

## Global China Business Meeting

9-11 November 2009, Lisbon, Portugal

a Horasis-leadership event

# Report





**Co-hosts:**

Aicep, Turismo de Portugal, Caixa Geral de Depósitos

**Co-organizers:**

2005 Committee, Center for China and Globalization, China CEO Roundtable, China Entrepreneur Club, e-China, Ededuc, World Eminence Chinese Business Association

**Co-chairs:**

Samir Brikho	Chief Executive Officer, Amec, United Kingdom
Ronnie C. Chan	Chairman, Hang Lung Properties, Hong Kong SAR
Chen Ping	Chairman, TideTime Group, China
Feng Jun	Chairman, Aigo, China
Amadou Hott	Chief Executive Officer, UBA Capital, Nigeria
Kola Karim	Chief Executive Officer, Shoreline Energy Intern., Nigeria
David K.P. Li	Chairman, Bank of East Asia, Hong Kong SAR
Munir Majid	Chairman, Malaysia Airlines, Malaysia
John M. Neill	Group Chief Executive Officer, Unipart Group, UK
Fernando Faria de Oliveira	Chairman, Caixa Geral de Depósitos, Portugal
Ricardo Salgado	Chairman, Banco Espírito Santo, Portugal
Alessandro Teixeira	President, APEX, Brazil
Bruno Wu	Chairman, Redrock Capital Group Holdings, China
Wu Ying	President, CTC Capital, China
Zhou Chenjian	President, Metersbonwe Group, China
Levin Zhu	Chief Executive Officer, CICC, China

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*Horasis President Frank-Jürgen Richter - celebrating China*



*During the Welcome Dinner*



*Participants prepare for the welcome dinner*



*The co-organizers during the opening ceremony*

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# Foreword

With the 2009 Global China Business Meeting, Horasis celebrated five years of collaboration and active engagement with China. As a result of close partnership, the annual Global China Business Meeting is regarded as the foremost annual gathering of Chinese business leaders and their global counterparts. As before in Geneva (twice), Frankfurt and Barcelona, a select group of global leaders gathered in Lisbon to create a powerful platform for cooperation between China and the rest of the world. Given China's critical importance in the global recovery process, Horasis is working closely with its Chinese partners to ensure that the Global China Business Meeting plays a major role in restoring confidence and reviving growth - in China and around the world.

We hope you find the report of this year's Global China Business Meeting to be an insightful and timely guide to how the Chinese and global leaders propose to address the implications of the current economic crisis in the near term, but also how China will combine its crisis management experience with new approaches towards national competitiveness to ensure sustainable future growth.

Participants celebrated the 60th anniversary of the founding of the People's Republic of China and reflected on the success of China's 30 years of economic reforms. In the six decades since the republic was formed, China's economy has become the world's third-largest. At no other point in history has so much improvement been made for so many people in such a short period. The 2009 Global China Business Meeting showcased that the Chinese government has been able to formulate sound long-term and holistic macroeconomic and geopolitical policies. It is clear that the country has come out of the economic crisis with its prestige greatly enhanced.

*'The establishment of the China-Portugal comprehensive strategic partnership in 2005 opened a new chapter in their relations'*

*Luís Amado, Minister for Foreign Affairs of Portugal*

Participants also celebrated the 30th anniversary of the establishment of diplomatic relations between China and Portugal. 'The establishment of the China-Portugal comprehensive strategic partnership in 2005 opened a new chapter in their relations,' said **Luís Amado**, Minister for Foreign Affairs of Portugal during his welcome address.



*Aníbal António Cavaco Silva, President of Portugal, meeting a group of Chinese CEOs*



*Luis Amato, Minister of Foreign Affairs, Portugal, welcoming participants*

**Aníbal António Cavaco Silva**, President of Portugal, told group of Chinese CEOs that Portugal highly values its ties with China. The Global China Business Meeting was co-hosted by the Government of Portugal, represented by Aicep - Portugal's trade and investment agency - as well as Turismo de Portugal and Caixa Geral de Depósitos.

At a time of great uncertainty in world markets, the 5th Global China Business Meeting gave foreign observers a unique



*Fernando Faria de Oliveira, Chairman, Caixa Geral de Depositos, during the opening panel*

opportunity to hear firsthand about the latest changes across China, and to identify the most promising trade and investment opportunities the country has to offer, while offering Chinese organisations a high profile platform to continue to reach out to international investors and partners.

