

The Shenzhen Global Marine Economy Forum 2022

Hosted by
China Oceanic Development Foundation
Global Ocean Capital Promotion Council of Shenzhen
Yantian District People's Government of Shenzhen

Organized by Shenzhen SEZ Construction and Development Group Co. Ltd.

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The Ritz-Carlton, Shenzhen, 24-25 November 2022

"Leadership for the Sustainable Expansion of the Marine Economy"

Names listed by alphabetical order - Names of the country where the principal HQ of the company is located

Thursday 24 November 2022 14:00 - 18:35 Shenzhen time	
13:15 - On-going	<i>Registration of participants</i>
14:00 - 14:25	<i>Official opening ceremony</i> <i>Master of Ceremony:</i> <ul style="list-style-type: none"> • LI Yuanjing, Host of Shenzhen Media Group <i>Speech by government leaders and representatives of overseas senior guests:</i> <ul style="list-style-type: none"> • Signe Brudeset, Ambassador of the Kingdom of Norway to People's Republic of China • HUANG Min, Member of the Standing Committee, Vice Mayor of Shenzhen Municipal People's Government, People's Republic of China • LV Bin, President of China Oceanic Development Foundation, People's Republic of China • YANG Hong, President of Global Ocean Capital Promotion Council of Shenzhen, People's Republic of China • ZHANG Zhanhai, Chief Engineer of the Ministry of Natural Resources, People's Republic of China

14:25 - 14:40	<p>Keynote Speech</p> <ul style="list-style-type: none"> • HE Guangshun, Director-General, Department of Marine Strategy, Planning and Economy, Ministry of Natural Resource, People's Republic of China
14:40 - 14:45	<p>Release of 2022 China Ocean Economic Development Index <i>Released by:</i></p> <ul style="list-style-type: none"> • SHI Suixiang, Director of National Marine Data and Information Service, People's Republic of China
14:45 - 15:50 Plenary 1	<p><i>Increasing the role of the marine economy in China's economy</i></p> <p>According to official data China's gross ocean product was more than 9 trillion yuan (about 1.41 trillion U.S. dollars) in 2021, an increase of rose 8.3% over the previous year. This represents 8% of the country's GDP growth in 2021. However, this relatively small percentage does not fully reflect the very crucial role that ocean activities - shipping, fishing, offshore energy, coastal tourism, biotech, etc – play in the overall economy and in the lives of people. There is no underestimating the acceleration in the development of the blue economy. In China as well as the global level where it is already clear that the projection made a few years ago that the marine economy sector would represent amount to 3 trillion US dollars by 2030 will be largely exceeded.</p> <ul style="list-style-type: none"> ✓ What factors will drive the development of China's marine economy in the coming years? ✓ How to mobilize the necessary financial support – through public and private investment and financing mechanisms – to promote an even higher marine economic growth? ✓ Despite the progress achieved in the last few years, China's marine economy development continues to face a number of challenges. What measures to increase the role of the marine economy in China's overall GDP? ✓ What policies to ensure that the accelerated development of the marine economy is not to the detriment of the ocean environment? For instance, how to better balance the development of fishery and marine ecological protection

	<p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Chen Weijie, Professor-level senior economist, Expert of Consulting Center of China National Offshore Oil Corporation, Senior Advisor of Global Ocean Capital Promotion Council of Shenzhen, People's Republic of China • Denis Depoux, Global Managing Director, Roland Berger (Headquarter: Germany), People's Republic of China • Ted Janulis, Founder and Principal, Investable Oceans, United States of America • LIN Jian, Internationally Renowned Marine Geophysicist, Member of Academia Europaea, Chair Professor of Southern University of Science and Technology, People's Republic of China • PAN Xinchun, Vice President and Secretary-General of China Oceanic Development Foundation, People's Republic of China <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • WU Chen, Chief Editor of The Economist Global Business Review, People's Republic of China
<p>15:55 - 17:10 Plenary 2</p>	<p><i>Developing Shenzhen as a global marine center</i></p> <p>Shenzhen has been slated to become a global ocean center city. The city has a number of great attributes and assets for becoming a major global hub for the blue economy given its geographical location, its long coastline, its very strong technological innovation capabilities as a global high-tech center, its close integration in the global economy and its academic resources. What will it take to establish Shenzhen as a global hub for the blue economy – a landmark platform for ocean activities and for shaping the future of the blue economy?</p> <ul style="list-style-type: none"> ✓ What priorities to increase Shenzhen's role as a global Blue economy hub, learning from the experience of well-established competitors such as Shanghai, Hong Kong, Singapore, Hamburg, or London? What are the most important success factors for world's leading maritime capitals? ✓ How to improve the city's maritime support services capacity? What is required to improve the quantity and quality of marine financial, legal, insurance and other relevant professional institutions?

