinese market and capturing more than 50% of global market share.



# Entrepreneur – Capital Maverick

Of all the businesses Chen Ping has experienced, by far the most notable are his dealings in capital operations, merge & acquisition, restructuring deals across various industries. He is highly skilled and often regarded as the “magician” in restructuring of businesses, mergers and acquisitions, listing and delisting, in many cases turning non-performing assets into performing ones.

Chen Ping’s impressive success in capital operations marched into the textbook of **Wharton MBA** courses and the **M&A library of Shanghai**; this allowed him to venture into new uncharted territories.



With Israel President Perez



# Entrepreneur - Founder of TideiSun Group (1990 – present)



TideiSun Group's FinTech Division



TideiSun Group's R&D Division



TideiSun Group's Media Division – Sun TV

# Entrepreneur – TideiSun leads FinTech

## TideiSun Group

Recognized as

APAC **CIO** Outlook TOP 10  
BLOCKCHAIN  
TECHNOLOGY  
SOLUTION PROVIDERS - 2019

An annual listing of 10 companies that are at the forefront of providing blockchain technology solutions and transforming businesses

Annie Johnson  
Annie Johnson  
Managing Editor



APAC **CIO** Outlook TOP 10  
BLOCKCHAIN  
TECHNOLOGY  
SOLUTION PROVIDERS - 2019

## TideiSun Group Distributed Banking and Exchange



Ms. Robin Xie  
CEO

for hackers to access sensitive information, thus increasing the risk of identity and asset theft. Enhancing the transparency of transactions and making them secure as well as seamlessly auditable is Hong Kong-based TideiSun Group, a provider of enterprise applications based on public blockchain. "Blockchain is beyond pure technological revolution, its outreach will profoundly change the human society's structure like the steam engine did centuries ago. Creating trust, credibility, and equal opportunity out of the trust-less world has been our goal since the founding of TideiSun in 1992," states Mr. Chen Ping, Chairman of the company, a well-quoted entrepreneur and scholar most known for satellite station, Sun TV.

TideiSun Group pilots the migration of organizations from traditional systems to new, emerging technologies and facilitates a better and more efficient way of transferring liquid as well as digital assets. "We bridge the gap between digital assets and fiat currencies, promote the exchange and management of digital assets, and accelerate the enterprise adoption of the blockchain," states Ms. Robin Xie, CEO of the company and former Wall Street veteran. To enable users to start banking with just phone numbers or email addresses, TideiSun offers iSunOne, a banking solution on blockchain offered to 2 billion unbanked population, which combines deposit, trading, withdrawal, global payment into one single step, along with eliminating the threat of cyberattacks. "The distributed and decentralized nature of public blockchain helps the company's solutions detect frauds more effectively. We use proprietary cryptographical sealing to execute millions of transactions per second at a lower transaction fee on the public blockchain," states Mr. Jun Ma, CTO of the company and early Bitcoin player, who first adopted the "proof of work" methodology in high-end advertisement service industry since 2008.

**F**inancial institutions have been undergoing an extensive digital transformation for quite some time now and are increasingly embracing online banking. Today, these institutions keep track of users' complete banking activity and collect their data the way Google and Facebook do, which has a direct impact on consumers' financial freedom and privacy. In addition, centralized exchanges or trading platforms that function like traditional stock markets are known to maintain control over all transactions and store private keys that users access their accounts with. This makes it simpler



Mr. Terence Tsang  
COO

We bridge the gap between digital assets and fiat currencies, promote the exchange and management of digital assets, and accelerate the enterprise adoption of blockchain

In addition, the company offers TideBit, one of the largest and safest fiat-to-crypto currency exchanges in Hong Kong, along with crypto-to-crypto exchange—Tideal—that is primarily active in Southeast Asia with more than 100,000 users. With TideBit, the company dominates around 60 percent of the Hong Kong fiat to crypto market, owning up to 50,000 Bitcoin in a city where one to two percent out of six million people buy or trade Bitcoin. "TideBit is the world's first exchange to offer Hong Kong dollar to Ethereum, EOS and Neo trading, in additions to its ability to receive and send USD, Euro, and Turkish lira," states Mr. Terence Tsang, COO of the company. All of these exchanges record everything on the public blockchain.

