

The Third Conference of China Outbound Forum

Agenda

Friday, December 2nd, 2016

12:00-14:00 **Registration (MGM Hotel, Sanya)**

14:00-14:30 **Welcome Ceremony**

Host

Miao Lu, CCG Secretary-General

Guest Speakers

Claude Smadja, President, Smadja & Smadja Strategic Advisory

Cui Mingmo, CAFIEC, President

Wang Huiyao, CCG President, State Council Counselor

14:45-16:15 **Plenary Session 1** (Ballroom CD)

China Outward Investment: Moving faster, wider, bigger. What overall picture is emerging?

2016 will definitely witness a new record for China's outbound investment and the trend is set to continue. The National Development and Reform Commission (NDRC) has even proposed to simplify even more the regulatory regime for outbound investment. While the momentum of China's outbound drive is accelerating, the focus of investors is moving from the Emerging Markets commodities producers to the US, Europe and Australia as sources of technology, high-end consumer's brands.

- ✓ What are the key priorities and trends shaping China's outbound drive?
- ✓ What factors or challenges could disrupt the expansion trend?
- ✓ What will be the overall picture of China's global corporate footprint five years from now?

Host

Long Yongtu, CCG Chairman, Former vice Minister of Commerce and former Secretary General of Boao Forum for Asia

Guests

Huo Jianguo, Former President, Chinese Academy of International Trade and Economic Cooperation

Lin Fengyun, Deputy CEO, ICBC Global Banking Dept

Qian Jiannong (Jim), Global Partner of Fosun Group, President, Fosun Tourism & Commercial Group

Wang Huiyao, CCG President, State Council Counselor

Xian Hong, Vice President, Investment, China Commercial Industrial Bank,

Zhang Yan Sheng, China National Development Committee, Secretary General, Academic Committee, General Sector

16:15-16:45 **Breaks**

16:45-18:00 **Panel 1** (Ballroom CD)

Adjusting Internally to Win Overseas

Most Chinese companies' overseas development has to make internal adjustments either to fully integrate a new acquisition, or to manage efficiently the joint-venture requirements, or to successfully operate in new markets. All of these imply a new talent strategy to attract people able to work in a different environment, able to leverage technology innovation and to operate a new venture in foreign countries. This also implies corresponding changes of a company's management structure and even its corporate culture. These are all big challenges for Chinese companies. A full understanding and a full commitment from top management are absolutely key for success.

Host

Miao Lu, CCG, Secretary-General

Guests

Feng Xi, Senior Vice President, Dataway, Founder, Future Businesses University

Gao Zhendong, President, WORX Group

He Mei, Chairman, WAILIAN Overseas & Consulting Group

He Xingfa, Deputy Director, Ningbo Governmental Development Research Center

Liu Ke, Dean, Clean Energy Research Institute, SUSTech, Partner, UGR

Travis Wu, Vice President and Country Manager, Forrester Research

16:45-18:00 **Panel 2** (Ballroom AB)

How to address the challenge of valuing a company in a volatile market?

Chinese companies have often over paid their international acquisitions, and have difficulties to assess the accurate value of their prospective acquisitions as they tend to underestimate the importance of thorough due diligence and on many occasions their assessment is often made on the basis of Chinese practices and criteria. This task of valuing accurately an acquisition or equity shares is made even more challenging in the context of market volatility that we have experienced in the recent period.

- ✓ What key elements to take into account for the proper valuation of target companies?
- ✓ What are the pitfalls to avoid in order to pay the “right price”?

Host

Li Weifeng, CCG Executive Vice Secretary- General

Guests

Jimmy Chan, Northern Region Financial Advisory Leader, Deloitte China

Nova Chan, Senior Partner, PWC China & Hong Kong

Matthew Mouw, President & CEO, Apostle Pacific

Shao Yu, Chief Economist, Orient Securities

State Shi, Managing Director, Alvarez & Marsal

16:45-18:00 **Panel 3** (Commander Ballroom)

Looking at the evolving picture of China's investment in Europe

Chinese investment in Europe has soared over the last two years. Chinese companies are expanding their interest to industrial and technological firms as well as real estate much more beyond Germany, France and the UK. While Europe welcomes China's investment, it is increasingly asking China for equal reciprocal access for European investments in China.

- ✓ Where are the greatest opportunities for Chinese investors in Europe?
- ✓ Are Chinese investments facing greater scrutiny in European countries?
- ✓ Will Brexit change Chinese investor's perspectives towards investment in the UK?
- ✓ How crucial is the bilateral investment agreement between China and the EU in reducing the growing imbalance between European investment to China and China's to Europe?
- ✓ Bureaucracy, high costs, visa issues: Addressing the challenge of investment in Europe.

