

## China Europe Business Meeting

24-26 September 2006, Geneva, Switzerland

a Horasis-leadership event

co-hosts:

All China Federation of Industry and Commerce

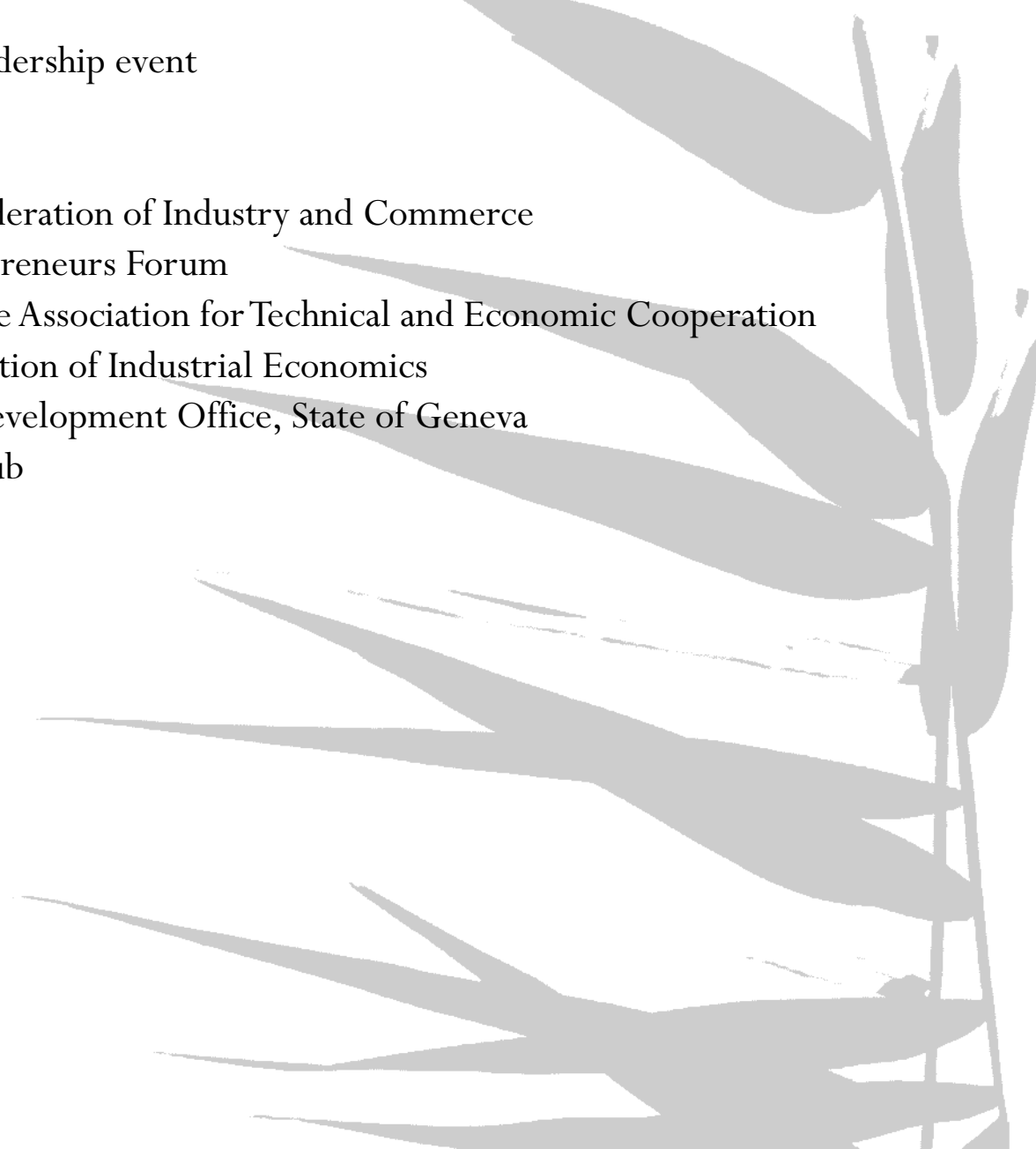
China Entrepreneurs Forum

China-Europe Association for Technical and Economic Cooperation

China Federation of Industrial Economics

Economic Development Office, State of Geneva

Kingdom Club





Horasis is a global visions community committed to enact visions for a sustainable future  
(<http://www.horasis.org>)

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Kingdom Club

## ■ **Co-chairs:**

Ronnie C. Chan Chairman, Hang Lung Group Limited, Hong Kong SAR  
Chen Feng Chairman, Hainan Airlines, China  
Chen Wenchi Chief Executive Officer, Via Technologies, Taiwan  
Johan Eliasch Chairman, Head NV, United Kingdom  
Alan G. Hassenfeld Chairman, Hasbro, USA  
Narayana Murthy Chairman and Chief Mentor, Infosys, India  
Ren Hongbin President, China National Machinery Industry Corp., China

