

# The Inaugural Meeting of the China Global Enterprises Forum

Hosted by:

Ningbo Government

Center for China and Globalization (CCG)

China Association for International Economic Cooperation

Smadja & Smadja Strategic Advisory

September 23-24, 2016, Shangri-La Hotel, Ningbo

President Xi Jinping unveiled the One Belt, One Road Initiative in 2013 and gradually put it into practice, which is of great significance to boost Chinese enterprises going global. One Belt, One Road will create a lot of new opportunities in various fields, and also indicate the establishment of closer and more extensive business and economic ties between China and its neighbors. Recently and for the first time, the Chinese Government has launched the “International Capacity Cooperation” policy which is not only a significant move to maintain the high-speed growth of the economy, but also to create the framework to promote China's new round of high-level opening to the outside world and enhance the its international competitive advantages. At present, China has become the world's third largest foreign investor. With the expansion and diversification of the scope and breadth of foreign investment, Chinese companies increasingly are establishing themselves as global investors.

As the global industrial distribution network has formed, Chinese global enterprises have gradually come to realize that they need to solve many problems and challenges to be successful in their outbound strategies: How to adjust to international industry standards and boost institutional innovation? How to improve the company's internal abilities? How can the traditional enterprises deal rapidly changing trends and patterns? What are the opportunities and challenges facing multinational corporations in China? How to strengthen international economic and trade cooperation and talent competition?

Ningbo, the eastern port of origin of the Maritime Silk Road, was named "China's most attractive city in the year 2015". As China's economy is faced with transformation and upgrading, the China Global Enterprises Forum, under the theme "world market -- seeking transformation and development, promoting industrial integration", gathers top experts, scholars, politicians, and business leaders from Chinese companies and multinational corporations from all walks of life at home and abroad for exchanges and cooperation. Focusing on the new progress made in the globalization process, the Forum serves as a first-class international platform for competitive companies to play a leading role in promoting industrial upgrading a healthy business order (culture?). Providing a bridge for cross nation, cross sector, and cross department cooperation, it makes parties increase mutual understanding and trust, thus forming the international, regional, and industrial integrated win-win. It offers important significance and value as top executives from multinational companies and well-known Chinese entrepreneurs gather to discuss how to participate in the development of industrial chains and innovation systems from different perspectives, and ultimately achieve a coordinated vision. We are looking forward to your coming to this grand event that will influence the future development of the global enterprises!

## Agenda

<b>Friday, September 23, 2016</b>	
09:00-14:30	Registration of participants
15:00-16:30	<p><b><i>Global enterprises round table 1: Creating win-win partnerships</i></b></p> <p>How are China's global enterprises adjusting to the new domestic and international economic context? What kind of partnerships will prove most successful to develop new technologies, conquer or consolidate markets in China and abroad? What is required from these enterprises in terms of creating a new corporate culture and mindset, adjusting their management structures?</p> <p><b>Host: He Weiwēn</b>, Vice President of CCG, former Economic and Commercial Counselor at the Chinese Consulate General in New York and San Francisco</p> <p><b>Speakers:</b>  <b>Li Siyan</b>, Vice President of Laureate International Universities at China  <b>Li Furan</b>, General Manager, Tata Group China</p>



	<p><b>Liu Wenbo</b>, Global Senior Partner, Roland Berger International <b>Ren Daoyuan</b>, General Manager, VMware Research and Development Center <b>Teng Weifang</b>, General Manager, Chia Tai Group <b>Yang Xiaozhong</b>, Vice Chairman, Trina Solar <b>Yu Zhiwei</b>, Vice President, LinkedIn China</p>
16:30-18:00	<p><b><i>Global enterprises round table 2: The new drivers of growth in China's new normal</i></b></p> <p>As China enters a new phase of its economic development, the role of traditional industry, while remaining important, is now receding while new sources of growth have emerged and are expected to play an increasingly crucial role in the coming years in generating the growth that the country needs. Services, household consumption, new economy type of activities, urbanization based on smart cities models, along with the fostering of entrepreneurship and innovation, will bolster new sources of growth.</p> <ul style="list-style-type: none"><li>➤ How are companies shifting activities and enhancing their management structures to be part of the new growth models?</li><li>➤ What role will private companies increasingly play alongside SOEs in bolstering new growth activities?</li><li>➤ What will be needed in terms of laws and regulations, as well as enhancement of human resources to be a full player in China's new growth model?</li></ul> <p><b>Host: Miao Lu</b>, Secretary-General, CCG</p> <p><b>Speakers:</b> <b>Denis Simon</b>, Executive Vice Chancellor, Duke Kunshan University <b>Eric Zheng</b>, President &amp; CEO, AIG Insurance China <b>Allan Zhang</b>, Chief Economist, PwC China &amp; Hong Kong <b>Yao Lijun</b>, Chairman &amp; President, Konfoong Materials International Co. <b>Daniel Qin</b>, Chief economist, AsiaFinancial Risk Think Tank <b>Alfonso Noriega Gomez</b>, Economic and Commercial Consul of Consulate General of Spain in Shanghai <b>Mao Zhongqun</b>, President &amp; Chairman, Fotile</p>
18:30-20:00	<p><b><i>Official opening diner (by invitation only)</i></b></p>