	<ul style="list-style-type: none"> ✓ How to create more synergies between Shenzhen's dynamic high-tech sector and the city's ocean activities – thus strengthening its position as an innovation hub, helping to attract foreign marine high-tech companies? ✓ What academic institutions and corporations can do to accelerate the development of talent and R&D capabilities on various ocean issues to establish a thought leadership the Blue ocean economy for the city? ✓ How to position and integrate Shenzhen more into the international network of cities and institutions that contribute to shape the evolution of the blue economy? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • AN Xin, Vice President of Shenzhen Court of International Arbitration, People's Republic of China • James Chang, Managing Partner of Regional Economic Clusters and South Markets, PwC China, (Headquarter: United Kingdom), People's Republic of China • Paul Holthus, Founding President and Chief Executive Officer, World Ocean Council • Li Quanhai, Chairman of World Sailing • ZHANG Chunyu, Researcher of the Chinese Academy of Social Sciences, member of the Expert Advisory Committee of Shenzhen City Master Plan (2016-2035), People's Republic of China • Zhou Pengyuan, Partner, Kearney Greater China (Headquarter: United States of America), People's Republic of China <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • QIU Bohua, Chairman and General Manager of Zhendui Industrial Intelligent Technology Co., Ltd., People's Republic of China
17:20 - 18:35 Plenary 3	<p><i>What policies and corporate initiatives for a carbon neutral ocean economy?</i></p> <p>The 14th Five Year Plan has introduced, for the first time, the notion of sustainability regarding marine economy. This concept has become crucial, as a fast-expanding ocean economy means increasing pressure on marine ecosystems already seriously deteriorated. The dramatic increase</p>

of plastic pollution has become a major threat to ocean ecosystems, as well as issues such as overfishing. The zero carbon imperative is becoming even more pressing for marine economy corporations as China is now introducing its first ESG standards and environmental factors are becoming as important as corporate governance ones.

- ✓ What actions can blue economy companies take to transform their value chains, moving towards circular, economy business models to help achieve long-term sustainability?
- ✓ How is the pressure to comply with ESG standards becoming a major driver for companies to put a priority on sustainability and carbon neutrality in their ocean activities?
- ✓ What priority actions for a Biodiversity Strategy for the conservation and restoration of marine ecosystems?
- ✓ What corporate actions and government policies for developing coastal tourism as a significant source of growth in a context of achieving carbon neutrality for the ocean?
- ✓ What is needed to accelerate the development of public awareness and involvement on the ocean sustainability issue?

Speakers:

- **AN Yan**, China Country Director of Marine Stewardship Council (MSC)
- **Martin Crawford-Brunt**, Chief Executive Officer Lookout Maritime, United Kingdom
- **Isabella Lövin**, Chair of Stockholm Environment Institute (SEI), Former Deputy Prime Minister of Sweden
- **SHEN Tao**, Head of Global Sustainability Center Shanghai, American Bureau of Shipping
- **Daniel SONG**, Head of Expertise Center, Innovation & Technology Development, Bureau Veritas Marine & Offshore, People's Republic of China
- **Yu Lu**, Vice President & Ecological Director, Urban Planning & Design Institute of Shenzhen, People's Republic of China

Moderator:

- **WU Chen**, Chief Editor of The Economist Global Business Review, People's Republic of China