## ■ **Thought Leadership Partner:**

PricewaterhouseCoopers

## ■ **Media Partners:**

L'Agefi  
Caijing  
International Herald Tribune  
WirtschaftsWoche

## ■ **Knowledge Partners:**

APAX  
A.T. Kearney  
Baker & McKenzie  
DHL  
Global Group (Europe)  
Edelman  
Geneva Financial Centre  
Heidrick & Struggles  
InvestHK  
IMD  
SGS  
Zurich Financial Services

## ■ **Meeting Supporters:**

ABB  
48 Group Club  
Casa Asia  
Geneva Chamber of Commerce  
Geneva International Airport  
Geneva Tourism  
Swisscham China  
Swiss China Chamber of Commerce  
Tian-Tan Horizon S.A.  
UBS  
WBCSD

# Welcome

I warmly welcome you to the China Europe Business Meeting 2006 and sincerely hope that you will enjoy the discussions.

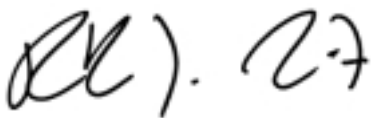
The China Europe Business Meeting has evolved into the premier platform for business leaders and government decision makers from China and Europe. It is held in the recognition that growth strategies within the Sino-European framework require thought leadership and mutually beneficial peer-to-peer networks.

The programme is structured to provide a maximum amount of knowledge exchange and interaction in a variety of formal and informal settings. The goals of the China Europe Business Meeting are

- to provide a privileged setting in which European and Chinese leaders from business and government can meet counterparts and potential collaborators to explore opportunities in local and global markets
- to present a comprehensive update and key insight into economic conditions in China and the business outlook for companies that do business with and within it
- to support and synergize Chinese firms' rise to global eminence, particularly using Europe as springboard for globalization

The trade and economic relationship between China and Europe has extensive synergies and large potential. The China Europe Business Meeting will further promote Sino-European relations, stimulate innovation and provide business opportunities for corporations in China and Europe.

I wish you an interesting and rewarding meeting



Dr. Frank-Jürgen Richter  
President  
Horus: The Global Visions Community





# Co-hosts of the China Europe Business Meeting

The **All China Federation of Industry and Commerce (ACFIC)** is China's largest non-government organization specifically representing the country's private economy. ACFIC is the national head organization of more than 3,000 regional chambers of commerce in China. With 3,059 local organizations at and above the county level, the ACFIC now has formed a nationwide network of its own.



[www.acfic.com.cn](http://www.acfic.com.cn)

The **China Entrepreneurs Forum (CEF)** was established in 2000 by a group of China's private entrepreneurs. CEF has a nationwide reputation as 'homestead for entrepreneurs'. CEF conducts two annual meetings – in Yabuli and Shenzhen. Since 2000, it has staged its Yabuli Forum at the Yabuli International Ski Resort, right after Chinese New Year. The Shenzhen Forum is held in August every year. CEF is also organizing several industry-focused meetings.



[www.cefco.cn](http://www.cefco.cn)

The **China-Europe Association for Technical and Economic Cooperation (CEATEC)** is the voice of Chinese business in Europe. The mission of CEATEC is to promote mutual understanding and communication between Chinese and European companies. CEATEC comprises of over 200 members, from global companies to small-medium enterprises.



[www.ceatec.org.cn](http://www.ceatec.org.cn)

The **China Federation of Industrial Economics** (CFIE) is China's national industrial federation. CFIE's membership includes 150 national industrial and commercial associations and nearly 400 major state-owned companies and joint ventures, covering all major industries in China.

[www.cfie.org.cn](http://www.cfie.org.cn)



**Geneva** serves as Europe's host to many international organizations, including the United Nations and the World Trade Organization. Hundreds of famous multinational corporations have chosen Geneva as the place for their world, EMEA or European headquarters. Indeed, they find in this region an ideal combination for business: central location, efficient transport and infrastructure, all services within easy reach and a multicultural and very productive workforce.

[www.geneva.ch](http://www.geneva.ch)



Department of Economy,  
Labour  
and Foreign Affairs

The **Kingdom Club** is a business club for top Chinese business leaders. The Club organizes various business meetings to create a platform for members to co-develop cooperative opportunities. The Club also provides leisure, holiday and travel services to its members. The Kingdom Club has become the window for private business leaders to the Chinese government.