**'China is one of the world's new engines of growth'**

*David K.P. Li, Chairman, Bank of East Asia, Hong Kong SAR*

Over a year into the financial slide that began in the U.S., the great deleveraging continues with worrisome spin-off effects around the globe: gyrating oil prices and volatile commodity trading, seesawing currencies, and mortgage-meltdown losses that could exceed \$1 trillion around the world. Participants at the Global China Business Meeting reached consensus that the recession is ending but recovery from the global crisis will be gradual. 'Because of coordinated efforts among international leaders, the global economy is much improved compared to last year, when Lehman Brothers collapse triggered panic in global markets around the world,' said **Fernando Faria de Oliveira** Chairman, Caixa Geral de Depósitos, Portugal, during the opening session. 'China is one of the world's new engines of growth,' added **David K.P. Li**, Chairman, Bank of East Asia,



*David K.P. Li, Chairman, Bank of East Asia - what is China's impact on global growth?*

Hong Kong SAR. 'Cautious optimism prevails. I think we managed the financial crisis rather well. Despite the drastic slow-down in the global economy, I predict that China could be the fastest growing G20 economy in 2010,' pinpointed **Xiang Bing**, Dean, Cheung Kong GSB, China.

'Economic stimulus programmes launched by China in reaction to the financial crisis tended initially to focus on infrastructure, but efforts are now underway to direct stimulus spending towards efficient, capital-starved sectors – most notably, innovation-driven companies,' said **Gao Kexiang**, Ambassador of the People's Republic of China to Portugal. 'China wants to be more than just the factory of the world. While China's economic strength for decades has been built on the might of its manufacturing sector, we are currently attempting to steer the economy away from the production of low-cost goods to IP (intellectual property)-embedded products,' added **Henry Wang Huiyao**, Chairman, Center for China and Globalization, China.

*'Economic stimulus programmes launched by China in reaction to the financial crisis tended initially to focus on infrastructure, but efforts are now underway to direct stimulus spending towards efficient, capital-starved sectors – most notably, innovation-driven companies'*

*Gao Kexiang, Ambassador of the People's Republic of China to Portugal*

According to **Levin Zhu**, Chief Executive Officer, CICC, China, 'the Chinese word for 'crisis' is composed of two characters - one for danger and one for opportunity. That analogy sums up, not only the current global situation, but the situation for Chinese firms too.' 'China is committed to competing in terms of innovation, intellectual property, and high-tech



*Henry Wang Huiyao, Chairman, Center for China and Globalization, addressing participants during the gala dinner*

industrialization,' **Wu Ying**, President, CTC Capital, China, explained. 'We are on the right way. The crisis strengthened many of our firms. We reached a higher level of competitiveness,' argued **Chen Hong**, Chief Executive Officer, Hina Group, China. 'The Chinese economy's confidence is palpable. A powerful recovery is under way,' concluded **Jerry Zhang**, Chief Executive Officer, Neocomm Broadband, China.

Over 400 participants from 42 countries attended the Global China Business Meeting, including the following co-chairs who represented the meeting vis-a-vis to the government authorities from China,



*Gao Kexiang, China's Ambassador to Portugal, delivering his welcoming remarks*



*Samir Brikho, Chief Executive Officer, Amec, United Kingdom, on the key building blocks for Chinese firms to move from domestic to global*



*John M. Neill, Group Chief Executive Officer, Unipart Group, UK, on the global economic outlook*



*Ricardo Salgado, Chairman, Banco Espírito Santo - how might the world economy evolve in the next 12 months?*

Portugal and the world: **Samir Brikho**, Chief Executive Officer, Amec, United Kingdom; **Ronnie C. Chan**, Chairman, Hang Lung Group, Hong Kong SAR; **Feng Jun**, Chairman, Aigo, China; **Amadou Hott**, Chief Executive Officer, UBA Capital, Nigeria; **Kola Karim**, Chief Executive Officer, Shoreline Energy International, Nigeria; **David K.P. Li**, Chairman, Bank of East Asia, Hong Kong SAR; **Munir Majid**, Chairman, Malaysia Airlines, Malaysia; **John M. Neill**, Group Chief Executive Officer, Unipart Group, United Kingdom; **Fernando Faria de Oliveira**, Chairman, Caixa Geral de Depósitos, Portugal; **Ricardo Salgado**, Chairman, Banco Espírito Santo, Portugal; **Alessandro Teixeira**, President, APEX, Brazil; **Buno Wu**, Chairman, Sun Media, China; **Wu Ying**, President, CTC Capital, China; **Zhou Chenjian**, President, Metersbonwe Group, China; **Levin Zhu**, Chief Executive Officer, CICC, China.

