

Horasis

The Global Visions Community

Horasis: The Global Visions Community

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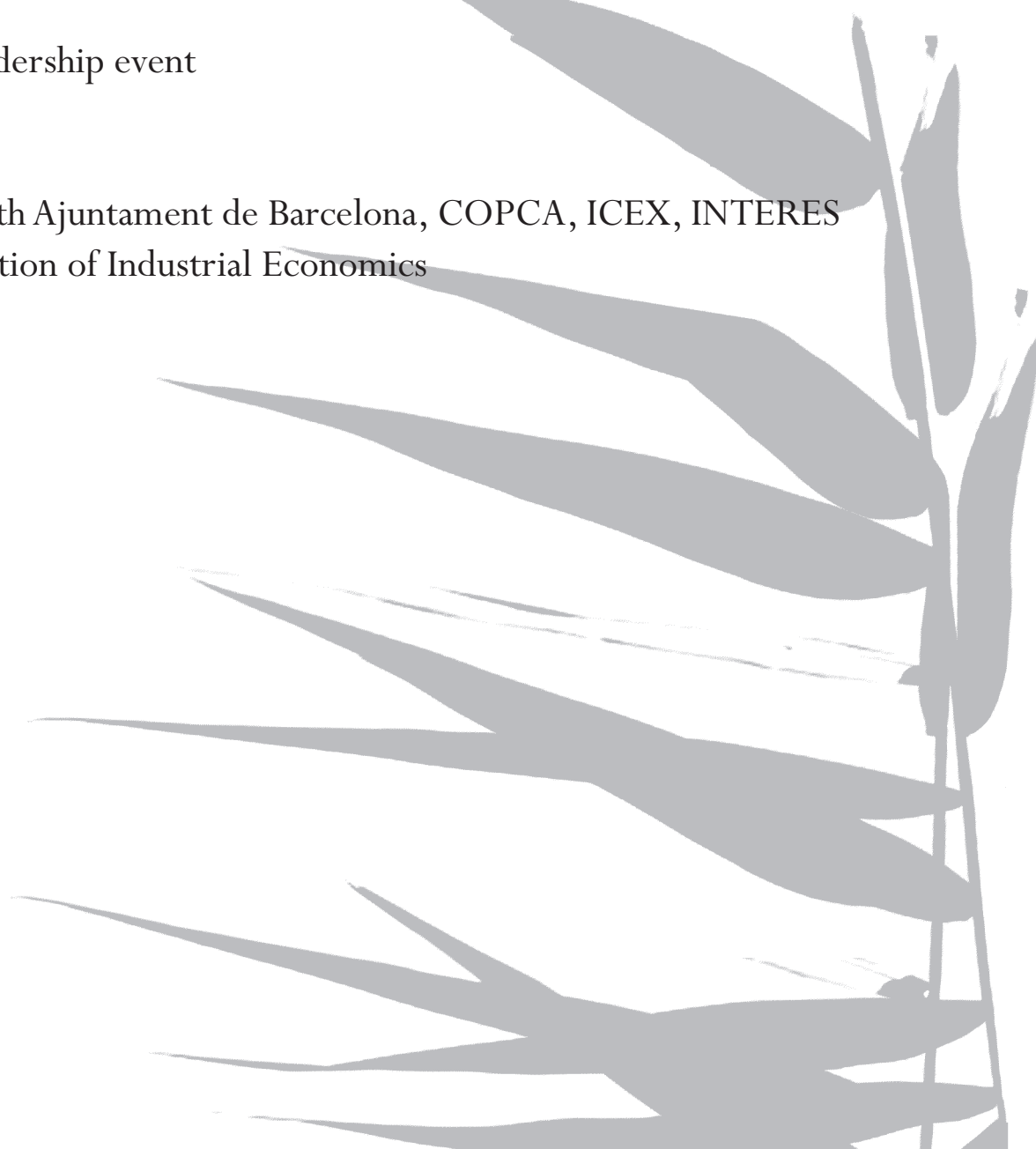
Global China Business Meeting

17-19 November 2008, Barcelona, Spain

a Horasis-leadership event

co-hosts:

Casa Asia, with Ajuntament de Barcelona, COPCA, ICEX, INTERES
China Federation of Industrial Economics





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

Global China Business Meeting

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Co-hosts:

Casa Asia, with Ajuntament de Barcelona, COPCA, ICEX, INTERES, China Federation of Industrial Economics

Co-organizers:

2005 Committee, China Entrepreneurs Club, China Kingdom Club

Co-chairs:

César Alierta	Chairman, Telefonica, Spain
Léo Apotheker	Co-Chief Executive Officer, SAP, Germany
Claude Begle,	Chairman of the Board of Directors, Swiss Post, Switzerland
Chang Dae-whan	Chairman, Maeil, Korea
Chen Feng	Chairman, Hainan Airlines, China
Fu Chengyu	Chief Executive Officer, CNOOC, China
Jim Goodnight	Chief Executive Officer, SAS, USA
Li Dongsheng	Chairman, TCL, China
Li Ruogu	Chairman, China Exim Bank, China
Liu Changle	Chairman, Phoenix TV, China
Natalya Kaspersky	Chairman, Kaspersky Lab Group of Companies, Russia
Munir Majid	Chairman, Malaysia Airlines, Malaysia
Naushad Merali	Chairman, Sameer Group, Kenya
Eduardo Montes	Chairman, FerroAtlantica, Spain
Juan Maria Nin	Chief Executive Officer, La Caixa, Spain
Josep Piqué	Chairman, Vueling, Spain
Anthony Salim	President, Salim Group, Indonesia
S. Sandilya	Chairman, Eicher Group, India
Shao Bo	Chairman, Novamed Pharmaceuticals, China
Yan Bingzhu	Chairman, Bank of Beijing, China
Zhang Yue	Chairman, Broad Air Conditioning, China

Strategic Partners:

Deloitte
La Caixa

Media Partners:

BusinessWeek
Caijing Magazine
China Daily
Euromoney
International Herald Tribune
Phoenix TV
Talents Magazine

Knowledge Partners:

Accenture
AIG
Baker & McKenzie
CEIBS
CLSA
Digitas
Egon Zehnder International
Finnair
GTZ
Havas Media
IDA Ireland
IESE
Permira
Port of Barcelona
Roland Berger

Welcome

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

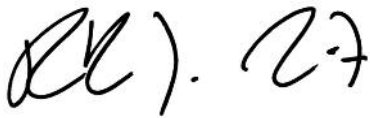
The Global China Business Meeting is the foremost annual gathering of Chinese business leaders and their global counterparts. This select group of global leaders will gather to create a powerful platform for cooperation between China and the rest of the world.

Senior executives from around the world will discuss Chinese firms' growing impact on global business. Also, the Global China Business Meeting will provide a special focus on China's interaction with other emerging economies. A review of the Beijing Olympics will be another theme.

As the current financial crisis intensifies, panellists will examine the state of the global economy and China's role in warding off a global recession.

It is my sincere hope that the Global China Business Meeting will further promote win-win economic relations, stimulate innovation and provide business opportunities for corporations from China and the world.

I wish you a thought-provoking and exceptional meeting.



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



Welcome

It is a pleasure to welcome you to participate in the Global China Business Meeting.

On behalf of Casa Asia, the Barcelona City Council, ACC10 CIDEM-COPCA (Government of Catalonia), Invest in Spain and the Spanish Institute for Foreign Trade (ICEX), I would like to thank you for your participation in this event. For Spain the host of the Global China Business Meeting is a landmark in our relations with China.

We believe that this meeting can provide many useful ideas to improve the integration of Chinese companies in the world economy and to strengthen economic ties between China and Spain. We hope to contribute to achieve these goals, providing a platform to create synergies between top executives and political leaders from all over the world.

I hope you enjoy your stay in Barcelona.

Warm regards,



A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a smaller 'S' and a horizontal line.

Jesús Sanz
Director General
CASA ASIA

Programme

Monday 17 November (Maritime Museum)	Tuesday 18 November (World Trade Center)	Wednesday 19 November
	07.30 - 08.45 Breakfasts - Managing Risks - Building the New Silk Road - Strategies for Success in China	
	09.00 - 10.00 Plenary Session Economic Outlook	
	10.00 – 11.30 Boardroom Dialogue - Listing Chinese Firms - Corporate Boards - China’s Entrepreneurs - Investing Overseas - Global Competition and Cooperation	10.00 – 12.30 Barcelona City Tour Meeting at the hotel lobby at 10.00
	11.30 – 12.30 Plenary Session Global Partnership	
	12.30 – 14.00 Lunch Chinese Business Leaders of the Year	
	14.00 – 15.00 Plenary Session China’s Global Trade and Investments	
	15.00 – 16.30 Boardroom Dialogue - Logistics - Brand Building - Private Equity - Natural Resources - China and Latin America	
from 18.30 Transfer/Registration Shuttle service between the Grand Marina Hotel and the Maritime Museum	17.00 – 18.30 Boardroom Dialogue - Post the Olympics - Globalization in Turbulent Times - Acquisition of Western Firms - The Quest for Sustainability - Chinese Technology Pioneers	
18.30 – 20.00 Welcome Reception Ribbon Cutting	18.30 – 20.00 Plenary Session Building Global Firms	
20.00 – 22.00 Welcome Dinner Celebrating China’s Olympic Momentum	20.00 – 22.00 Gala Dinner China’s Past, Present and Future	