[www.kingdomclub.net](http://www.kingdomclub.net)



# Programme



## September 24, 2006. Arrival

from 17.30 **Registration**

18.30-20.30 **Reception** (Foyer D&E)

*Welcome by*

- **Chen Feng**, Chairman, HNA Group, China representing the Kingdom Club
- **Ding Ligu**, Chairman, Delong Iron-Steel, China representing the All China Federation of Industry and Commerce
- **Ren Hongbin**, President, China National Machinery Industry Corporation, China representing the China-Europe Association for Technical and Economic Cooperation
- **Ai Baojun**, President, Baoshan Iron and Steel, China representing the China Entrepreneurs Forum
- **Wu Yijian**, Chairman, Ginwa Enterprise Group, China representing the China Federation of Industrial Economics

*and*

- **Frank-Jürgen Richter**, President, Horasis, Switzerland
- **Pierre-François Unger**, President, State of Geneva, Switzerland
- **Michel Pittet**, Minister of Economy, Canton of Fribourg, Switzerland

## September 25, 2005. Summit Day

from 08.00 **Registration**

9.00-10.30 **Opening Session: Rethinking Scenarios for China's Future** (Ballroom A)

China looms as the world's biggest growth market. What does China's long-term future look like?

*Welcome by*

- **Ronnie C. Chan**, Chairman, Hang Lung Group Limited, Hong Kong SAR
- **Chen Feng**, Chairman, HNA Group, China
- **Chen Wenchi**, Chief Executive Officer, Via Technologies, Taiwan
- **Johan Eliasch**, Chairman, Head NV, United Kingdom
- **Alan G. Hassenfeld**, Chairman, Hasbro, USA
- **Narayana Murthy**, Chairman and Chief Mentor, Infosys, India
- **Ren Hongbin**, President, China National Machinery Industry Corporation, China

*Chaired by*

- **Frank-Jürgen Richter**, President, Horasis, Switzerland

10.30-11.00 **Contact Break**

11.00-12.30 **Round-tables in Parallel**



### **Investing in Europe (Ballroom B)**

Chinese firms increasingly seek M&A-opportunities in Europe as substantial component in their globalization strategy. What are the strategic options?

- **Volker Hoff**, Minister of Hessen for Federal and European Affaires, Germany
- **Carl Graf von Hohenthal**, Partner, Brunswick Group, Germany
- **Li Zhiming**, Chairman, China Peace Investment Group, China
- **Pierre Muller**, Vice Mayor, City of Geneva, Switzerland
- **Ren Hongbin**, President, China National Machinery Industry Corporation, China
- **Zhang Hai**, Chairman, Beijing Shengxingweiye Investment Company, China
- **Zhang Zhengyu**, Chairman, Hi-Tech Wealth, China

*Chaired by*

- **Ralf Schlöpfer**, Eurofirms Strategy Advisory Leader, PricewaterhouseCoopers, Switzerland

### **Riding the Next Wave of IT Outsourcing (Ballroom C)**

China has moved proactively up the value chain emulating India's success in IT Outsourcing. What opportunities lie in China's new source of global competitiveness?

- **Cyrill Eltschinger**, Chief Executive Officer, I.T. United, China
- **Fan Wei**, Chairman, Shanghai Xinmi Computer Technology, China
- **Tsvi Gal**, Chief Technology Officer, Asset Management, Deutsche Bank, USA
- **Arvind Mehrotra**, Senior Vice President, NIIT Technologies, India
- **Michael Miao**, Chief Executive Officer, Intel-Link International, China
- **Carlos Moreira**, Chief Executive Officer, Wisekey, Switzerland
- **Narayana Murthy**, Chairman and Chief Mentor, Infosys, India
- **David M. Rowe**, Executive Vice President, SunGard, United Kingdom
- **Zhang Yue**, mWise Technology Company, China

*Chaired by*

- **Chen Hong**, Chief Executive Officer, Hina Group, China

### **The Strategic Imperative of Human Resources (Foyer D)**

It is a strategic imperative for Chinese firms to implement global human resources strategies. What are the main human resource needs entering overseas markets?

- **Arkless**, Senior Vice-President, Manpower, USA
- **Chen Baijia**, Chief Executive Officer, Guangzhou CFT, China
- **Jean-Michel Dhenain**, President, China, Sodexo Alliance, France
- **Paul Judge**, Chairman, Royal Society of Arts, United Kingdom
- **Roman E. Kainz**, Chairman, Euro China Group, Switzerland
- **Leung Noong Kung**, Deputy Chief Executive Officer, Phoenix Satellite TV, Hong Kong SAR
- **Sonia Li**, Deputy Secretary-General, China Foundation for International & Strategic Studies (CFISS), China



- **Lou Marinoff**, Professor, City College, USA
- **Wang Bing**, Chairman, Ding Tian Asset Management, China
- **Yang Fengmin**, Dalian Xinli Real Estate Development Company, China

*Chaired by*

- **Kelvin Thompson**, Chief Innovation Officer, Heidrick & Struggles, USA

### **Redesigning Financial Services (Méditerranée)**

China's finance industry is being liberalized at fast pace to meet the WTO commitments. What should domestic and foreign firms do to thrive in this strategic environment?