TideiSun functions with fiat currencies, XPA, Bitcoin, and Ethereum—an open-source, public blockchain-based distributed computing platform that generates the Ether cryptocurrency. Using these currencies as collateral, the company issues its own stable tokens for multipurpose digital transactions. The advantages of these offerings can be best exemplified by TideiSun's contract with a chain of dentists spread across five different locations in Taiwan. The client had issued their own tokens for transactions without any thorough research of the ecosystem, whereas most of the customers who weren't aware of Bitcoin or Ethereum preferred to pay using fiat currencies. TideiSun developed a customized business solution that



Mr. Chen Ping,  
Chairman

catered to both the crypto and non-crypto payers, enabling point-to-point payment with zero transaction fees. The solution proved easy-to-use and had resemblances with PayPal, except for being based on public blockchain.

TideiSun also offers a decentralized, point-to-point lending platform named Ccredit, which allows users to borrow real-world assets or fiat currencies with the interest being paid in Ccredit tokens. The platform generates unique credit contracts and creates smart protection funding contracts to help lenders get funding. The company is currently developing a private chatting room to make sure the private key is held only by the respective user and that their sensitive information is not stored or encrypted in any server. "We think it's significant to combine privacy chatting with peer-to-peer payment system, and the chatting room will hit the market within two months," concludes Robin. **ACQ**



Mr. Jun Ma,  
CTO

# Entrepreneur – TideiSun FinTech Ecosystem



Blockchain-based full disclosure information chain



Strong authentication system based on time, place and participant signatures



Proof of ownership based on the public-private chain



CI Token



Used to



Exchange into Bitcoin Anywhere



Spend through MasterCard



In Fact



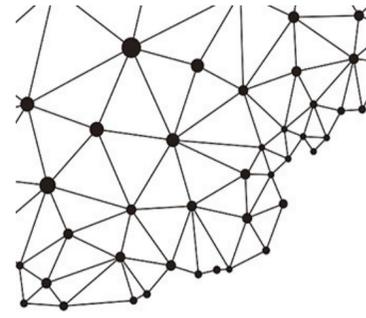
Real Money!



QR Code



NFC



Public Chain

Herbs SASAKI	Water 帕米尔天泉	Wine EDUARDO M. MIROGLIO TENUTA CARRETTA
Ecofriendly PETA Phytocide 100% DYNASTY BIO-TECH	Beauty GOLDBLUE 肌極	Food 羊脂籽米 KING OF BEARD
Clothes PROFI	Electronics KeyXentic Inc.	Medical Ebd

**Traditional Markets**  
Consumer spends while investor saves. Interests of consumers and investors are divided.

**Token Markets**  
A token holder is the consumer as well as investor the same time, enjoying both commodity from consumption, and possible capital gain from investment.



# Entrepreneur - Timeline of TideiSun Group

## ● 1990

Chen Ping founded Tidetime Technologies.

## ● 1994

Tidetime's real estate division becomes one of the largest privately owned and operated Real Estate conglomerate, with assets in Beijing, Shanghai, Wuxi, Shenzhen, Shenyang, Dalian etc.

## ● 1998

After the Asian financial crisis, Tidetime seized the rare opportunity to acquire "PengPengI" from Samsung group, the first 3D RPG game.



## ● 2000

Tidetime performed a series of M&A events, including the acquisition of Chinese All Digital which later listed in Shenzhen stock exchange.

## ● 2007

After collaboration with Sony ended, Tidetime transformed into high-end manufacturing: 4K advertisement boards, displayed in CBDs in Beijing, Shanghai, Guangzhou, Shenzhen, and Taipei.



## ● 2005

Tidetime aquired Sun TV, a licensed satellite TV station recognized by 1.3 billion chinese speaking community, forming TideiSun Group.



## ● 2008

Proposed and began investment in iSunCloud, a next-generation hardware and software system. iSunCloud uses individual homes as cloud nodes and user nodes as a mutual cloud service.