Host

Sun Yongfu, Former Director of European Department of the Chinese Ministry of Commerce

Guests

Chi Fulin, President, China Institute for Reform and Development

Guo Zhiming, Executive Vice President, Joyson Holding

Hua Xinghong, Managing Director & President, Cerberus Capital Management China

Liu Miaomiao, Chief Representative, Belgian Wallon Region Trade and Investment Department
Shenzhen Office

Joanna Skoczek, Consul General of the Republic of Poland in Guangzhou

Zhang Zhewei, China Director, Investment and Development Agency of Ireland (IDA Ireland)

Christina Zhu, China Development Director, CRH Management (Beijing) Co. Ltd

18:00-18:30 ***Sanya Government Conference (Private meeting)***

18:30-19:15 ***Official Opening Plenary*** (Ballroom CD)

Host

Wang Huiyao, CCG President, State Council Counselor

Guests

He Yafei, Former vice Foreign Minister

Liu Yanhua, Former Vice Minister of Science and Technology, Counselor of the State Council

Long Yongtu, CCG Chairman, Former vice Minister of Commerce and former Secretary General of
Boao Forum for Asia

Xie Boyang, Former vice President of All-China Federation of Industry and Commerce, Counselor
of the State Council

Yan Zhaojun, Municipal Committee & Standing Committee & Secretary of Sanya

19:15-20:15 **Welcome Dinner** (Ballroom CD)

Blue Paper of 2016 Chinese Globalization Enterprises Recommendation

Host

Miao Lu, CCG Secretary-General

Guests

Claude Smadja, President, Smadja & Smadja Strategic Advisory

Wang Huiyao, CCG President, State Council Counselor

20:15-21:30 **Opening Forum (TV Broadcast)** (Ballroom CD)

Host

Zi Tan, Anchor, Lun Dao

Guests

He Yafei, Former vice Foreign Minister

Li Xianhua, Executive Chairman of HNA Group

Liu Yanhua, Former Vice Minister of the Science and Technology, Counselor of the State Council

Long Yongtu, CCG Chairman, Former vice Minister of Commerce and former Secretary General of Boao Forum for Asia

Zhang Huarong, President& CEO of Huajian Group

Zhang Yaqin, President of Baidu

Zhao Yong, Chairman of Fu Wah International Group

Saturday, December 3rd, 2016

09:00-10:15 **Plenary Session 2** (Ballroom CD)

China's outbound investment over the next 5 years: Cross border M&As, PE and private sector taking the lead, sector and region diversification ... and what else?

For the first time in 2015, China became a net capital outflow country and outbound investment in 2016 will set another record. China is expected to be one of the two largest outbound investment countries by 2020. China's National Development and Reform Commission (NDRC)

proposed in April to amend the Outbound Investment Regulations to ease and speed up the change, such as erasing approvals from the State Council on large or sensitive projects. This amendment is coming into force, and together with other domestic and international factors, will be bound to push the trend, not mentioning the One Belt and One Road initiative, another powerful accelerator factor in the coming years.

- ✓ Promoting diversification in M&A market: technology, consumer-driven sectors, food & Agro. China's investment destination countries and regions keep diversifying
- ✓ What are the implications of private companies expanding their international business and overtaking the SOEs in the outbound drive?
- ✓ How will China's PE firms expand their role in sustaining a new wave of investments?

Host

Wang Huiyao, CCG President, State Council Counselor

Guests

Christopher Beaufait, Group SVP & President, Asia Pacific & China, Vestas

David Harmon, Vice President, Huawei Global Government Relations and Public Affairs

Paul Steinmetz, Ambassador, Embassy of Luxembourg in Beijing (China)

Peter Fuhrman, Chairman & CEO, China Capital International

Xuong Liu, Managing Director of Alvarez & Marsal Consulting

Yu Weiping, Vice President, CRRC

10:15-10:45 **Breaks**

10:45-12:00 **Panel 4** (Ballroom CD)

The challenges of global regulatory compliance Chinese companies need to address as investors.

Compliance with an increasingly complex maze of laws and regulations remains one of the key challenges for Chinese companies in their international business. The lack of understanding of the regulatory, bureaucratic and cultural environments in the U.S. or in Europe has led to many costly bad experiences for Chinese investors.

- ✓ What is required to address the intertwined regulatory, legal, political and cultural challenges?