- **Heinz Dollberg**, Executive Vice-President, Allianz AG, Germany
- **Charles Feng**, Domestic Market Leader, PricewaterhouseCoopers, China
- **Miguel Frasquilho**, Member of the Board, Espírito Santo Research, Portugal
- **Benjamin Lehmann**, Vice President, HSBC, Switzerland
- **Li Yong**, Chairman, Huarong Jianxin Investment Group, China
- **Lao Kuan**, Chairwomen, Benefit Sales Investment Corporation, China
- **Lu Zhiqiang**, Chairman, China Oceanwide Holdings, China
- **Volker Potthoff**, former Member of the Management Board, Deutsche Börse, Germany
- **Jeffrey R. Shafer**, Vice Chairman, Global Banking, Citigroup, USA
- **Donald H. Straszheim**, Vice Chairman, Roth Capital Partners, USA

*Chaired by*

- **David Liu**, Chief Advisor, Greater China, Zurich Financial Services, China

### **Boosting Quality (Benelux)**

China's aspiring global firms are challenged to increase product quality to enhance competitiveness and to match their clients' demands. What are the practices that make a difference?

- **Alan Bryden**, Secretary-General, ISO, Switzerland
- **Alan G. Hassenfeld**, Chairman, Hasbro, USA
- **Peter M. Mathews CMG**, Chairman, Black Country Metals, United Kingdom
- **Robert Miller**, Chief Executive Officer, Phynova Group, United Kingdom
- **Jan Oosterveld**, former Member of the Management Board, Philips, The Netherlands
- **Pan Peicong**, President, Tingyu Group, China
- **George Polk**, Chief Executive Officer, The Cloud Networks, United Kingdom
- **Zhang Zhicheng**, Vice Chairman, Zhonglianxinye, China

*Chaired by*

- **Jean-Luc de Buman**, Executive Vice President, SGS, Switzerland

### Debating China's Rise (London)

Chinese rise to global eminence will change the texture of world politics and economics. How will China shape the global agenda and what is the perspective for business?

- **Philip Bowring**, Columnist, International Herald Tribune, Hong Kong SAR
- **Amol S Chawathe**, Chief Technology Officer, Fountain Technologies, India
- **Wolfgang Hirn**, Correspondent, Manager Magazin, Germany
- **Michael Johnson**, Member of Parliament, Australia
- **Ben Leung**, Chief Executive Officer, Shangdong Elewell, China
- **Liu Jingui**, Deputy Director, Fujian Government, China
- **Frank Lyn**, China Market Leader, PricewaterhouseCoopers, China
- **Jason Ma**, Chief Executive Officer, JiSharp, China
- **David Young**, Managing Director, Oxford Analytica, United Kingdom
- **Zhou Rong**, General Manager, Xiao Group, China

*Chaired by*

- **Maria Livanos Cattai**, Vice Chair, International Crisis Group, Switzerland

### 12.30-14.30 Lunch - China's role in Global Trade (Ballroom A)

China's rise and its rapid increase in cross-border trade has affected the global economic balance. What is China's role in the next round of global trade talks? What should the future trading system and its institutions look like?

- **Supachai Panitchpakdi**, Secretary-General, UNCTAD, Switzerland
- **Volker Hoff**, Minister of Hesse for Federal and European Affairs, Germany
- **Xu Bingjin**, Former Assistant Minister of Foreign Trade and Economic Cooperation, China

*Chaired by*

- **Frank-Jürgen Richter**, President, Horasis, Switzerland

### 14.30-16.00 Round-tables in Parallel

#### Towards Competitive Logistics Management (Ballroom B)

What are the imperatives for a competitive logistics sector in China? What are the roadblocks to China's drive to become a global player in logistics management?

- **Julian Cook**, Chief Executive Officer, Fly Baboo, Switzerland
- **Robert Deillon**, Director General, Geneva Airport, Switzerland
- **Jim Dullum**, Vice President, EDS, United States
- **Chen Feng**, Chairman, HNA Group, China
- **Pierre Jaquier**, President, Geneva Economic Development Office, Switzerland
- **Li Jiang**, President, Beijing Xingqiao International Engineering Technology Company, China
- **Martin Marmy**, Secretary General, International Road Transport Union, Switzerland
- **Kieran Ring**, Chief Executive Officer, Global Institute of Logistics, USA

*Chaired by*

- **Scott Price**, Chief Executive Officer Asia-Pacific, DHL Express, Singapore



### Leadership in the Chinese Context (Ballroom C)

Chinese leadership practices might differ from mainstream theories and practices. What set of leadership skills do Chinese business leaders need to excel in the future?