## ● 2017

Cryptocurrency exchange TideBit began operations in Hong Kong and became the largest Asian bitcoin exchange within 18 months.



## ● 2019

iSunOne, a distributed blockchain banking service, rolls out from five years of R & D effort from TidePay, a crypto payment solution. It focuses on private chatting and wealth management.



## ● 1995-2004

Tidetime started a ten-year strategic collaboration for floppy disk ODM for Sony, occupying 76% of Chinese market and capturing 50% of global market share.

# Politician Brain - China



“ In 1984, at the height of Chinese reform, a national symposium for young economic scientists was held in Moganshan, Huzhou, Zhejiang Province. The famous symposium was later called the [Moganshan Conference](#), and there Chen Ping led the East China team as the deputy of the Open Strategy Group. The in-depth strategic reform he proposed at the conference was considered seriously by state leaders at the time and later became a pillar of modern Chinese development, leading to [the implementation of “Open Door Policy”](#) six years later.



# Politician Brain - China



With Chinese President Xi



During this period, Chen Ping turned his sights to a wider area and eventually entered the CITIC International Research Institute – an advanced think tank with a direct line to the decision-makers behind China’s reform. Later, Chen Ping became Premier [Zhao Ziyang](#)’s advisor.

Chen Ping is pro-democratic and focused on encouraging and implementing China’s reform, including topics like “China’s countermeasures for a new technological revolution”, “Building an Eurasian diplomatic bridge”, “Establishing policies to support high-tech development districts”, China’s Industrial Vision”, “Shenzhen Economic Zone Special Report”, “Social Ecology” and so on. Many of the solutions and suggestions have been incorporated [20 years later](#) into recent advances in China’s rapid social practice and development, such as “[The Belt and Road Initiative](#).”



# Politician Brain - Japan

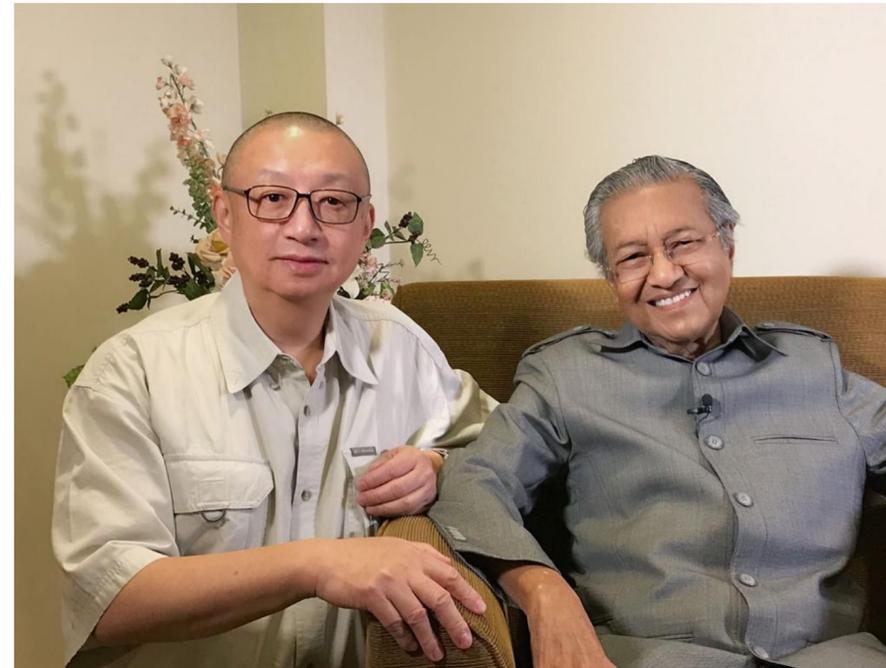


TideiSun Group has long term business partnership with Sony and Toyota stemming from both a tight strategic partnership and a similar business style formed out of trust and dedicacy. Sun TV walks you through Japan's most prominent political families and outlines their vision on the past, present, and future of the development of Japan.



