Yue-Sai Kan

**Chinese Entrepreneur Charms Simmons Audience**
**By Paula Levis Suita**

Although petite in size, the aura and accomplishments of Yue-Sai Kan make her one of the most five most influential women in China according to *Fortune* magazine.

The keynote introductory speaker at the Leadership Conference, Yue-Sai Kan is a unique combination of entrepreneur, best-selling author, television journalist and humanitarian. The founder of Yue-Sai Kan Cosmetics, the first major beauty products company in China, she went on to produce and host the first television documentaries to promote East/West relations, including the Emmy Award-winning *China Walls and Bridges*. She followed this with a series of best selling books that serve as primers to the Chinese people on makeup, etiquette for the modern Chinese businessman, how to be a beautiful, modern, and successful woman and the ten rules of sex education, among others.

Reminding the audience that when she first started her businesses, very little of the Western world was known in China, Kan told the crowd about the tremendous growth in the country during the past twenty years. “For the first time ever China launched a record number of Initial Public Offerings (IPOs) in the stock market – the first year more than the U.S.,” she said, and added that very positive things are happening there.

“I merely saw a need and I tried to do something to fulfill it,” she said, discussing her success in the cosmetics business and her follow on entrepreneurial, TV work, and publishing ventures.
Kan told the audience that there are three questions that have become the guidelines to everything she does. “If I say ‘yes’ to all three, then I will go ahead and do it.” The questions are:

- **Do I have the special talent to do this?** “*Everyone has a special talent as something.*”

- **Am I passionate about this proposed project?** “*Passion will allow you to overcome all of the problems you will encounter. If you do not have passion, you cannot continue the project year after year and overcome daily obstacles.*”

- **Is what I do good for other people?** “*This takes you out of yourself and allows you to see a much bigger picture.*”

  “Notice that I never once talked about money,” she said. “If you have special talents, are passionate about what you are doing, and if you are fulfilling a need, the money will come. Money should not be the first objective of what you want to do in your life.”

  Impeccably dressed and coiffed, Kan received a standing ovation for her speech, and was recognized by a commentator from the floor for “being a powerful force of nature and breaking barriers that bridge East and West.”

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