- **Mukesh Aghi**, Chief Executive Officer, U21, Singapore
- **Marjan Bolmeijer**, Chief Executive Officer, Change Leaders, USA
- **Ronnie C. Chan**, Chairman, Hang Lung Group Limited, Hong Kong SAR
- **Carla Cico**, Chief Executive Officer (retired), Brazil Telecom, Brazil
- **Han Kan**, Member of the Board, Hangzhou Hondanet Development Company, China
- **Colin Hill**, Executive Chairman, Hill & Associates, Hong Kong SAR
- **Narayana Murthy**, Chairman and Chief Mentor, Infosys, India
- **Zhao Hengyu**, Chairman, HengSheng Group
- **Zhu Yicai**, Chairman, ChinaYurun Group, China

*Chaired by*

- **Peter Lorange**, President, IMD, Switzerland

### Building Chinese Brands (Foyer D)

China is currently undergoing a dramatic change in values, social stratification, and consumer behaviour. What are the implications for multinationals and what are the ingredients of a successful branding strategy?

- **Harald Einsmann**, Member of the Supervisory Board, Tesco, United Kingdom
- **Johan Eliasch**, Chairman, Head NV, United Kingdom
- **Patrick Firmenich**, Chief Executive Officer, Firmenich, Switzerland
- **Alan G. Hassenfeld**, Chairman, Hasbro, USA
- **Ralf Hirt**, Vice President, DoubleClick, United States
- **Liu Jia**, Chairman, Jiamei Dental Medical Management Group, China
- **Tang Jun**, Senior Vice President, The Walt Disney Company, USA
- **Michelle Yeh**, Senior Vice President, Shaklee Corporation, USA
- **Zhang Xinbo**, President, Vigorous Vision Advertisement, China

*Chaired by*

- **Mike W.O. Garrett**, Executive Vice President (retired), Nestlé, Switzerland

### The Lure of Private Equity (Méditerranée)

Corporate China is gearing towards Western practices of financing growth.

Is private equity the recipe for success?

- **Jan Bomholt**, Partner, BrainsToVentures, Switzerland
- **Chen Dawen**, President, Beijing Thousand Time Investment Company, China
- **Peter Cornelius**, Global Head of Research, Alpinvest, The Netherlands
- **Deng Wei**, Chairman, Bright Oceans Corporation, China
- **Fu Zirong**, Chairman, Beijing Elto Board, China
- **Mike Johnston**, Executive Vice President, Capital Group Companies, USA
- **Walter Kuemmerle**, Professor, Harvard Business School, USA
- **Hong Nguyen**, President, GC Millenium Group, Hong Kong SAR
- **Winston Wen**, Member of the Investment Committee, New Horizon Fund, China SAR

*Chaired by*

- **Max Burger-Calderon**, Managing Director, APAX, Hong Kong SAR

### Technology and Innovation: Outlook and Opportunities (Benelux)

China wants to move beyond a production-oriented technology sector to enable its companies to create intellectual property. How can Chinese companies boost their innovation capabilities?

- **Steven Atkinson**, Chief Technology Officer, Monitise, United Kingdom
- **Chen Wenchi**, Chief Executive Officer, Via Technologies, Taiwan
- **Guo Guangchang**, Chairman, Fosun High Technology Group, China
- **Travis Kalanick**, President, Redwoosh, USA
- **Bill Liao**, Co-Founder, Open BC, Switzerland
- **Ervin Leibovici**, Chief Executive Officer, BitBand Technologies, Israel
- **Reza Mahdavi**, Vice President, Cisco Systems, USA
- **Zhang Chunguang**, Chairman, Beijing Zhongchuang Telecom Test Company, China
- **Zhang Xiaohai**, Chief Executive Officer, Orinno Software, China

*Chaired by*

- **Daniel Muzyka**, Dean, Sauder School of Business, Canada

### Sustainability – Shifting towards a ‘Green GDP’ (London)

The Chinese National People’s Congress endorsed the 11th Five-Year Plan which is focused on sustainability-centred development policies. How can the corporate sector contribute to sustainable growth?

- **Tom Clough**, Member of the Executive Committee, Holcim, Switzerland
- **Bruno Lanvin**, Executive Director, Worldbank, USA
- **Ren Hongbin**, President, China National Machinery Industry Corporation, China
- **Daniel Stauffacher**, President, ICT for Peace, Switzerland
- **Wu Yijian**, Chairman, Ginwa Enterprise Group, China
- **Yuan Shuang**, President, Adoxin, China
- **Zhang Zhonglin**, Vice Governor, Dongguan City, China

*Chaired by*

- **Thomas Scheiwiller**, Partner, Global Sustainability Leadership, PricewaterhouseCoopers, Switzerland
- **Björn Stigson**, President, World Business Council for Sustainable Development, Switzerland

### 16.00-16.30 Contact Break

### 16.30-18.00 Round-tables in Parallel

#### Preparing for China’s Energy Needs (Ballroom B)

China’s fast growing economy faces rising energy needs. How can China and its partners tackle political, economic and financial risks?