18:30-20:00	<p><b><i>Buffet dinner (Invited guests only)</i></b></p> <p><b>Host:</b> Deputy Mayer of Ningbo</p> <p><b>Opening Greetings:</b> <b>Claude Smadja</b>, President, Smadja &amp; Smadja Strategic Advisory</p>
<p><b>Saturday, September 24, 2016</b></p>	
09:00-10:00	<p><b>Opening Session</b></p> <p><b>Host:</b> <b>Yang Liping</b>, Minister of Organization, Ministry of Ningbo</p> <p><b>Opening Address: (09:00-09:25)</b> <b>Zhejiang Provincial Party Committee Leaders</b> <b>Tang Yijun</b>, Zhejiang Province Standing Committee, Municipal Party Secretary, Acting Mayor <b>Cui Mingmo</b>, Head of Ministry of Commerce Department China Association for International Economic Cooperation</p> <p><b>Opening Speech: (09:24-09:45)</b> <b>Long Yongtu</b>, Chairman of CCG, Former Vice Minister of Ministry of Foreign Trade and Economic Cooperation, Former Secretary General Boao Forum for Asia</p> <p><b>2016 China Zhejiang·Ningbo Talents and Technology Week Award Ceremony: (9:45-10:00)</b></p>
10:00-10:15	<p><b><i>Coffee break</i></b></p>
10:15-11:50	<p><b>Plenary Session 1:</b></p> <p><b><i>Going global as a key growth driver for Chinese companies</i></b></p> <p>Supporting the outbound drive of Chinese companies is now a key element in the government strategy for achieving the restructuring and the rebalancing of the economy towards high added-value activities. As more and more companies go global, private enterprises get involved as much, if not more, than SOEs, while the range of sectors and of investment destinations keeps diversifying. However, Chinese companies need to make sure that they can master the challenges and requirements in going global and that they can fully leverage the benefits of this strategy towards also enhancing their domestic competitiveness.</p> <ul style="list-style-type: none"> <li>➤ What does it take to be successful abroad?</li> <li>➤ How to ensure that going global will also help increase domestic competitiveness?</li> </ul>

	<p>➤ The transformative impact of going abroad</p> <p><b>Host: Wang Huiyao</b>, Director, CCG; Vice President, Western Returned Scholars Association; Vice Chairman, China Association for International Economic Cooperation of Ministry of Commerce</p> <p><b>Speakers:</b>  <b>Zheng Yongnian</b>, Research Director of CCG, Professor, Director of East Asian Institute, National University of Singapore  <b>Alejandro Javier Salas Montelongo</b>, Trade Commissioner in Shanghai, PRC at ProMéxico,  <b>Liu Jinglun</b>, Executive &amp; CEO, Taikang insurance Group  <b>Tao Jingzhou</b>, Management Partner, Dechert LLP  <b>Wang Chaoyong</b>, Chairman of ChinaEquity Group  <b>Zheng Yongnian</b>, Director, East Asian Institute, National University of Singapore</p> <p><b>Wang Zhile</b>, Research Fellow, Research Institute of the Ministry of Commerce</p>
11:50-13:30	<p><b>Buffet lunch</b></p>
11:50-13:30	<p><b>Sign-up Luncheon (<i>by invitation only</i>)</b></p> <p><b><i>Ningbo: Smart growth and business opportunities</i></b>  Ningbo is home of the world’s busiest port and has been ranked by Forbes as « China’s best business city » for 10 consecutive years. It is the most dynamic business center in the southern Yangtze river delta. Ningbo’s position along the « new silk road » will create new opportunities as the One Belt One Road initiative gathers momentum. At the same time, Ningbo’s evolution from fast growth to smart growth is also opening a whole new range of business prospects for foreign as well as for domestic companies.</p> <p><b>Introduction:</b>  Ningbo government leaders</p> <p><b>Speech:</b>  <b>Li Shufu</b>, Vice President of Zhejiang Association of Industry and Commerce, President of Zhejiang Geely Holding Group  <b>Zheng Yonggang</b>, The Board Chairman of Shanshan Cooperation</p>