Friday 25 November 2022 08:45 - 18:00 Shenzhen time	
08:00 - On-going	<i>Registration of participants</i>
08:45 - 10:00 Plenary 4	<p><i>Towards a more effective global ocean governance</i></p> <p>China's 14th Five-Year Plan (2021-2025) Report has put the emphasis on deepening China's involvement in global ocean governance. This goes with the priority to increase the share of marine activities in the overall economy. What will be needed in the coming years to strengthen China's role as a global blue economy player and what could reinforce the position of the country as an active participant in global ocean governance rules-setting?</p> <ul style="list-style-type: none"> ✓ How could The Regional Comprehensive Economic Partnership (RCEP) be a source of initiatives to strengthen ocean governance and be a driver for the sustainable development of the blue economy in the whole region? ✓ What initiatives could be taken to improve the efficiency of global ocean governance- especially with respect to Marine Areas Beyond National Jurisdiction? ✓ What can be done to achieve an international agreement against overfishing while ensuring fair revenues for the fishermen and the fishing industry? ✓ What are the guiding elements for increased international maritime cooperation? <p><i>Speakers :</i></p> <ul style="list-style-type: none"> • Palitha Kohona, Ambassador of the Democratic Socialist Republic of Sri Lanka to the People's Republic of China • Julia TANG, Division Director for Marine Strategy, Department of Marine Strategy, Ministry of National Resources, People's Republic of China • Wu Shicun, Chairman of the Council of China-Southeast Asia Research Center on the South China Sea; Chairman, Huayang Research Center for Maritime Cooperation and Ocean

	<p>Governance; Founding President of National Institute for South China Sea Studies, People's Republic of China</p> <ul style="list-style-type: none"> • Zhang Zhiwei, Marine Spatial Planning Consultant of the United Nations Environment Programme (UNEP), Senior Engineer of the First Institute of Oceanography, Ministry of Natural Resources, People's Republic of China • ZHU Zhengguang, Ocean Policy Manger, WWF China office <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Dahai LIU, Director of Coastal Zone Center, First Institute of Oceanography, Ministry of Natural Resources, People's Republic of China
10:10 - 11:15 Plenary 5	<p><i>Unleashing the full business opportunities of the Greater Bay area</i></p> <p>The Outline Development Plan for Guangdong HK Macao Greater Bay Area aims to transform the Pearl River Delta from the factory of the world to a global center for high-tech manufacturing, technological innovation, financial services, trade transport and logistics.</p> <p>The nine cities plus Hong Kong and Macau comprising the Greater Bay Area combine the assets and business proposition of providing a strong manufacturing base, very significant high-technology capabilities, academic and scientific resources and the attractiveness of global tourism and leisure centers. The whole area also benefits from the gigantic infrastructure developments of the last few years which have considerably reduced travel time between the different centers of the area.</p> <ul style="list-style-type: none"> ✓ How can businesses and local governments create additional synergies to develop the region into a major center for technology and innovation? ✓ What additional actions are needed to make the region a major financial services center – considering the opening up of financial services to foreign companies? ✓ What steps to coordinate the development of a favorable business environment between three different legal systems, economic structures, tax systems and currencies?

	<ul style="list-style-type: none"> ✓ As the Greater Bay Area becomes even more urbanized and connected what policies to ensure a coordinated sustainable development of the whole region to help attract talent and high added value activities? ✓ What new opportunities will the further integration of the Greater Bay Area region provide to businesses? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Victor Cadena, Executive Vice President of the Mexican Chamber of Commerce in China (MEXCHAM) • Li Lianjun, Senior Partner & Head of Shipping and Litigation Practice, Reed Smith Richards Butler LLP, Hong Kong SAR (Headquarter: USA), People's Republic of China • Martin Mueller, Chairman of Swiss Chinese Chamber of Commerce • Teck Kin SUAN, Executive Director, Global Economics and Markets Research, United Overseas Bank, Singapore • YU Ya, Senior Advisor of Global Ocean Capital Promotion Council of Shenzhen, People's Republic of China • Klaus Zenkel, Vice President, European Union Chamber of Commerce & Chairman of the South China Chapter <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Guo Jian, Country Manager, Norwegian Energy Partners China
11:25 - 12:30 Plenary 6	<p><i>The technology innovations that will drive the development of the marine economy</i></p> <p>From Advanced Materials to Biotechnology, from sensors and imaging to autonomous systems and big data analytics, several disruptive technologies are beginning to have a transformational impact on the marine economy. In many countries the scientific and business communities are now increasing efforts to look at innovative approaches to optimize the impact that all these technologies will have on the development of every sector of the ocean economy. This involves among other things a more integrated approach to understanding the oceans; the search for technology synergies, the need for academia and business to promote a new culture of education and skills.</p>