- **Juan Aguiriano**, President, EMEA, DuPont, Switzerland
- **Franco Bernabè**, President, FB Group, Italy
- **Clare Cowan**, Chief Executive Officer, Cahill International, Canada
- **Silvano Coletti**, Chief Executive Officer, Ecosquare, Italy
- **Ding Ligu**, Chairman, Delong Iron-Steel, China

- **Robert W. Gee**, President, Gee Strategies Group, USA
- **Barbara Thomas Judge**, Chairperson, United Kingdom Atomic Energy Authority, United Kingdom
- **John J. Maresca**, Senior Vice President (retired), Unocal, USA

*Chaired by*

- **Werner Kreuz**, Managing Partner, A.T. Kearney, Germany

### **Envisioning the Global Chinese Firm (Ballroom C)**

Chinese firms currently expand overseas at unprecedented pace. What does Chinese firms' global future look like and what is Hong Kong's role as launch-pad for Chinese firms to go global?

- **Ai Baojun**, President, Baoshan Iron and Steel, China
- **Hans Christian Beltermann**, Chairman, Fountain Capital AG, Switzerland
- **Hanson Cheah**, Managing Partner, Asiatech Ventures, Hong Kong SAR
- **Chen Wenchi**, Chief Executive Officer, Via Technologies, Taiwan
- **Gao Jingquan**, Chairman, GGE Group, China
- **Katie Leung**, Managing Director, Elewell International Ltd, Hong Kong SAR
- **Friederike Linsenhoff**, President, Himalaya Partners, Switzerland
- **Hugo Restall**, Editor, Far Eastern Economic Review, Hong Kong SAR
- **George Yip**, Director of Research and Innovation, Capgemini, United Kingdom,

*Chaired by*

- **Simon Galpin**, Associate Director-General, InvestHK, Hong Kong SAR

### **Acquiring companies in Europe: Strategic Legal Issues for Chinese Firms (Foyer D)**

Chinese firms are faced with a myriad of requirements and frameworks when acquiring companies in Europe. What are the win-win strategies when dealing with foreign investment rules?

- **Ronnie C. Chan**, Chairman, Hang Lung Group Limited, Hong Kong SAR
- **Chen Ping**, Chairman, Manhattan Capital Group Holdings, China
- **Frank Günther**, Managing Partner, Günther & Partner, Germany
- **J.P. Huang**, Chairman, JPI Group, China
- **Jean-Christophe Iseux**, Special Adviser, CPC Central Committee, China
- **Christopher Klemm**, Managing Partner, Quadrum Partners, Switzerland
- **Li Lu**, Founding General Partner, Himalaya Capital, USA
- **Lin Xuefang**, Chairman, Zhengrun Weiye Investment Co., China
- **Xu Bingjin**, Former Assistant Minister of Foreign Trade and Economic Cooperation, China
- **Xu Gang**, Director, Beijing Jinde Law Firm, China

*Chaired by*

- **Thomas Gilles**, Partner, Baker & McKenzie, Germany

### **Listing Chinese firms (Méditerranée)**

The world's major stock exchanges are greeting Chinese firms with open arms. What does it take to successfully list emerging Chinese multinationals?

- **Ulrich Becker**, Managing Director, Deutsche Börse, Germany
- **Helder Bataglia**, Chief Executive Officer, Escom, Portugal
- **Charlotte Crosswell**, President, Nasdaq International, United Kingdom
- **Daniel Keist**, Member of the Board, SWX Swiss Exchange, Switzerland
- **Madhu Kannan**, Managing Director International, New York Stock Exchange, USA
- **Oki Matsumoto**, Chief Executive Officer, Monex, Japan
- **Xiao Kaining**, Chairman, Kaijia Investment Company, China
- **Zhao Min**, President, Sinotrust, China

*Chaired by*

- **Johnny Hon**, Chairman, Global Group (Europe), United Kingdom

### **Facilitating Investments through Strategic Communications (Benelux)**

The Chinese business community is being challenged by a backlash against their attempts to acquire European and US firms. How can strategic communications programmes help to bridge the divide?

- **Stefan Baron**, Managing Editor, WirtschaftsWoche, Germany
- **François Carrard**, Special Commissioner for Olympic Games 2008, IOC, Switzerland
- **Chen Xiaofeng**, Chief Executive Officer, Inception, China
- **Claudia Gutiérrez**, Director, Association of European Journalists, Spain
- **Lu Xingdong**, Chairman, Tanglong International Media Company, China
- **Mao Yonghong**, Chairman, Baibuting Group, China
- **Ikram ul-Majeed Sehgal**, Chairman, Pathfinder Group of Companies, Pakistan
- **Shi Yuzhu**, Chairman, Giant Investment, China

*Chaired by*

- **Jere Sullivan**, Vice Chairman, Edelman, Belgium

### **Manufacturing, Sourcing and Supply Chain Management (London)**

China has become the 'factory to the world' and multinational corporations increase their endeavours to source from China. What models of cooperation will prevail?