13:45-15:00	<p><b><i>From world factory to smart manufacturer: Shaping the future of Chinese enterprises</i></b></p> <ul style="list-style-type: none"><li>➤ What is needed for Industry 4.0 to succeed?</li><li>➤ With China absorbing about 25% of the world industrial robots production, how is robotics changing radically the country's industrial scene and prospects ?</li><li>➤ Upgrading through Internet of things, automation and connectivity.</li><li>➤ Increasing total factor productivity.</li><li>➤ Lowering production cost.</li></ul> <p><b>Host:</b> Liu Ke, Chairman, Haldor Topsoe</p> <p><b>Speakers:</b> <b>Ran Ruixue</b>, Partner, Covington &amp; Burling <b>Kang Rongping</b>, Director, CCG World Chinese Entrepreneurs Institute <b>Lu Dong</b>, Executive Director, MECEC, EU-digital City Representative <b>Ge Yong</b>, Vice President, IFLYTEK Co.Ltd <b>Chen Ning</b>, Founder &amp; CEO, Shenzhen Intellifusion Technology Co. Ltd <b>Fang Fahe</b>, Senior Vice President &amp; CTO, Soft Stone <b>Yang Liu</b>, General Manager, Baidu Open Cloud</p>
13:45-15:00	<p><b><i>How financial services could play a greater role in contributing to China's sustainable growth?</i></b></p> <p>Innovation is expected to be a key factor in the restructuring of China's economy towards high added-value, knowledge-based activities. Innovation-driven activities are set to be the economy's next growth engine, replacing labor and capital-intensive activities. Priority has now been given to "indigenous innovation". The government is moving ahead in funding new ventures aimed at developing and leveraging new technologies – betting on a new high tech future - while at the same time relying also on entrepreneurial energy from the private sector. Patents granted to Chinese inventors have doubled in the last 10 years.</p> <ul style="list-style-type: none"><li>➤ What companies need to do to promote a culture of innovation, such as encouraging risk-taking?</li><li>➤ As the awareness increases that intellectual property protection is essential to value creation, what is needed to create a modern intellectual property system consistent with global practices?</li><li>➤ How can public and private sectors efforts on innovation be complemented to foster a vigorous innovation drive?</li></ul>

	<p><b>Host: Yang Yanqing</b>, Vice Chief Editor of China Business News</p> <p><b>Speakers:</b>  <b>Peter Fuhrman</b>, Founder &amp; Chairman, China First Capital  <b>Nitin Daldas</b>, Chief Investment Officer, Mandarin Capital  <b>Shang-Ling Jui</b>, Chief Technology Officer, Sumscope  <b>Huo Jianguo</b>, Former Vice President, Chinese Academy of International Trade and Economic Cooperation  <b>Shao Yu</b>, Chief Economist of Orient Securities  <b>Zhang Lijun</b>, Partner, PricewaterhouseCoopers Consulting  <b>Zhu Haibin</b>, Chief China Economist, J.P. Morgan  <b>Michele Geraci</b>, Head of China Economic Policy, Nottingham University</p>
15:00-15:15	<p><b><i>Coffee break</i></b></p>
15:15-16:30	<p><b><i>Corporate strategies for China’s new consumer market era</i></b></p> <ul style="list-style-type: none"> <li>➤ What does the increasing segmentation of China’s consumer market mean for companies: Addressing the ever expanding needs of the “silver market” while catering also to the more and more sophisticated expectations of the new generation?</li> <li>➤ How will E-commerce continue to expand?</li> <li>➤ Adding 70 million rural dwellers to the domestic market by 2020?</li> <li>➤ What does it take for Chinese brands to be able to compete with the attractiveness of foreign brands?</li> </ul> <p><b>Host: Ke Yinbin</b>, Vice President of CCG</p> <p><b>Speakers:</b>  <b>Angelito Tan</b>, CEO, RTG Consulting Group  <b>Alan Cole-Ford</b>, CEO, eChinaCash  <b>Crystal Liu</b>, Senior Director Greater China, Mango  <b>Guan Xin</b>, Founder &amp; President of Kuan Capital  <b>Lin Dong</b>, Chief Engineer &amp; President, LHD-Tech Co. Ltd.  <b>Xiao Zhiyue</b>, President, Cinda Capital  <b>Zhou Hualong</b>, Chairman of DHC Holding Group</p>
15:15-16:30	<p><b><i>Leveraging Internet+ and the potential of the sharing economy</i></b></p>