# Politician Brain - Malaysia

“ Sun TV is the only media publicly announcing support to Anwar Ibrahim’s pro-democratic movement, Reformasi, at Anwar’s low point of his political struggle even when Anwar was unfairly indicated and later imprisoned. Chen Ping helped bring together opposition parties ten years ago, made their promotional material for free out of humanity and philanthropic support. All those help and support led to the opposition party to successfully win the democratic movement and the nearly impossible presidential and cabinet election in Malaysia recently. ”



With Malaysia President Mahathir

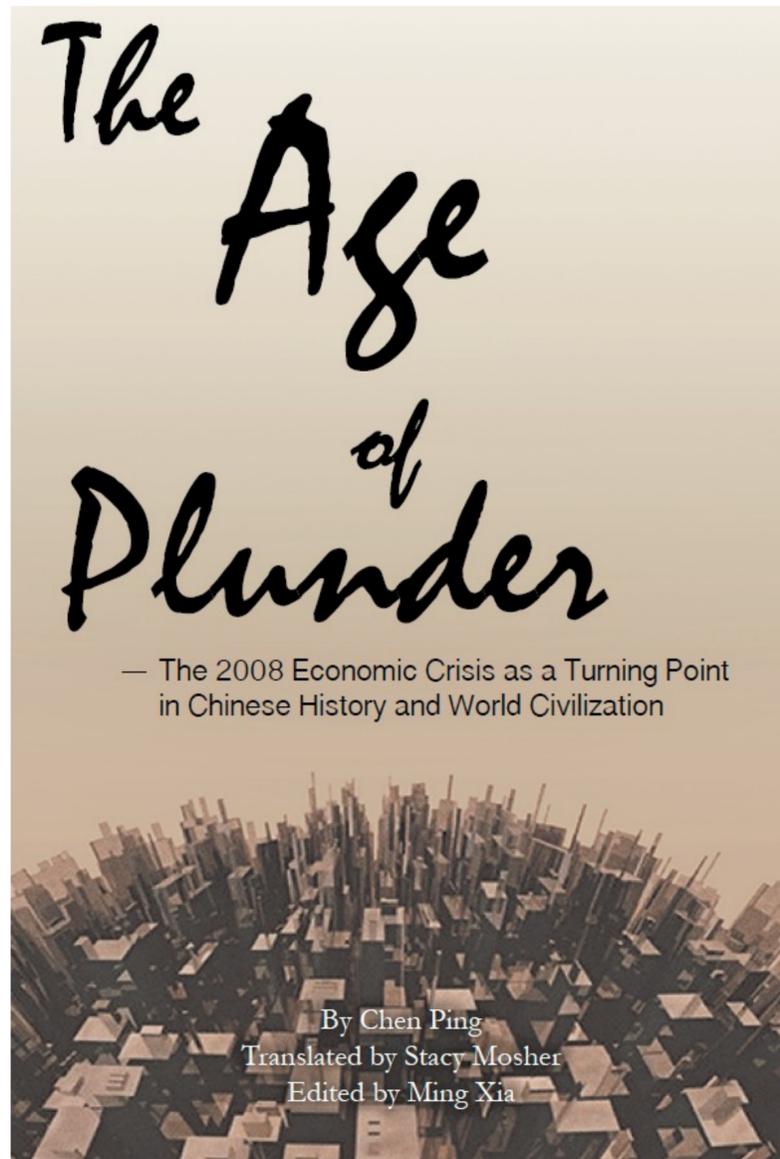


With Malaysia 2<sup>nd</sup>-in-hand Anwar

# Politician Brain - Taiwan



# Ideologist - The Age of Plunder



In 2008, as the world financial crisis devastated the economy and on the eve of a larger socioeconomic crisis, Chen Ping keenly observed and pointed out that the 2008 crash was not the same as previous capitalist cyclical economic crises. Rather, it was the crash of a global development model that plunged its corresponding values and social systems into a deep dilemma. In other words, since the crisis of the US subprime mortgage system, the growth model of the globalized modern industrial civilization has come to an end.