- **Bob Bishop**, Vice Chairman, Silicon Graphics, USA
- **Paul W. Bradley**, President, Arshhiya Technologies International, India
- **Sach Chandaria**, President, Comcraft, Singapore
- **Johan Eliasch**, Chairman, Head NV, United Kingdom
- **Joachim Reidiess**, President, Dr. Wirth Group, Germany
- **Jean Rosanvallon**, President, Dassault Falcon, France/USA
- **Sun Jianhu**, President, Xiamen King Long Motor Company, China
- **Jerry Zhang**, Chief Executive Officer, Neocomm Broadband, China

*Chaired by*

- **Harald Kayser**, Leader China Business Group, PricewaterhouseCoopers, Germany

### **19.00-22.00 Dinner – Chinese Business Leaders of the Year.**

An initiative by Horasis and PricewaterhouseCoopers

*Welcome by*

- **Pierre-François Unger**, President,  
State of Geneva, Switzerland

*Strategic Recommendations by*

- **Wolfgang Wagner**, Eurofirms Leader, PricewaterhouseCoopers, Germany

*Award Presented by*

- **Wolfgang Wagner**, Eurofirms Leader, PricewaterhouseCoopers, Germany
- **Bernard Gannier**, Eurofirms China Desk Leader, PricewaterhouseCoopers, France
- **Frank-Jürgen Richter**, President, Horasis, Switzerland

## September 26, 2006. Exclusive Executive Meetings

### **9.00-10.30 Key Insights on How to Do Business in Europe**

Round-table discussion with Partners of PricewaterhouseCoopers on:

- Market entry strategies, deals & integration, tax structuring, etc.
- Industry topics and specific opportunities (Automotive, Life Science, Banking, etc.)
- Markets (Europe, Germany, Switzerland, France, Netherlands, etc.)

### **10:30-11.00 Coffee break**

### **11:00-12.00 One-to-One Meetings with PricewaterhouseCoopers**

*with*

- PwC Partners of Germany, Netherlands, Switzerland, France, Italy, Luxembourg, Ireland, Denmark, Cyprus and Finland
- Chinese delegation, speakers and all guests



# Participants:



Name	Position	Organization	Country
<b>Mukesh Aghi</b>	Chief Executive Officer	U21	Singapore
<b>Juan Aguiriano</b>	President, Safety Resources, EMEA	DuPont	Switzerland
<b>Ai Baojun</b>	President	Baoshan Iron and Steel	China
<b>Jorgen Juul Andersen</b>	Partner	PricewaterhouseCoopers	Denmark
<b>David Arkell</b>	Head of HR & Communications	Zurich Financial Services	Switzerland
<b>David Arkless</b>	Senior Vice-President	Manpower	USA
<b>Steven Atkinson</b>	Chief Technology Officer	Monitise	United Kingdom
<b>Stefan Baron</b>	Managing Editor	WirtschaftsWoche	Germany
<b>Helder Bataglia</b>	Chief Executive Officer	Escom	Portugal
<b>Ulrich Becker</b>	Managing Director	Deutsche Börse	Germany
<b>Hans Christian Beltermann</b>	Chairman	Fountain Capital AG	Switzerland
<b>Franco Bernabe</b>	President	FB Group	Italy
<b>Alexandra Bernard</b>	Correspondent	United World	USA
<b>Steve Bernard</b>	Director	Geneva Financial Center	Switzerland
<b>Bob Bishop</b>	Vice Chairman	Silicon Graphics	USA
<b>Marjan Bolmeijer</b>	Chief Executive Officer	Change-Leaders	USA
<b>Jan Bomholt</b>	Partner	BrainsToVentures AG	Switzerland
<b>Philip Bowring</b>	Columnist	International Herald Tribune	Hong Kong SAR
<b>Paul W. Bradley</b>	President	Arshhiya Technologies International	India
<b>Alphons P.M. Brenninkmeijer</b>	Chairman	C&A China	China
<b>Alan Bryden</b>	Secretary-General	ISO	Switzerland
<b>Jean-Luc de Buman</b>	Senior Vice President	SGS	Switzerland
<b>Max Burger-Calderon</b>	Managing Partner	Apax Partners	Hong Kong SAR