Co-hosts of the Global China Business Meeting



CASA ASIA

Casa Asia is an institution under the Spanish government promoting activities boosting relations between Spain and China as well as other Asian countries. Casa Asia is supported by Ajuntament de Barcelona, COPCA, ICEX and INTERES Invest in Spain.

www.casaasia.es



Ajuntament de Barcelona

Barcelona (Ajuntament de Barcelona) is the capital and most populous city of the Autonomous Community of Catalonia and the second largest city in Spain.

www.bcn.es



Generalitat de Catalunya

The Consortium for the Commercial Promotion of Catalonia (COPCA) is the Catalan government's tool to promote the internationalisation of Catalan companies.

www.copca.com



The Spanish Institute for Foreign Trade (ICEX) is an agency serving Spanish companies to promote their exports and facilitate their international expansion.

www.icex.es



INTERES Invest in Spain, is the leading government organization that supports foreign companies seeking to set up or expand their business in Spain.

www.investinspain.org



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

Co-organizers of the Global China Business Meeting

The China Entrepreneur Club (CEC), established in December 2006, was founded by some of the most influential Chinese entrepreneurs. As the most authoritative and influential commercial leader club in China, CEC is dedicated to becoming one of the world most successful not-for-profit organizations. We believe that the spirit of entrepreneurship is essential impulse to promoting social development across-the-board.

www.club-cec.com



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



The 2005 Committee of the China Western Returned Scholars Association Chamber of Commerce (WRSACC) was formed by a group of Chinese overseas trained Chief Executive Officers. The 2005 Committee strives to become the most influential organization for Chinese returnees trained overseas, to become a high level think tank for China, Chinese society and enterprises and to become a model NGO in China.

www.2005committee.org



Programme



November 17, 2008

from 18.30 Shuttle service between the Grand Marina Hotel (at the World Trade Center, Moll de Barcelona) and the Maritime Museum (Av. de les Drassanes)

from 18.30 Registration (Maritime Museum)

18.30–20.00 Welcome Reception and Ribbon Cutting Ceremony (Maritime Museum)

- **Jesús Sanz**, Director General, Casa Asia, Spain
- **Qiu Xiaoqi**, Ambassador to Spain, Government of China, China
- **Miguel Sebastian**, Minister of Industry, Spain

with

- **Xu Kuangdi**, Vice Chairman, 10th CPPCC National Committee, China; representing the China Federation of Industrial Economics
- **Chen Feng**, Chairman, Hainan Airlines, China; representing the Kingdom Club
- **Li Dongsheng**, Chairman, TCL, China; representing the China Entrepreneurs Club
- **Henry Wang**, Vice Chairman, China Western Returned Scholars Association, China; representing the Committee 2005

and

- **Jordi Hereu**, Lord Mayor, City of Barcelona, Spain
- **José Montilla Aguilera**, President, Generalitat de Catalunya, Spain
- **Miguel Ángel Moratinos**, Minister Foreign Affairs and Cooperation, Spain

and

- **Carlos Gonzalez**, Chief Executive Officer Spain, Deloitte, Spain
- **Juan Maria Nin**, Chief Executive Officer, La Caixa, Spain

Chaired by

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

20.00–22.00 Welcome Dinner: Celebrating China's Olympic Momentum (Maritime Museum)

Beijing successfully hosted the Olympic Summer Games. How have the games fuelled new business opportunities for Chinese and global companies? How can China's contribute to stabilize the world economy during the current global financial crisis?

- **Jordi Hereu**, Lord Mayor, City of Barcelona, Spain
- **José Montilla Aguilera**, President, Generalitat de Catalunya, Spain
- **Miguel Ángel Moratinos**, Minister Foreign Affairs and Cooperation, Spain
- **Xu Kuangdi**, Vice Chairman, 10th CPPCC National Committee, China; Chairman, China Federation of Industrial Economics

Chaired by

- **Juan Maria Nin**, Chief Executive Officer, La Caixa, Spain

from 22.00 Shuttle service back to the Grand Marina Hotel



07.30-08.45 Breakfast Sessions (World Trade Center)

Managing Risks (A1)

The ability to anticipate geopolitical, economic and managerial risks constitutes a competitive advantage for Chinese firms expanding into new markets and for global firms investing into China. Which risks should be addressed and how should they be effectively managed?

- **Michael W. Garrett**, Chairman, Evian Group, Switzerland
- **Noboru Hatakeyama**, Chairman and CEO, Japan Economic Foundation, Japan
- **Jean-Christoph Iseux**, Special Advisor, CPC Central Committee, China
- **Lou Marinoff**, Professor of Philosophy, The City College of New York, USA
- **Yuri Seniuk**, Chairman, Business Partnership Association 'Kiev-Beijing', Ukraine
- **Patrick Tilbury**, Asia Pacific Editor, Oxford Analytica, United Kingdom
- **Ivan Tselichtchev**, Professor, Niigata University of Management, Japan
- **Zhang Yan**, Vice President, China Gloria Investment & Management, China

Chaired by

- **Tom Redburn**, Assistant Managing Editor, International Herald Tribune, France

Building the New Silk Road (A2)

Goods and services are once again flowing along the route that connected China with the Middle East and Africa. What are the opportunities and challenges generated by the growth in trade and investment between China and the countries along the New Silk Road?