The meeting programme included a number of unique discussions. More than 20 themed panels across the two days embraced a wide variety of topics, some focussing on specific sectors such as energy, infrastructure, or financial services, to others featuring discussions reflecting on the path China has taken over the last five years, since the Global China Business Meeting first began, and expectations for how the next G20 meeting in scheduled for 2010 will impact on the global investment climate.

The plenary sessions in the main hall were followed by a frank and intensive board-room dialogue sessions, where delegates interacted with the panellists on a variety of fundamental issues, including the image of China in the Western media and how it is created, and the diversification of the Chinese economy.



*Chen Hong, Chief Executive Officer, Hina Group, on the future role of private and public capital in China's financial market*



*Wu Ying, President, CTC Capital, one of the co-chairs of the 2009 Global China Business Meeting*

A special plenary sessions was dedicated to China's Relations with Lusophone Countries. As China's relations with Portuguese speaking countries are burgeoning, the distinguished panellists were debating how China and the Lusophone countries can work together to address global and regional issues, and which should be the countries priorities. They also examined the strategic implications for trade and investment flows. 'since the establishment of diplomatic ties between China and Mozambique,' **Luísa Dias Diogo**, Prime Minister of Mozambique said, 'bilateral relations have been developing in a comprehensive and steady manner, with the two nations conducting exchange and cooperation effectively in various fields. China and the Lusophone Countries have



*Alessandro Teixeira, President, APEX, Brazil, at the panel on refinancing the global economy*



*Jose Luis Guterres, Deputy Prime Minister of Timor Leste, addressing participants*

bright future prospects.' **José Luis Guterres**, Deputy Prime Minister of Timor Leste, stated that 'China is the leading trading partner and investor in Timor Leste. We are delighted to continue to this fruitful cooperation.' 'China's relations with Portuguese speaking countries are being channelled through Macau, itself a former Portuguese colony but now part of the People's Republic of China after it was handed over in 1999,' added **Joao Costa Antunes**, Director, Government Tourist Office, Macau SAR during a special reception hosted by the government of

*'China is still a poor developing country (with a per capita income barely above \$2000). The burgeoning economic relationships between China and other emerging markets in places like Africa are still very new, and not that big'*

*Levin Zhu, Chief Executive Officer, CICC, China*



*Luísa Dias Diogo, Prime Minister of Mozambique, greeting Adao Rocha, Senior Counselor of the Prime Minister of Cabo Verde*



*Spotlight on Macao - Joao Costa Antunes representing the government of Macau SAR*

Macau SAR. **Ricardo Salgado**, Chairman, Banco Espírito Santo, Portugal, stressed that 'Macau has been and will continue to be the bank's gateway into Mainland China.'

In a session on China and Africa, **Adão Rocha**, Senior Counselor of the Prime Minister of Cape Verde reasoned that 'Cape Verde is keen to become one of China's special economic zones in Africa. China is to support infrastructure development projects in Cape Verde, particularly for social housing, energy, cement production and shipbuilding.' **Nizar Baraka**, Delegate Minister to the Prime Minister, Morocco, concluded that 'China has big economic plans and ambitions in Africa that go beyond oil and minerals.'