<b>Bruce von Cannon</b>	Executive Director	UBS	Switzerland
<b>François Carrard</b>	Special Commissioner for Olympic Games 2008	IOC	Switzerland
<b>Maria Livanos Cattau</b>	Vice Chair	International Crisis Group	Switzerland
<b>Kate Chan</b>	Director	IMD	Switzerland
<b>Ronnie C. Chan</b>	Chairman	Hang Lung Group	Hong Kong SAR
<b>Sach Chandaria</b>	Managing Director	Comcraft	Singapore
<b>Amol S Chawathe</b>	Chief Technology Officer	Fountain Technologies	India
<b>Hanson Cheah</b>	Managing Partner	Asiatech Ventures	Hong Kong SAR
<b>Chen Baijia</b>	Chief Executive Officer	Guangzhou CFT	China
<b>Chen Dawen</b>	President	Beijing Thousand Time Investment Company	China
<b>Chen Feng</b>	Chairman	Hainan Airlines	China
<b>Chen Hong</b>	Chief Executive Officer	Hina Group	China
<b>Chen Ping</b>	Chairman	Manhattan Capital Group Holdings	China
<b>Chen Wenchi</b>	Chief Executive Officer	Via Technologies	Taiwan
<b>Chen Xiaofeng</b>	Chief Executive Officer	Inception	China
<b>Carla Cico</b>	Chief Executive Officer (retired)	Brazil Telecom	Brazil
<b>Tom Clough</b>	Member of the Board	Holcim	Switzerland
<b>Silvano Coletti</b>	Chief Executive Officer	Ecosquare	Italy
<b>Pierre Coll</b>	Partner	PricewaterhouseCoopers	France
<b>Julian Cook</b>	Chief Executive Officer	Fly Baboo	Switzerland
<b>Peter Cornelius</b>	Global Head of Research	Alpinvest	The Netherlands
<b>Clare Cowan</b>	Chief Executive Officer	Cahill International	Canada
<b>Charlotte Crosswell</b>	President	Nasdaq International	United Kingdom
<b>Robert Deillon</b>	Director General	Geneva Airport	Switzerland
<b>Deng Wei</b>	Chairman	Bright Oceans Corporation	China
<b>Jean-Michel Dhenain</b>	President, China	Sodexoalliance	France

Name	Position	Organization	Country
<b>Ding Ligu</b>	Chairman	Delong Iron-Steel	China
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<b>Fan Wei</b>	Chairman	Shanghai Xinmi Computer Technology	China
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<b>Fu Zirong</b>	Chairman	Beijing Elto Board	China
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<b>Nigel Hazell</b>	Chairman	BPP	Kong Kong SAR
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Name	Position	Organization	Country
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<b>Bruno Lanvin</b>	Director	World Bank	Switzerland
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<b>David Liu</b>	Chief Advisor	Zurich Financial Services	China
<b>Liu Jia</b>	Chairman & CEO	Jiamei Dental Medical Management Group	China
<b>Liu Jingui</b>	Deputy Director	Fujian Government	China
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<b>Peter Lorange</b>	President	IMD	Switzerland
<b>Bram Los</b>	Partner	PricewaterhouseCoopers	Netherlands
<b>Abraham Lu</b>	Research Fellow	IMD	Switzerland

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<b>Xiao Kaining</b>	Chairman	Kaijia Investment Company	China

Name	Position	Organization	Country
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<b>Xu Gang</b>	Director	Beijing Jinde Law Firm	China
<b>Yang Fengmin</b>	Chairman	Dalian Xinli Real Estate Development Company	China
<b>Ye Meng</b>	President, Europe	Baosteel	Germany
<b>Michelle Yeh</b>	Senior Vice President	Shaklee Corporation	USA
<b>George Yip</b>	Director of Research and Innovation	Capgemini	United Kingdom
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<b>Yuan Shuang</b>	President	Adoxin	China
<b>Zhang Chunguang</b>	Chairman	Beijing Zhongchuang Telecom Test Company	China
<b>Zhang Hai</b>	Chairman	Beijing Shengxingweiye Investment Company	China
<b>Jerry Zhang</b>	Chief Executive Officer	Neocomm Broadband	China
<b>Zhang Xiaohai</b>	Chief Executive Officer	Orinno Software	China
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<b>Zhang Yue</b>	Chairman	mWise Technology Company	China
<b>Zhang Zhengyu</b>	Chairman	Hi-Tech Wealth	China
<b>Zhang Zhicheng</b>	Vice Chairman	Zhonglianxinye	China
<b>Zhang Zhonglin</b>	Vice Governor	Dongguan City	China
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<b>Zhao Min</b>	President	Sinotrust	China
<b>Zhou Rong</b>	General Manager	Xiao Group	China
<b>Zhu Yicai</b>	Chairman	China Yurun Group	China





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In order to leverage our global skills and knowledge, PwC has established a pan-European China Business Group ("Eurofirms China Business Group"), to support territories and partners in offering their clients the most up-to-date, industry-specific knowledge related to their China activities, focussing specifically on China-related business issues, both to serve European companies seeking advice on how to best structure and approach the China market, as well as to provide support to Chinese companies looking to expand their business activities in Europe. The Eurofirms China Business Group is directly connected to each of our China Desk offices across Europe and the European Business Group established by PwC China, which acts as a counterpart to the Eurofirms China Business Group. Together, our group of specialists are able to provide our clients with the advice they need to pursue a sound strategy in China.

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