- **Sami Said Alangari**, President, Algihaz Group, Saudi Arabia
- **Francois Baird**, Chairman, Baird's Renaissance, South Africa
- **Hanson Cheah**, Chief Executive Officer, Silkroad Capital, Hong Kong SAR
- **Huan Guocang**, Member of the Supervisory Board, Qatar Financial Centre Authority; Managing Partner, Primus Pacific Partners, Hong Kong
- **Mustaque Rawji**, President, Beltexco, D.R. Congo
- **Kobus van der Wath**, Group Managing Director, The Beijing Axis, China

Chaired by

- **Andy Reinhardt**, Correspondent, BusinessWeek, USA

Strategies for Success in China (A3)

Given the mixed success of Multinational's operations in China, the question arises as to what challenges are facing global investors and what strategies will boost success in China.

- **Edan Lee**, Managing Director, Olympus Capital Holdings Asia, China
- **Jason Yat-sen Li**, Managing Partner, RI Group China, China
- **Joachim Reidiess**, President, Dr. Wirth Group, Germany
- **Jean Rosanvallon**, Chief Executive Officer, Dassault Falcon, France
- **Susan Sclafani**, Managing Director, Chartwell Education Group, USA
- **Wu Kegang**, Chief Executive Officer, ChinaDirect, United Kingdom
- **Zhang Yaquin**, Chairman, Microsoft China, China

Chaired by

- **Alex Wan**, President, China CEO Roundtable, China

09.00-10.00 **Opening Plenary: Economic Outlook** (World Trade Center)

The global economic outlook for 2009 remains uncertain despite China's continued economic success. How might the world economy evolve in the next 6 to 12 months? How is the current financial crisis impacting China and what is China's impact on global growth?

- **Claude Begle**, Chairman, Swiss Post, Switzerland
- **Chang Dae-whan**, Chairman, Maeil, Korea
- **Fu Chengyu**, Chief Executive Officer, CNOOC, China
- **Josep Piqué**, Chairman, Vueling, Spain
- **Yan Bingzhu**, Chairman, Bank of Beijing, China

Address by:

- **Xu Kuangdi**, Vice Chairman, 10th CPPCC National Committee, China; Chairman, China Federation of Industrial Economics

Chaired by

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

10.00-11.30 **Boardroom Dialogue Sessions** (World Trade Center)

Listing Chinese Firms (A1)

China's rapid economic growth has led to its most competitive companies seeking to list overseas. What is needed to attract top Chinese companies to IPO? What are the recipes for a successful IPO?

- **Paul Chow**, Chief Executive Officer, Hong Kong Exchanges and Clearing, Hong Kong SAR
- **Frank Gerstenschläger**, Member of the Executive Board, Deutsche Börse Group, Germany
- **Vincent Mo**, Chairman, SouFun Holdings, China
- **Jenny Rosberg**, Senior Vice President, NASDAQ OMX Europe, Sweden
- **Ludwik Sobolewski**, President and Chief Executive Officer, Warsaw Stock Exchange, Poland
- **Rene Vanguetaine**, Chairman, Christensen, USA
- **Antonio J. Zoido**, President, Bolsa de Madrid, Spain

Chaired by

- **Omer Ozden**, Partner, Baker & McKenzie, USA

Maximizing the Value of Corporate Boards (A2)

Chinese companies are putting renewed emphasis on the assembling and managing of corporate boards as they enter the global scene for capital fund-raising. What are the lessons learnt, what are the benefits and what are the trends emerging elsewhere in the world?

- **Belmiro de Azevedo**, Chairman, Sonae, Portugal
- **Cao Guowei**, Chief Executive Officer, Sina Group, China
- **James Ding**, Chairman, AsialInfo, China
- **Lee Shufan**, Co-chairman, New Asia Partners, China
- **Munir Majid**, Chairman, Malaysia Airlines, Malaysia
- **Nan Cunhui**, Chairman, Chint, China
- **Francisco Reynes**, Managing Director, Criteria, Spain

Chaired by

- **Dennis Ku**, Partner, Egon Zehnder International, China

China's Entrepreneurs: Leadership in Times of Globalization (A3)

China's entrepreneurs created a range of new businesses in recent years. What are the risks when advancing from a start-up to a global business? What can Chinese entrepreneurs learn from their global counterparts?