- ✓ How to develop collaboration and synergies between companies and academic institutions to increase R&D in science and technology related to the marine economy?
- ✓ How to leverage the contribution of innovative startups in leveraging the potential of digitalization and big data technology, machine learning and AI to increase the efficiency and productivity of the marine sector?
- ✓ What can be done to support academics and young entrepreneurs in transforming technological and scientific developments into industry-marketable products and services in the marine sector?
- ✓ What are the sectors in the marine economy where new technologies and new technology developments offer the greatest opportunities?

Speakers:

- **Chen Dake**, Physical Oceanographer, Academician of the Chinese Academy of Sciences, Director of Southern Marine Science and Engineering Guangdong Laboratory (Zhuhai), People's Republic of China
- **CUI Junhong**, National Distinguished Expert, Professor of the Institute for Advanced Study of University of Electronic Science and Technology of China (Shenzhen), Chairman & Founder of Shenzhen Smart Ocean Technology Co. Ltd, People's Republic of China
- **MA Yanfeng**, Executive Vice President of HMN Technologies Co. Ltd, People's Republic of China
- **Qiu Haihong**, Chief Executive Officer, Geneinno Technology, People's Republic of China
- **Ido Sella**, Co-founder & Chief Executive Officer, ECONcrete Tech LTD, Israel
- **WU Haifeng**, Vice President of Kongsberg Digital, General Manager of Kongsberg Digital China (Headquarter: Norway), People's Republic of China

Moderator:

- **LU Gang**, Founder & Chief Executive Officer, TechNode.com, People's Republic of China

12:30 - 13:30	<i>Lunch break</i>
13:30 - 14:35 Plenary 7	<p><i>Developing a viable ocean renewable energy supply chain</i></p> <p>The development of offshore renewable energy is steadily accelerating as companies, utilities, and governments prepare to meet targets for the decarbonization of the economy. Offshore wind development – and especially floating offshore wind - holds a great potential, with oil and gas companies increasing their investment in this domain. In the same way, the potential from tidal and wave energy is just beginning to be leveraged. Technological developments, new business models and sector consolidation are on the verge of reshaping the global offshore renewable energy sector.</p> <ul style="list-style-type: none"> ✓ How to expand floating wind farms to make them a major part of the future of green electricity? ✓ What could be done to accelerate the development and use of robots, A.I. and sensing technology to lessen the impact of the expansion of offshore renewable energy on the oceans' ecosystems? ✓ As Chinese companies accelerate the installation of offshore wind turbines in view of the carbon neutrality goal set for 2060, how to ensure the profitability of their projects with the end of national subsidies? ✓ What is needed to accelerate the development of technological innovations in China's ocean energy industry, beyond initiatives such as the Special Funds for Marine Renewable Energy? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Chen Daoyi, Director of the Marine Technology Center of Tsinghua University and Vice President of the Institute of Ocean Engineering of Tsinghua Shenzhen International Graduate School, People's Republic of China • Deng Changhong, Deputy General Manager and Safety Director of Shenzhen Branch of CNOOC (China) Co. Ltd, People's Republic of China • Dahai LIU, Director of Coastal Zone Center, First Institute of Oceanography, Ministry of Natural Resources, People's Republic of China