During the plenary session on 'Refinancing the Global Economy', the meeting co-chairs reviewed some of the eminent priorities for policy makers and financial institutions, including rebalancing the global economy, devising exit strategies from the huge public investments that have been made in recent months to stimulate economies around the world, developing social safety nets to promote domestic consumption in high-saving economies such as China, and alleviating the poverty that affects half of the world's population. As **Amadou Hott**, Chief Executive Officer, UBA Capital, Nigeria, put it: 'If the economic crisis has told us anything, it is that we need a new framework for collaboration, supervision and global governance.' 'We are at a critical



*Tan Sein-Way, CEO, GreenWorld City*



*Amadou Hott, Chief Executive Officer, UBA Capital, Nigeria, on prospects for Sino-African relations*



*Charles Tang, Chairman, Brazil-China Chamber of Commerce, making an announcement during the gala dinner*



Lu Junqing, Chairman, World Eminence Chinese Business Association, listening to a question from the floor



Lord Davidson, Advocate General for Scotland, making his remarks on Investments



Stan Fung, Managing Director, FarSight Ventures - on strategies in foreign markets

moment in world history,' remarked **Alessandro Teixeira**, President, APEX, Brazil. 'We need a global redesign.' 'China

*'My country's future is now more tied to the East than the West'*

*Amadou Hott, Chief Executive Officer, UBA Capital, Nigeria*

will have the opportunity to drive the critical post-crisis structural reform of the global economy,' said **Bruno Wu**, Chairman, Redrock Capital Group Holdings, China.

The Global China Business Meeting has always served as a unique barometer of China's economic fortunes and this year it proved to be especially timely, coming at a time of unprecedented international activity by Chinese companies. In the

automotive industry, for example, overseas mergers and acquisitions have been important for measuring the international presence Chinese firms. The Beijing West Industries Group signed deals with the American auto parts producer, Delphi Corporation in October 2009. Also, General Motors reached an agreement to sell an 80 per cent share of Hummer, to China's Sichuan Tengchong Heavy Industrial Machinery. China's auto-makers are taking every chance to increase its international presence.

In a session on foreign direct investment, **John M. Neill**, Group Chief Executive Officer, Unipart Group, United Kingdom predicted that 'Europe and North America will dramatically increase its outsourcing in Asia. Those who anticipate and manage well



Exchange of business cards



Carla Cico, Chairwomen, Travel Holdings, Italy



Charles Cheng, Chief Executive Officer, Standard Chartered Corporate Advisory

will win.' **Lord Davidson**, Advocate General for Scotland, United Kingdom - a member of the UK's All-Party Parliamentary China Group - reviewed the competitive advantages host countries can offer potential investors from China. 'There is an increasing competition amongst European countries to attract Chinese investments.' 'The global economic crisis allows Chinese companies - with their ample cash reserves - strategic cross-border partnerships with global companies,' concluded **Stan Fung**, Managing Director, FarSight Ventures, China.

*'If we listen to America, we're doomed. Policymakers there are pushing aside all the rational voices [calling for greater regulation] and the next crisis is already brewing. Who'll pay for it? Probably the American people, because the Chinese certainly aren't going to lend them the money'*

*Ronnie C. Chan, Chairman, Hang Lung Properties, Hong Kong SAR*

In a session on sustainability, participants were lauding that Chinese President Hu Jintao's announcement of cutting carbon intensity has shown the country's commitment in reducing global warming gases and restructuring its economy. **Tang Suyun**, Chairman, Jiarui Environmental Protection Co, China, said that 'the Chinese government's commitment to significantly

reducing carbon intensity shows that China, as an emerging power, is ready to take on a global leadership role in tackling climate change based on the principle of common but differentiated responsibilities.' Participants reached consensus that policymakers from China and abroad will need to coordinate their efforts to decrease society's carbon footprint. 'Leaders in China and the other G20 countries have a diversity of governing experiences that will make a sharing of best practices important when evaluating how to scale-up renewable energy deployment,' added **Silvano Coletti**, Chairman, Chelonia Group, Switzerland. Chinese firms are pinning hopes on green technologies as a source of sustainable growth, stressed **Zhang Xingsheng**, Managing Director North Asia, The Nature Conservancy, China.

Dominant themes of the meeting proved to be China's influence as an international investor and reliable partner of the G20 to shape the post-crisis world, and the emergence of a new generation of entrepreneurs who are driving innovation and growth in a number of new sectors. 'Who will emerge as the new global champions?' asked **Ronnie C. Chan**, Chairman, Hang Lung Properties, Hong Kong SAR. 'Those Chinese entrepreneurs winning at a changing game will determine a defining moment in their leadership.'