	<p>While traditional industry sectors are hurting, the Internet of things and the expansion of sharing economy activities – now a very significant part of the services sector - are creating new growth sectors. Internet + and sharing economy activities are now growing faster than any other sector, with a high profitability and with a strong share of private companies in these activities which are expected to represent 10% of the country’s GDP by 2020.</p> <ul style="list-style-type: none"> <li>➤ Where are the most promising growth areas?</li> <li>➤ What are their prospects for development and what kind of investment opportunities do they offer?</li> <li>➤ How are established giant companies creating new models of cooperation with start-ups in the Internet +, shared economy?</li> </ul> <p><b>Host: Wen Hua</b>, Senior Consultant of Asia-pacific Bureau of China Daily</p> <p><b>Speakers:</b>  <b>Lin Yao</b>, President, AllScore Payment Service Co. Ltd  <b>Qin Hongtao</b>, CEO of Hengchang  <b>Su Dezhong</b>, CEO of Winnovator  <b>Wu Yunqian</b>, President of Park Land Group  <b>Lin Yongqing</b>, CEO, China Value, General Manager, Super Value International Capital Limited</p>
16:30-16:45	<b>Coffee break</b>
16:45-18:00	<p><b>Plenary session 2:</b></p> <p><b><i>What role for foreign investors in China’s economic restructuring? Still welcome? How and in which sectors?</i></b></p> <p>Although surveys show that they have lower expectations for growth and profits than in previous years, foreign companies in China still remain basically optimistic about the continuation of their presence in the country. However, they are becoming more cautious about future investments : Increased costs and government regulations, higher protection for domestic companies and the emphasis on « domestic innovation » are creating worries that once Chinese companies will have fully mastered some high-tech domains, foreign companies operating in these domains will be squeezed out. However, responding to the need to maintain foreign investment and technology flows, the government is now considering the revision of the Foreign Investment law to ease the access of foreign investors to services such as finance, education, logistics, culture, and high-end manufacturing sectors.</p>



	<ul style="list-style-type: none"> <li>➤ How do foreign companies look at the continuation of their role in the Chinese economy ?</li> <li>➤ What kind of activities and which sectors will best ensure their sustainability in China ?</li> <li>➤ What are the concerns of foreign companies in China’s new economic context and how are they being addressed ?</li> </ul> <p><b>Host: Claude Smadja</b>, President, Smadja &amp; Smadja</p> <p><b>Speakers:</b>  <b>Rob Theleen</b>, Chairman &amp; Co-CEO, ChinaVest, Chair of AmCham Shanghai  <b>Holli A. Semetko</b>, Professor of Political Science, Emory University  <b>James McGregor</b>, President, APCO Worldwide (Asia-Pacific)  <b>Kirk Wilson</b>, Executive Director in China, China-Britain Business Council  <b>Liu Wenbo</b>, Senior Partner, Roland Berger  <b>Yang Xiaohua</b>, Director of China Administration institute, University of San Francisco  <b>Tony Tala</b>, CEO, Rexnord China</p>
18:30 -20:00	<p><b><i>Closing Dinner</i></b></p> <p><b>Host: Xie Peihong</b>, Vice President, CCG</p> <p><b>Closing Speech:</b> Ningbo government leaders</p> <p><b>Speakers:</b>  <b>Karunasena Kodituwakku</b>, Sri Lankan Ambassador to China  <b>Wang Huiyao</b>, President, CCG; Vice Chairman, China Western Returned Scholars Association (WRSA); Vice Chairman, International Economic Cooperation of Ministry of Commerce</p>
<b>Sunday 25 September 2016</b>	
9:00-16:00	<p><b>Business Site Visit (2 optional routes)</b></p>
	<p><b><i>Route 1: Companies Visiting</i></b></p> <p>09:00-10:10: Depart from hotels and go to Hangzhou Bay New District  10:10-10:30 Investigate New District Cityscape Exhibition  10:40-11:30: Hangzhou New District Investment and Starting up Business Environment Introduction Conference  11:30-12:30: Lunch  13:30-14:20: Investigate Ningbo Base of Shanghai Volkswagen</p>



	14:20-15:00: Investigate Fotile 15:00-16:00: Investigate Hangzhou Bay Wetlands
	<b><i>Route 2: Program Investigations</i></b>  09:00: Depart from hotels and go to Ningbo International Marine Ecological Science and Technology Town 10:00: Investigate Container Terminal 10:40: Investigate Exhibition on Ningbo International Marine Ecological Science and Technology on Urban Planning 11:30: Investigate Wannian Houseboat Program 12:00: Lunch 13:00: Meeting of Ningbo International Marine Ecological Science and Technology Town 14:10: Investigate Chunxiao Base of Geely Automobile 15:00: Visit Ningbo Port Museum