- **James Bernstein**, Managing Director, Noxilizer, USA
- **Stan Fung**, Managing Director, FarSight Ventures, China
- **Alex Lin**, President, Chinavalue Business New Media, China
- **Myles Lu**, Chief Executive Officer, Roxbeam, China
- **Winston Mok**, Chairman, Egg Story Creative Production, China
- **Wu Yijian**, Chairman, Ginwa Investment, China
- **Xia Hua**, Chairwomen, Eve Fashion Group, China
- **Alfonso T. Yuchengco**, Chairman, RCBC, Philippines

Chaired by

- **Pedro Nueno**, Professor, IESE, Spain; President, CEIBS, China

Investing Overseas (CIC 1)

Chinese firms increasingly invest overseas, by means of regional headquarters, acquisitions and sovereign fund investments. Which strategies work best when trying to break into foreign markets and what competitive advantages can host countries offer potential investors from China?

- **Alan Beattie**, World Trade Editor, Financial Times, United Kingdom
- **Stiphan Beher**, President, BHI Hotels, Thailand
- **Antonio Hernandez**, Chief Strategy Director, INTERES Invest in Spain, Spain
- **Michael Miao**, Chief Executive Officer, Intel-Link International, China
- **Susana Tintore**, Director General, Catalan Investment Agency, Spain
- **Henry Wang**, Vice Chairman, China Western Returned Scholars Association, China
- **Zhang Ting**, Chief Executive Officer, China Business Solutions, China
- **Zhang Xiaodong**, Chairman, Wenda Minjun (Fuzhou) Industry Co, China

Chaired by

- **John O'Brien**, Head of Planning, IDA Ireland, Ireland

Global Competition and Cooperation (CIC 2)

In the past, cooperation and competition between Chinese firms and Multinational Corporations (MNCs) was mainly focused on the Chinese market. Now, with Chinese companies going global, the format of interaction will change. How can both Chinese firms and MNCs master this challenge and benefit from the opportunities arising from this development?

- **Timothy Beardson**, Chairman, Albert Place Holdings, Hong Kong SAR
- **Philip Bowring**, Columnist, International Herald Tribune, Hong Kong SAR
- **Stephen Ding**, Chairman, Fourth Space, China
- **Luo Bingsheng**, Vice Chairman, China Iron & Steel Association, China
- **Josep Piqué**, Chairman, Vueling, Spain
- **S. Sandilya**, Chairman, Eicher Group, India
- **Kenny Zhang**, President, Guangdong Haohe Construction Company, China
- **Robert Zou**, Chief Executive Officer, Arrail Group, China

Chaired by

- **Jeff Lin**, Partner, Roland Berger, China

11.30-12.30 **Special Plenary: Nurturing a New Global Partnership - China, Spain and the World**

The economic partnership between China, Spain and the world has extensive synergies, especially during the current global financial crisis. What are the visions of state and business leaders to ensure sustainable growth?

- **Eduardo Montes**, Chairman, FerroAtlantica, Spain
- **S. Sandilya**, Chairman, Eicher Group, India
- **Shao Bo**, Chairman, Novamed Pharmaceuticals, China

Reaction by:

- **Gao Hucheng**, Vice Minister, Ministry of Commerce, China
- **Silvia Iranzo**, Vice Minister of Commerce, Spain
- **Kang Shaobang**, Executive Director, IISS, Central Party School of the Communist Party, China

Special Address by:

- **H.R.H.** The Prince of Asturias, Spain

Chaired by

- **Frank-Jürgen Richter**, President, Horasis, Switzerland
- **Jesús Sanz**, Director General, Casa Asia, Spain

12.30-14.00 **Lunch – Chinese Business Leaders of the Year** (World Trade Center)

For the third time as part of the Global China Business Meeting, we will celebrate outstanding entrepreneurs who have been building and leading successful Chinese global firms.

Chaired by

- **Carlos Gonzalez**, Chief Executive Officer Spain, Deloitte, Spain
- **Lawrence Chia**, National Managing Partner, Financial Advisory Services, Deloitte, China

14.00-15.00 **Plenary Session: China's Global Trade and Investments** (World Trade Center)

As the global importance of the Chinese economy increases, new economic alliances amongst China and other emerging countries will evolve. What are the prospects for China's global trade and investments in such areas as natural resources, agriculture and technology and what is the impact on business?

- **Chen Feng**, Chairman, Hainan Airlines, China
- **Natalya Kaspersky**, Chairman, Kaspersky Lab Group of Companies, Russia
- **Munir Majid**, Chairman, Malaysia Airlines, Malaysia
- **Anthony Salim**, President, Salim Group, Indonesia

Address by

- **Noboru Hatakeyama**, Chairman and CEO, Japan Economic Foundation, Japan

Chaired by

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



15.00-16.30 Boardroom Dialogue Sessions (World Trade Center)

China and the Geography of Logistics (A1)

The market for third-party logistics is growing, driven by the opening up of the market to multinational corporations. What are the remaining challenges and what models of cooperation will prevail?