*Closing plenary session - building global firms of Chinese origin*

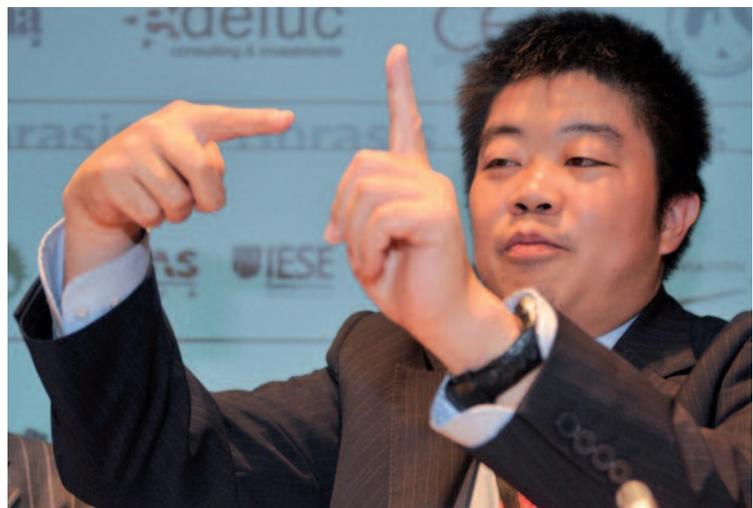
A new order is emerging from a credit crisis that put the world on edge - and China is playing an important and responsible role in this new order. The discussions at the Global China Business Meeting underlined that capitalism has been the engine of opportunities for innovators and risk takers, but that the system of unfettered free markets is under scrutiny. Globalization has enabled cross-border connections through technology and opened the channels for free trade and investment flows. Yet this model of integration is facing more regulation. 'The so-called Anglo-Saxon model of capitalism might be replaced by a model which favours long-term orientation instead of the usual practice of short-term profit

taking and speculation, hence inheriting a more 'Chinese' approach towards capitalism, concluded **Li Liang**, Chairman, Dinisi Hardware, China. 'China's economic policies have always tried to maintain a balance between collective action and individual liberty; between co-operation in the pursuit of public goods and the creative power of competition; and between respect for social values and the pursuit of individual self-interest,' added **Lu Junqing**, Chairman, World Eminence Chinese Business Association, China.

At the close of the Fifth Global China Business Meeting, a panel of business leaders called for fundamental shifts in



*Luisa Dias Diogo, Prime Minister of Mozambique*



*Feng Jun, Chairman, Aigo, on the intrinsic business models leading to success*

business models and government policies to address the striking imbalances exposed by the crisis. 'Inherited models must change for economic recovery to be sustainable,' said **Samir Brikho**, Chief Executive Officer, Amec, United Kingdom. 'People are much more willing to try new things in times of turmoil than they are in times of status-quo,' said **Feng Jun**, Chairman, Aigo, China. In the same vein, **Wayne W. Wang**, Chairman, CDP Group, China, observed that 'for companies to thrive in the post-crisis era, innovation is the key. 'The current crisis is an enormous opportunity for businesses to reorient their strategy towards new markets like Africa,' **Kola Karim**, Chief Executive Officer, Shoreline Energy International, Nigeria, concluded.

*'The Chinese do not invest in Mozambique because of the beautiful eyes of the Mozambicans, but rather due to the convergence and complementarity of interests'*

*Luísa Dias Diogo, Prime Minister of Mozambique*

The closing plenary was followed in the evening with the Gala Dinner at the Hotel Ritz Four Seasons, which once again featured the format that Horasis introduced since the inception of the Global China Business Meeting - structured discussions to provide a maximum amount of knowledge

exchange and interaction in a variety of formal and informal settings. **Luísa Dias Diogo**, Prime Minister of Mozambique, told participants during the gala dinner: 'We are very pleased with the results of the Global China Business Meeting and the feedback we have received from participants in the event. Despite, and perhaps in some way directly because of the crisis in world finance markets, the highly interactive format of the Global China Business Meeting proved its timeliness once again.'

On behalf of Horasis, I would like to personally thank the rapporteurs of the 2009 Global China Business Meeting for their outstanding efforts in capturing the spirit of constructive dialogue in their contributions for this report. The Global China Business Meeting was a unique experience which would not have been possible without the dedication and enthusiasm of our partners from China, Portugal and the world.