	<ul style="list-style-type: none"> • Peter Bo Sørensen, Special Advisor - Cleantech, Invest in Denmark, Ministry of Foreign Affairs of Denmark • Kevin TU, Managing Director of Agora Energy Transition China, Non-resident Fellow at the Center on Global Energy Policy of Columbia University, Former China Programme Manager at International Energy Agency, People's Republic of China <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Guo Jian, Country Manager, Norwegian Energy Partners China
14:35 - 15:00	<i>Coffee Break</i>
15:00 - 16:05 Plenary 8	<p><i>The Shipping industry facing the challenges of the “new normal”</i></p> <p>The activities for the shipping industry have been radically impacted by the disruptive impact of the Covid pandemic, the rise of protectionism, the increase of geopolitical risks and of uncertainties about the global economic outlook. This is leading to a rethinking of business strategies, of modes of operation, in a “new normal” characterized by:</p> <ul style="list-style-type: none"> ○ Supply chain uncertainties, creating challenges for the industry, with logistic companies under pressure to build more resilient supply chains; ○ Health regulations and restrictions, energy and raw materials shortages creating delays and uncertainties. No normalization expected before the end of 2023 at best; ○ Bottlenecks at shipping ports and increasing labor costs forcing companies to review their strategy; ○ Increased focus on digitization and de-carbonization with acceleration of the search for alternatives to fossil fuels; ○ New requirements for managing biofouling on international destinations <p>In this context,</p> <ul style="list-style-type: none"> ✓ What is needed to accelerate digitized shipping and the adoption of internationally accepted electronic-based records rules? ✓ How to improve the collaboration of shipping lines, terminal operators, freight forwarders, customs, and banks to improve the resilience and adaptability of the whole ecosystem?

	<ul style="list-style-type: none"> ✓ What kind of new initiatives and policies to accelerate the de-carbonization of the industry? ✓ What is the potential of hydrogen and ammonia-based fuel? Where do we stand with the technology? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Mikael Adler, Senior Vice President – Head of Region Asia Pacific, MAN Energy Solutions (Headquarter: Germany), People’s Republic of China • Signe Brudeset, Ambassador of the Kingdom of Norway to People’s Republic of China • Alexandra Hirst, Senior Policy Analyst, British Chamber of Commerce in China • LI Yanqing, Chair of ISO/TC8; Vice Chairman of ASEE; Secretary General, China Association of the National Shipbuilding Industry, People’s Republic of China • Maria Strandesen, Head of Future Fuels, Maersk Decarbonisation, A.P. Moller – Maersk, Denmark • Kane XUE Liangyu, General Manager of Market Innovation, Wärtsilä Group (Headquarter: Finland), People’s Republic of China <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Sam LI, Associate Professor, Shenzhen International Graduate School, Tsinghua University, People’s Republic of China
16:15 - 17:30 Plenary 9	<p><i>Building a global ocean culture</i></p> <p>Although oceans represent more than 70% of our planet, are crucial for fighting climate change and are a major source of economic activity and food supplies, there is in general not enough public awareness of the role oceans play in our lives, and a lack of public knowledge of the richness and diversity of the marine environment. 80% of the ocean’s surface remains unexplored. Moving towards a better knowledge of the oceans and developing an ocean culture will be crucial for fighting climate change and achieving a truly long-term sustainable Blue economy.</p> <ul style="list-style-type: none"> ✓ How to improve the marine culture of the public and better cultivate citizens' marine awareness?

	<ul style="list-style-type: none"> ✓ What are our current capabilities to better explore the seas? How will technology take us further in deciphering the dynamics of the oceans? ✓ What are some of the stories and experiences in discovering some elements of the mysteries of the oceans that will help nurture the public interest for ocean life? ✓ More and more people want to participate in marine-related activities, such as sailing, regattas, deep-sea expeditions, etc. How to use this growing interest to create respect and care for the ocean ecosystems and their importance? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Horace Chen, Professional Competitive Sailing Athlete, China's First World Champion of The Round The World Sailing Regatta, People's Republic of China • Chris Gorell Barnes, Founding Partner, Ocean 14 Capital & Co-Founder, The Blue Marine Foundation, United Kingdom • Emma McKinley, Senior Research Fellow, School of Earth and Environmental Sciences, United Kingdom • Sabine Roux de Bézieux, Chair, Fondation de la Mer • YU Xingguang, Researcher of the Third Institute of Oceanography, Ministry of Natural Resources, Chief Science Communication Expert of the Ministry of Natural Resources, People's Republic of China • Zhang Yanxin, Professor of the Art Department of Shenzhen University, Director of the Marine Art Research Center of Shenzhen University and President of Shenzhen Marine Art Research Association, People's Republic of China <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • GE Yang, Columnist, People's Republic of China
17:30 - 18:00	<p><i>Concluding remarks: What we take home</i></p> <ul style="list-style-type: none"> • Claude Smadja, Chairman, Smadja & Smadja Strategic Advisory, Switzerland