- **Claude Begle**, Chairman, Swiss Post, Switzerland
- **Chen Bing**, Chief Executive Officer, Vistajet Holding, Switzerland
- **Chen Feng**, Chairman, Hainan Airlines, China
- **Juli Minoves Triquell**, Minister of Economic Development and Public Affairs, Andorra
- **Minoo Saher**, Group Chief Executive Officer, Mustafa Sultan Enterprises, Oman
- **Jerry Zhang**, Chief Executive Officer, Neocomm Broadband, China
- **Zhang Jianwei**, President, Sinotrans, China

Chaired by

- **Josep Oriol**, General Manager, Port de Barcelona, Spain

Can Chinese Brands Make it Abroad? (A2)

Ambitious Chinese firms want to leave behind the role of mere manufacturers to become branded players in developed markets. What will it take to establish brand awareness overseas?

- **Chang Dae-whan**, Chairman, Maeil, Korea
- **Tony Cowling**, President, TNS, United Kingdom
- **Chen Shujin**, Vice Chairman, China National Textile & Apparel Council, China
- **Lorraine Hahn**, Veteran TV Host and former CNN Anchor, Hong Kong SAR
- **Peter Lau**, Chief Executive Officer, Giordano, Hong Kong SAR
- **Song Lixin**, Chief Editor and Director, Talents Magazine, China
- **Jason Wang**, Chairman, China Reform Culture & Media International Group, China
- **Wang Lu Yen**, Chairman, Roly International Holdings, Hong Kong SAR

Chaired by

- **Alan Rutherford**, Chief Executive Officer Global, Digitas, United Kingdom

Private Equity: Powering China's New Global Champions (A3)

International private equity houses are stepping up their efforts to invest in China. What is the future role of private equity in China's capital market?

- **Bao Fan**, Chief Executive Officer, China Renaissance Partners, China
- **Feng Bo**, Co-Founder, Ceyuan Ventures, China
- **Gao Luan**, Chief Executive Officer, Tianjin Property Rights Exchange, China
- **Nikolaus Reinhuber**, Partner, Baker & McKenzie, Germany
- **Andre Loesekrug-Pietri**, Managing Partner, China Equity Links, China
- **Shao Bo**, Chairman, Novamed Pharmaceuticals, China
- **Andrew Yan**, Managing Partner, SAIF Partners, China

Chaired by

- **Guido Paolo Gamucci**, Chairman Asia-Pacific, Permira, Hong Kong SAR



Feeding Growth: China's Natural Resources Needs (CIC1)

China's growth is creating gaps between supply and demand for natural resources and basic commodities. How can China and its partners tackle political, economic and environmental risk?

- **Samir Brikho**, Chief Executive Officer, Amec, United Kingdom
- **Chen Ping**, President, China Investment Partners, China
- **Fu Chengyu**, Chief Executive Officer, CNOOC, China
- **Paul Judge**, Member of the Board, ENRC, Kazakhstan
- **Ka Kit**, Chairman, Shanxi Fenyang Coking Factory, China
- **Marko Kryzanowski**, Chairman, Petrol, Slovenia
- **Manuel Valencia**, Secretary General, Spain China Business Council, Spain

Chaired by

- **Rob Morrison**, Chairman, CLSA, Hong Kong SAR

Connecting China with Latin America (CIC2)

Chinese firms are increasingly setting up operations in Latin America to access the huge potential of the continent. What investment opportunities are likely to emerge and what role could Europe play in the growing trade and investment flows between China and Latin America?

- **Marcelo de Andrade**, Chairman, Pro Natura, Brazil
- **Alvaro Costa**, Chief Executive Officer, Kviar, Brazil
- **Pablo Granifo**, President, Banco de Chile, Chile
- **Marcos Jiménez**, Chief Executive Officer, Softtek Europe, Mexico
- **CJ Liu**, Chief Executive Officer, Pan-Pacific Management Institute, China
- **Mario Rubert**, Deputy Managing Director, Barcelona City Council, Spain
- **Charles Tang**, Chairman, Brazil-China Chamber of Commerce, Brazil
- **Xu Lipan**, Chairman, China Gloria Investment & Management, China

Chaired by

- **Javier Sanz**, Chief Executive Officer, INTERES Invest in Spain, Spain

16.30-17.00 Contact Break

17.00-18.30 Boardroom Dialogue Sessions (World Trade Center)

Post the Olympics - Communicating the Future (A1)

The Olympics are a significant milestone providing opportunities to showcase China's achievements. How can Chinese businesses and the government use strategic communications to increase the country's brand equity on the world stage, specifically with regards to sustainability?