Prediction  
&  
Implication

## Chapter 1

Debating the “China Model”

## Chapter 2

An Analysis of the “Global Financial Tsunami”

## Chapter 3

On “China’s Choice”

## Chapter 4

Setting the Foundation for Democracy

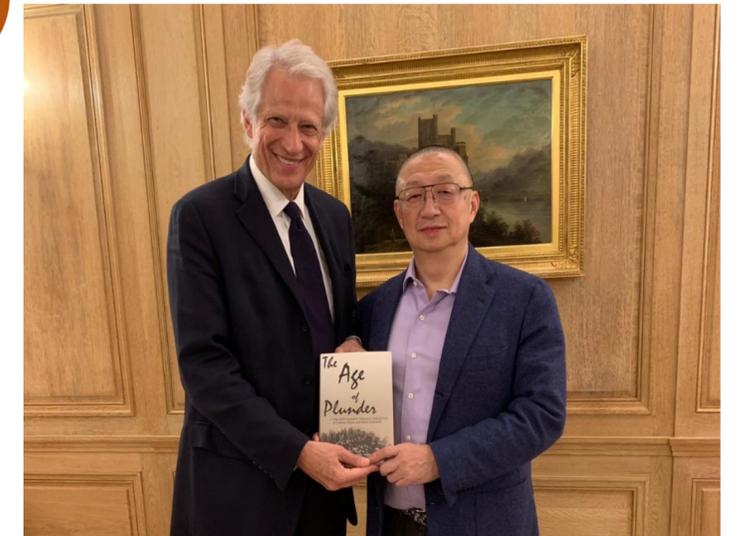
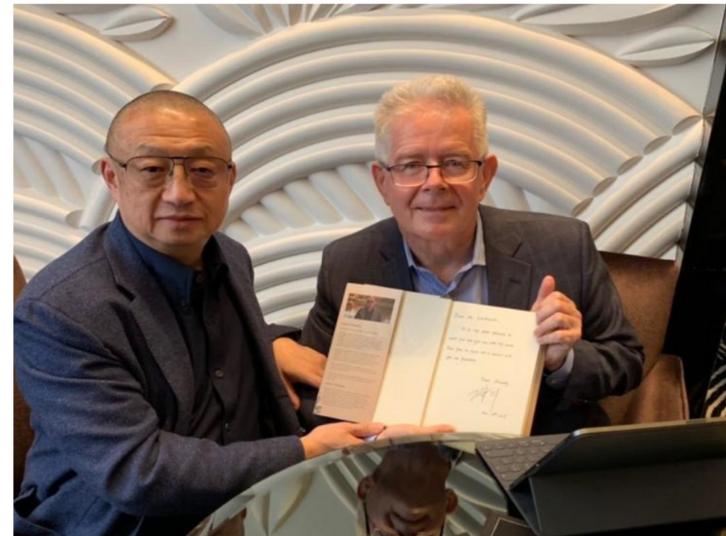
# Ideologist - The Age of Plunder



The Age of Plunder recorded Mr. Chen Ping's public comments during 2008 - 2011. It is about the 2008 Economics Crisis, its pathogeny, its long-term reverberations and its implications for China's future. The author indicates this great crisis hasn't fully subsided and it's an irredeemable crisis of the "one-legged capitalist" social apparatus.

The author predicted and called for a new civilization (following the industrialized civilization) to overcome the prolonged, painful era of decline. A new emancipation movement is needed to break through the vested interests and mainstream values, to foster new cultures, new ways of living and to build a more fair and equitable democratic society with sustainable economic growth.

In China's perspective, the author proposed that China's party-controlled development model in the past 20 years is in a historical turning point. China has to rebuild a new republic and democratic state with new system, culture and value to achieve sustainable development.



# Ideologist - Sun TV

● 2001

The formal launch of SunTV. SunTV then obtained the non-domestic television program service license in Hong Kong, 2001.

● 2005

Chen Ping, the current Chairman of iSun, acquired SunTV and established the channel's orientation on culture, history and free speeches.