Horasis looks forward to welcoming you back to next year's edition of the Global China Business Meeting.



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



*Celebrating a successful Global China Business Meeting*

# The Continued Rise of the Rest

By Rana Foroohar, *Newsweek*,  
18 November 2009

While I was attending the Horasis annual Global China Business meeting in Lisbon last week, the world got more proof of Wall Street's utter disconnection from real life, when Goldman Sachs' chief executive Lloyd Blankfein was quoted in the *London Times* saying he believes he's doing 'God's work.' Apparently, he's also a 'blue-collar guy' and 'everybody should be happy' that he and his peers are on track to take home \$20 billion in bonuses this year. A number of the CEOs and other VIPs in the crowd were talking about the piece, and I can tell you that nobody was smiling. Most of the participants were shaking their heads in disbelief at the continued hubris of American bankers. 'Do you think those quotes might be made up?' one Latin American participant asked me.

Having checked with Goldman, I can say that sadly, the answer is no (though a Goldman spokesperson did tell me that the God's work comment was delivered 'as an ironic throwaway comment'). When I attended the same Horasis conference last year, right after the beginning of the financial crisis, I had been surprised by the lack of ire at the U.S. for getting the world into this mess. Now, with emerging markets surging ahead while rich countries patch their wounds with billions in stimulus money and contemplate a low growth decade, I think that everyone felt emboldened to say what they'd been thinking all along – America is useless. Not only have we stashed financial bombs under everyone's beds, we're doing a terrible job of cleaning up the mess, and we're certainly no longer in any position to give anyone else economic

advice. As Hong Kong real estate tycoon **Ronnie Chan** put it, 'If we listen to America, we're doomed. Policymakers there are pushing aside all the rational voices [calling for greater regulation] and the next crisis is already brewing. Who'll pay for it? Probably the American people, because the Chinese certainly aren't going to lend them the money.'

His comments, which garnered lots of applause from the crowd, were made during a session on 'recapitalizing the world,' which very quickly turned into a discussion of how China would recapitalize the world. Goldman Sachs itself is now predicting that Chinese GDP will overtake that of America by 2027, but already this year, China has surpassed the U.S. as the world's largest generator of investment capital, with around \$2 trillion to America's \$1.4 trillion, according to economist John Ross, a former advisor to the London mayor, now a visiting professor at Shanghai Jiao Tong University. That's a real sea change, and a point that will surely be marked in the economic history books yet to be written.

Much of that money is pouring into markets like Africa and Latin America. Trade deals are often now done in renminbi, and huge commodities buys in such places help China



*Ronnie C. Chan, Chairman, Hang Lung Properties, talking about China's role in refinancing the global economy*



*Sun Huimin, General Manager, Jiangyin Donglian High-pressure Pipe Fitting Co.*



*Andrew Lo, President, The Oxford & Cambridge Society of Hong Kong*



*Levin Zhu, CEO, CICC, at a boardroom dialogue session*

hedge the weakening dollar. While economically beleaguered Western nations can no longer afford to send as much aid money to Africa, Beijing is filling the gap, most recently with \$10 billion in new trade loans announced a few weeks back. The continents' leaders are happy to take the money, which often comes with fewer strings attached, at least for the moment. At the meeting in Lisbon, **Amadou Hott**, CEO of the Nigerian investment bank UBA Capital, said his country's future was 'now more tied to the East than the West.'

It's a mark of the political and economic savvy of Chinese leaders that they don't aggressively stoke this love fest. Chinese premier Wen Jiabao recently wrote off the idea of a 'Beijing Consensus' for Africa, something Western pundits like to talk about, saying 'African development should find its own path.' And at last week's conference, **Levin Zhu**, son of former Chinese premier Zhu Rongji and head of the Chinese investment bank CICC reminded the audience that China is still a poor developing country (with a per capita income barely above \$2000), and that the burgeoning economic relationships between China and other emerging markets in places like Africa are still 'very new, and not that big.' While plenty of the emerging market financiers and executives in Lisbon were careful to say that the U.S. is still an innovation center, has amazing powers of

regeneration, etc, etc, it was clear that the BRICs business leaders increasingly look to each other for their future growth. Conversations weren't so much about how to get exports back to the U.S. on track, as they were about how to overcome South-South trade barriers or cultivate new joint ventures in green technology. China was, of course, in the middle of it all. It's still strong growth is the reason that Latin America and Africa, for the first time in modern history, haven't been worst hit by a global economic downturn. China may not be able to completely pick up the slack from the U.S. yet, but it's getting there. During a final plenary in Lisbon, one Chinese entrepreneur was asked to offer advice to Obama on the eve of his visit to Beijing. His answer: read more about the Middle Kingdom – and get your daughters a Mandarin tutor.