- **Harald Einsmann**, Member of the Board of Directors, Tesco, United Kingdom
- **Feng Jun**, President, Aigo, China
- **Liu Jianzhong**, Vice President, Tianjin SASAC, China
- **Ignacio Niño**, Chief Executive Officer, Madrid Global, Spain
- **Yan Bingzhu**, Chairman, Bank of Beijing, China
- **Yang Rui**, Anchor, CCTV9, China

Chaired by

- **Fernando Rodes-Vila**, Chief Executive Officer, Havas Group, France

Globalization in Turbulent Times (A2)

Companies from emerging markets have been using different models to grow into successful Multinationals. What are the best practices when comparing Chinese firms with companies from other emerging markets in these turbulent times.

- **Jim Goodnight**, Chief Executive Officer, SAS, USA
- **Rodrigo Maciel**, Secretary General, Brazil-China Business Council, Brazil
- **Natalya Kaspersky**, Chairman, Kaspersky Lab Group of Companies, Russia
- **Jacques Kemp**, Chief Executive Officer Asia/Pacific, ING, Hong Kong SAR
- **Liu Changle**, Chairman, Phoenix TV, China
- **Mao Zhenhua**, Chairman, China Chengxin International Credit Rating Co., China

Chaired by

- **Mark Foster**, Group Chief Executive Officer, Management Consulting, Accenture, United Kingdom

A Roadmap for the Acquisition of Western Firms (A3)

Chinese Multinationals are bound to adapt to an unfamiliar operating environment when targeting acquisitions in Europe and North America. What are the right strategies and processes to address the M&A-challenge?

- **Ulrich Becker**, Managing Director, Credit Suisse, Switzerland
- **David Huang**, Commissioner, Beijing Municipal Commission of Development and Reform, China
- **Jon Koplovitz**, Senior Managing Director, Blackstone, United Kingdom
- **James Z. Li**, Chairman, E. J. McKay, China
- **Li Dongsheng**, Chairman, TCL, China
- **Wang Shuo**, Managing Editor, Caijing Magazine, China
- **Wayne W. Wang**, Chairman, CDP Group, China

Chaired by

- **Enrique Gutiérrez**, Managing Partner Corporate Finance, Deloitte, Spain

The Quest for Sustainability (CIC1)

The Chinese government decided to pursue a sustainability-centred development plan promoting a balanced and green GDP. How can China's corporate sector embrace socially responsible and environmentally friendly globalization strategies?

- **Kang Shaobang**, Executive Director, IISS, Central Party School of the Communist Party, China
- **Uwe Krüger**, Chief Executive Officer, Oerlikon, Switzerland
- **Nicholas Parker**, Chairman, Cleantech Group, Canada
- **Bob Walsh**, Chairman, LS9 Inc, USA
- **Zhang Xiangchen**, Minister, Permanent Mission of China to the WTO, China
- **Zhang Yue**, Chairman, Broad Air Conditioning, China
- **Zhao Xizheng**, President, China Electricity Council

Chaired by

- **Ron Kok**, Founder and Chairman, Otb Group, Netherlands

Chinese Technology Pioneers' Global Awakening (CIC2)

China's technology firms are emerging as global players in their own right. What areas are they pioneering in and how do they compete in world markets? What does it take to boost innovation capabilities?

- **Tim Brown**, Chief Executive Officer, Ideo, USA
- **James Fierro**, Chairman, Recipco Holdings, Canada
- **Gunjan Sinha**, Chairman, MetricStream, USA
- **Yang Xianzu**, former Chairman, China Unicom, China
- **Jack Zhang**, Chief Executive Officer, Zhanzuo, China
- **Zhang Zhengyu**, Chairman, High-Tech Wealth, China

Chaired by

- **Henry Birdseye Weil**, Professor, MIT Sloan School of Management, USA

18.30-20.00 Closing Plenary: Building Global Firms of Chinese Origin (World Trade Center)

Many Chinese firms aspire to develop into true global champions.

What are the key building blocks for Chinese firms to move from domestic to global? What are the intrinsic business models leading to success?

- **Jim Goodnight**, Chief Executive Officer, SAS, USA
- **Li Dongsheng**, Chairman, TCL, China
- **Liu Changle**, Chairman, Phoenix TV, China
- **Zhang Yue**, Chairman, Broad Air Conditioning, China

Address by

- **Juli Minoves Triquell**, Minister of Economic Development and Public Affairs, Andorra

Chaired by

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

20.00-22.00 Gala Dinner (World Trade Center)

A formal social evening to harness China's past, present and future.