● 2008

SunTV started to produce a documentary on Malaysian opposition leader Anwar and the Reformasi Movement.

● 2009

The audience of SunTV, a channel which is targeted at global Chinese and Chinese-speaking communities, exceeded 100 million.

● 2011

2011 iSun launched the holographic magazine iSun Affairs and the iSun Chinese Documentary Awards.

● 2012

iSun became an omnimedia group with SunTV, iSunTV, iSun Affairs and iSun Chinese Documentary Awards Center as its core businesses.

● 2015

SunTV set up the Japan Bureau and started production on a documentary for the former Japanese PM Yukio Hatayama. SunTV also started to work with the Malaysian government for a documentary for the Malaysian PM Mahathir.

● 2016

SunTV started to use blockchain and AI technology, producing a series of programs on new economy, thus is called "the first and best blockchain industry media platform".

● 2018

SunTV was developed into iSun Media Group, and three digital multimedia production and broadcasting bases were set up in Hong Kong, Taipei and Beijing.

● 2019

continues to expand its production and is launching a series of documentaries on global politicians.

[ Independent Spirit

- Independent Viewpoint
- Independent Production
- Independent Capital



陽光衛視

Public Instrument ]

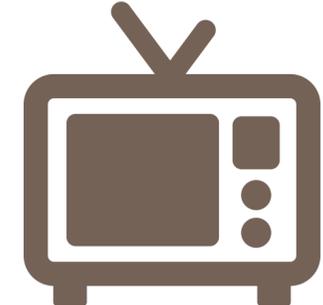
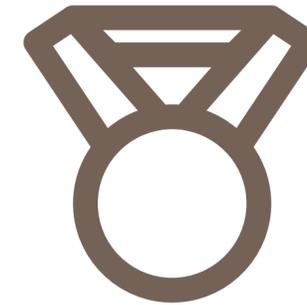
- Public Platform
- Public Vision
- Citizen Values



# Ideologist – Sun TV



These two programs were talk shows hosted by Chairman Chen Ping. Commenting on topics varying from philosophy, history to current events, he put together more than 300 well-known guests to have open discussion and free debate including He Weifang, Zhang Yihe, Lu Yaogang, Li Rui, Zhang Sizhi, Zi Zhongxun, etc. On this electrifying platform where minds meet and diverse, top Chinese public intellectuals and scholars gave independent viewpoints about the most controversial social, political and historical issues.



## MIDNIGHT / DEBATE



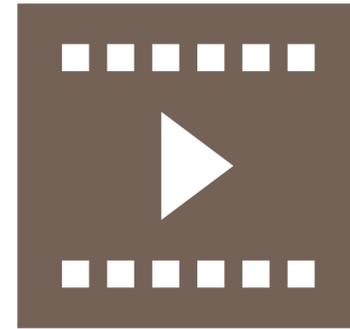
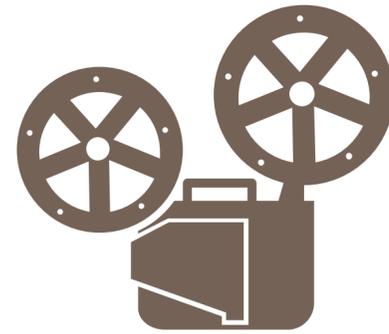
**“The Chinese public intellectuals who are blacklisted by the government, could finally talk freely about politics and everything in Midnight and Debate on SunTV.”**

–Asia Weekly



# Ideologist – Sun TV

2019



THE GREAT MAHATHIR



REFORMASI



THE HATOYAMA

# Ideologist – Sun TV



Chinese Satellite

**24** hour

Coverage

**30 million**



# Ideologist – iSun Affairs



The iSun Affairs started as digital-only in August 2011, becoming the first Chinese international news omni-media. It converted into a weekly print edition for sale on newsstands in 2012. It enjoyed great social influence for its credible news and authoritative insights from across Asia and won several major awards of news publication. It was banned in mainland China and later suspended publication to restructure in 2013.



## Society of Publishers in Asia (SOPA) rewards iSun Affairs