Host

Gao Qiqi, Dean & Professor, Political Science Institute in Huzhong University

Guests

Eric Zheng, President & CEO, AIG Insurance Company China Ltd

Ran Ruixue, Partner, Covington & Burling LLP

Wang Zhile, Senior Fellow, International Trade and Economic Corporation Research Institute under the Chinese Ministry of Commerce

Zhang Yi, Committee Member, King & Wood Mallesons Global Management Committee

Zhao Bin, Vice President, Legal & Government Affairs of Qualcomm

10:45-12:00 **Panel 5** (Ballroom AB)

Post M&A: The key factors to generate much expected synergies and profit

- ✓ What Chinese companies need to do to develop their capacity for integrating and leveraging the additional assets and competitive capabilities that acquisitions can provide to them?
- ✓ How to ensure optimal use of the new know-how and technological assets that the acquisition brings, of the potential for expanding market share, and/or for improving productivity and efficiency for the whole group?
- ✓ What best practices or success stories to emulate?

Host

Yaël Smadja, Chief Executive Officer, Smadja & Smadja USA

Guests

Shi Yang, President of Thomhome Vietuys, Founder, DaHong Private Equities

Wang Weidong, Chairman, D&R Asset Management Group Co. Ltd

Wang Yang, President, Cybernaut (China) Venture Capital Manage

Yao Lijun, Chairman & President, Konfoong Materials International

Zhou Hualong, Chairman, DHC Holding Group

10:45-12:00 **Panel 6** (Commander Ballroom)

China's investment in the US: Navigating the political and regulatory challenges towards new heights

As Chinese companies have ramped up their acquisitions in the US, at close to US\$ 16 billion in 2015, this is generating closer scrutiny from US policy-makers and regulators. Chinese investors may therefore be facing more complicated issues relating to US laws and regulations, and have to make sure that they can manage well the procedures of the Committee on Foreign Investment in the US (CFIUS). The surge of Chinese investment has also prompted calls in the U.S. for getting from the Chinese government an opening of the sectors that remain closed to U.S. investors in China.

- ✓ What kind of regulatory challenges should Chinese investors be particularly attentive to, and how to address them?
- ✓ Is the political scrutiny towards Chinese investments going to increase with a new administration in Washington next January?
- ✓ What are the prospects of the Bilateral Investment Treaty being competed, as issues remain about sectors that would stay “off limits” for foreign investment?
- ✓ How can Chinese investor’s best pave a smooth way for their ventures in the US?

Host

Long Yongtu, CCG Chairman, Former vice Minister of Commerce and former Secretary General of Boao Forum for Asia

Guests

Jeffrey Bernstein, CEO, Zhiku Inc

He Ning, Former Director, Commerce Department of America Oceania Ministry, Former Minister of Commerce in Chinese Embassy to the United States of America

Jacob Parker, Vice President, U.S.-China Business Council at China Operations

Kenneth Jarrett, Chairman, American Chamber of Commerce in Shanghai, Former General Consul of the United States in Shanghai

Li Xi, Executive Chairman of Stilwell Fund, President of Stilwell International Innovation Enterprises Group

Timothy Stratford, Managing Partner, Covington & Burling LLP, Beijing Office

Wang Guanfa, Chairman, Frzheng Group

12:15-13:45 **Lunch**

14:00-15:15 **Panel 7** (Ballroom CD)

Regional cooperation between China and South Asia as well as Southeast Asia

Chinese companies are looking for investment opportunities and new markets outside the mainland, while, at the same time, South and Southeast Asian countries are more and more willing to open their market to foreign companies. Many countries have promulgated new regulations on foreign investment, and some reforms have been carried out to reduce the cost and difficulties for foreign companies to operate. The implementation of these policies makes these countries more attractive to Chinese enterprises.

- ✓ Looking at potential opportunities in India Infrastructure, high-speed trains, smart cities, manufacturing, pharma, IT, Ecommerce, etc.
- ✓ What issues and obstacles need to be addressed to pave the way for Chinese investors?

Host

Claude Smadja, President of Smadja & Smadja Strategic Advisory

Guests

David Yeat, Dato's Sri of Malaysia, Founder & Chairman of GD Holdings Sdn Bhd, Co-Chairman of WCES

Fu Luyong, Executive Director, LAOX at SUNING Appliance Group

Santosh Pai, Partner, DH Law Associates

Xiao Haihong, Vice General Manager, Sanyi Heavy Industry

Zhan Hongyu, President, Tata Group China

Zhang Zhao, General Manager, Guizhou Maritime Silk Road International Investment Corporation

Zheng Bin, General Manager, ICBC, Mumbai Branch

Zhou Xiaojing, Former Director, Asia-Africa Development Research Institute at the Development Research Center of the State Council

14:00-15:15 **Panel 8** (Ballroom AB)

China's internet companies addressing the competitiveness challenge in global markets

Despite their incredible success in the domestic market, Chinese internet companies are encountering challenges in entering international market as they find that what ensured their success in China's domestic market is often hard to replicate in other countries. They must create new products, developing specific strategies and marketing plans for a bigger market share in both emerging and developed countries.