- **Juan Antonio Samaranch**, Honorary President, International Olympic Committee Switzerland
- **Xu Kuangdi, Vice Chairman**, 10th CPPCC National Committee, China

Chaired by

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



November 19, 2008

10.00-12.30 Barcelona City Tour

Meeting at the lobby of the Grand Marina Hotel at 10.00

Participants:



Name	Position	Organization	Country
Manel Adell	Chief Executive Officer	Desigual	Spain
Salvador Alemany	Chief Executive Officer	Abertis	Spain
José Maria Álvarez-Pallete	Head of Latinamerica & China	Telefonica	Spain
Mukesh Aghi	Chief Executive Officer	Steria	India
Sami Said Alangari	President	Algihaz Group	Saudi Arabia
Joan Albós	Member of the Board	Roca Group	Spain
César Alierta	Chairman	Telefonica	Spain
Marcelo de Andrade	Chairman	Pro Natura	Brazil
Léo Apotheker	Co-Chief Executive Officer	SAP	Germany
Tomas Aranda	Partner	Deloitte	Spain
Louise Au	President, Asia	Digitas	China
Belmiro de Azevedo	Chairman	Sonae	Portugal
Francois Baird	Chairman	Baird's Renaissance	South Africa
Pere Ballart	Director General	Fluidra	Spain
Bao Fan	Chief Executive Officer	China Renaissance Partners	China
Enric Barba Ibáñez	Chief Executive Officer	Grupo CIRSA-UNIDESA	China
Santiago Bassols	Director General	ZAL (Logistic Activities Zone) of Port de Barcelona	Spain
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www.gtz.de

The logo for Havas Media, featuring the word 'HAVAS' in a large, bold, sans-serif font with a vertical bar to the left of the 'H'. Below 'HAVAS' is the word 'MEDIA' in a smaller, spaced-out, sans-serif font.

Havas Media is the global media network of Havas. Havas Media represents one of the world's fastest growing media networks, its agencies have grown from 10 markets in 1999 to 101 markets in 2008. Havas Media services its clients through a portfolio of specialist global networks and agencies. This group is organised to maximise local market dynamics whilst leveraging the extensive global insight and strategic support within Havas Media. The range of companies within Havas Media include: MPG (Havas Media's global media network), Arena (Havas Media's network for tailor-made communication services), Havas Digital (Havas Media's global interactive network), Havas Sports (Havas Media's global sports communication network) and Havas Entertainment (Havas Media's branded entertainment network).

www.havasmedia.com

The logo for IDA Ireland, featuring three stylized hexagons to the left of the text 'IDA' in a large, bold, sans-serif font, with 'IRELAND' in a smaller, bold, sans-serif font below it.

IDA Ireland is the government agency responsible for promoting and developing overseas-owned investment in Ireland. It works with global companies to help them gain the full benefits Ireland offers in accessing the wider European marketplace of 800 million consumers, the most valuable market in the world. The world's leading companies in information technologies, software, medical devices, biotechnology, digital media and financial services use Ireland as their base for serving the lucrative European market. Top global companies in those sectors choose Ireland for their European operations such as regional headquarters, supply chain management, treasure and financial shared services, customer support, R&D and advanced production.

www.idaireland.com

IESE Business School, the graduate school of management of the University of Navarra, is committed to the education and development of business leaders worldwide. The school launched its MBA program in 1964, under the guidance of an advisory committee set up by Harvard Business School and IESE that continues to meet annually to discuss matters of mutual interest and relevance. The school not only pioneered the concept of executive education for business leaders in Europe, but also initiated joint-venture executive education, a growing tradition among leading business schools. Since its founding in 1958, IESE has served companies and society through high-quality teaching and research, and has become one of the world's largest producers of business cases.

www.iese.edu



Roland Berger is a worldwide leading management consulting firm. We are active in all relevant markets, serving our clients with more than 1,700 employees located in 33 offices across Europe, Asia and the Americas. Since the firm's establishment in 1967, we have enjoyed dynamic and sustainable growth and excellent business results. An average growth rate of over 17% p.a. since 1970 clearly shows our outstanding development. It's our people who make the difference - our people are our most valuable asset.

www.rolandberger.com



Permira is a leading European-based private equity firm. Permira acts as adviser to the 19 Permira Funds, totalling approximately Euro 22 billion, that have been raised since 1985. These funds have invested in over 180 transactions in over 15 different countries, in companies across a variety of sectors and geographies, at all stages of the business lifecycle. Permira has a reputation for providing creative and timely solutions to vendors. We have a partnership culture and work closely with management teams. We help management teams to create value by combining extensive geographic coverage with deep vertical sector knowledge.

www.permira.com



The **Port of Barcelona** is set up as a large network of facilities and services spread out throughout the region, accessible to clients and offering comprehensive door-to-door logistics services. The port premises, in addition to being a major territorial and economic infrastructure, serve as the hub for this set of service centres (port terminals, the Logistics Activities Area, inland maritime terminals, intermodal terminals, depots, etc.), which have global reach and are linked by multimodal transport corridors. At these facilities, which operators manage in a decentralized fashion, clients have access to a wide range of handling, transport, logistics and value-added services that facilitate their foreign-trade operations.

www.apb.es