- ✓ What should be the focus of international expansion for Chinese Internet companies?
- ✓ What product strategy would help best Chinese internet companies in achieving a greater market share in developed countries?
- ✓ How could acquisition of foreign Internet companies help achieve a significant share in international markets?

Host

Wang Xin, CCG Vice President

Guests

Gladys Kong, CEO, Uber Media

Jiao Yong, Chairman of the Board, Chenghuaesheng Investment Management

Lu Xingdong, Chairman & President, Longs Cultural Industrial Investment Group

Tang Min, Deputy Director of CCG, State Council Counselor

Zhang Yaqin, President, Baidu

15:30-16:45 **Panel 9** (Ballroom AB)

The social responsibility and its challenge to Chinese overseas enterprises

In recent years, corporate social responsibility has become a hot topic at home and abroad. Chinese companies operating internationally are under growing pressure to behave as “good corporate citizens” as this has become an important concern for Chinese enterprises to go out. Fulfilling their corporate social responsibility is now an important requirement for Chinese companies operating abroad, to become legitimate players in the market, to increase their competitiveness, strengthen their brand and enhance soft power.

Host

Miao Lu, CCG Secretary-General

Guests

Lin Tao, Secretary-General of Enterprise Confederation at Guangdong University of Foreign Studies

Timothy So, CEO, Winnovato

Zhao Baisong, Vice Chairman of National Council of Chinese Americans

Zou Ming, Vice President of Phoenix New Media Business, Chief Editor of ifeng.com

15:30-16:45 **Panel 10** (Commander Ballroom)

Do Chinese companies need to be concerned by a backlash against globalization?

Many political leaders and economic analysts now consider that globalization is at a crossroad as they observe the slowdown of global trade growth, the rise of populism and protectionism in some countries, the failure of any new international trade arrangements and the increasingly louder voice against the present world trade system.

- ✓ How deep is this backlash and to what extent could it impact on China's outbound investment?
- ✓ What can Chinese corporations do to limit the potential damage, or the constraints on their international strategies that this trend could create if it were to continue?

Host

Long Yongtu, CCG Chairman, Former vice Minister of Commerce and former Secretary General of Boao Forum for Asia

Guests

He Weiwen, Vice President of CCG, former Economic and Commercial Counselor at the Chinese Consulate General in New York and San Francisco

Matthew Mouw, President & CEO, Apostle Pacific

Robert Wang, Former Career Foreign Service Officer at the U.S. Department of State, Former U.S. Senior Official for Asia-Pacific Economic Cooperation (APEC)

Wang Huiyao, CCG President, State Council Counselor

Yang Ping, Director of Longway Foundation, President of BCR Periodical Office

17:00-18:15 **Plenary Session 3** (Ballroom CD)

One Road One Belt as a major driver for M&A activity: Which projects, what financing, which companies?

The One Belt One Road initiative, also called the 21st Century New Silk Road, will boost China's international investment, which also creates co-investment opportunities with foreign-invested companies in China. Railways transport, power, infrastructure are the highest priorities, but sectors such as consumer goods and IT sectors will soon benefit from new opportunities and markets.

Host

Huang Rihan, Executive Director of OBOR Institute of CCG

Guests

Christopher Beaufait, Group SVP & President of Asia Pacific& China, Vestas

David Yeat, Dato's Sri of Malaysia, Founder & Chairman of GD Holdings Sdn Bhd, Co-Chairman of WCES

Huang Jianhui, President of China Minsheng Bank Institute

Li Boqing, Vice Mayor of Sanya

Liu Yanhua, Former Vice Minister of the Science and Technology, Counselor of the State Council

Sun Weijia, Director of the Second Councilors' Office of the State Council

Yan Lijin, Co-Chairman of China to Pakistan Economic Corridor Commission, Vice President of United World Chinese Association

Wang Guangfa, Chairman of Frzheng Group

Zhou Hualong, Chairman of DHC Holding Group

18:15-19:00 **Closing Reception** (Ballroom CD)

Host

Liu Yu, Vice Secretary of CCG

Guests

Claude Smadja, President of Smadja & Smadja Strategic Advisory

Wang Huiyao, CCG President, State Council Counselor