*Oltmann Siemens, Co-chairman of the Advisory Board, First Trust Portfolios, USA*

# China Curbs Its Appetite

*By Philip Bowring, Columnist,  
International Herald Tribune,  
16 November 2009*

The bigger the doubts about the West's prospects, the greater become the assumptions about China's economic power. China, it is said, will have a massive foreign exchange surplus for the foreseeable future, gobbling up natural resources producers in Australia, Africa and Latin America, buying U.S. technology companies to transfer know-how back to China, and using an open checkbook to pick up big stakes in famous European brands.

But many Chinese and Western businessmen and bankers at the annual Global China Business Meeting here suggest that the country's expansion of direct investment overseas will not be as rapid as is often assumed.

It will grow as trade relations deepen and Chinese technology and brand names have global impact. But this will be gradual. After a first flush of cash-driven enthusiasm, Chinese firms are proceeding with greater caution, less likely to throw money at countries and industries with which they

have scant experience. They are also meeting increasing obstacles in some countries.

China's recent spending surge needs to be kept in perspective. Despite direct investment abroad doubling to around \$50 billion in 2008 - and maintaining a similar level this year - the country's overall foreign investment is still tiny compared with investment by other countries in China. So far, the vast majority of China's direct foreign investment is by state-owned companies in natural resources in foreign countries, with the aim of developing new sources and keeping import prices down.

Nor is it likely that the pace of Chinese buying will accelerate further. The peak opportunity to acquire assets at favorable prices may have passed. The cash squeeze that threatened many companies in the West and drove them to be open to bids from the cash-rich Chinese, is now less severe. China is also expecting a contraction in its trade surplus as domestic demand outstrips export growth, and may see large short-term capital inflow if the yuan is revalued upwards - in which case there will be less pressure to export capital.

Hunger for resources by state companies with few restraints on funding is still there. But the revival in commodity prices has reduced the urgency for foreign firms to



*Philip Bowring, Columnist, International Herald Tribune, in discussion with  
Conrad Wolfram, Managing Director, Wolfram Research*



*Luis Alvarez, President International, BT Services,  
United Kingdom*



Ronnie C. Chan, Chairman, Hang Lung Properties, Hong Kong, with co-panels

seek Chinese investors and has pushed up acquisition prices. Political barriers also have become more apparent, even in Africa. Fear of adverse political reaction is making Chinese firms more cautious and pushing Beijing to tighten control of state enterprises seeking resources deals. A more cautious attitude is also shown by the China Investment Corporation, China's sovereign wealth fund, which has been taking stakes in the 7-to-15-percent range, big enough to be significant but small enough not to raise nationalist hackles.

The government has been urging firms to be more aware of local sensitivities and more careful in assessing investment risks. However much Beijing wants to diversify assets, it is also aware of the 'more-money-than-sense' mentality of some newly rich mainland businessmen. Advice from investment banks and investigation agencies is

increasingly sought to temper the zeal of cash-rich companies to make acquisitions. Chinese interest in acquisitions is still strong, but buyers and sellers alike have become more measured.

Some urge Chinese firms to focus on expansion via new projects, as Japan did during its first phase of foreign investment, building plants and creating jobs rather than buying existing businesses, which can create animosity, particularly when targets have iconic names or deep local roots.

Not that caution has taken hold everywhere. Private Chinese money is bidding high prices for real estate, mostly in Asian markets. Cash flowing to private bankers in Switzerland and Singapore attests to the expansion of China's wealthy class and its contribution to the buoyancy of some stock markets. But this is more a reflection of global liquidity than of any sustained move by Chinese investors. It is also small relative to the firepower of state entities.

The bottom line is that China will remain a significant player in cross border investment. But as financial and commodity markets stabilize and money ceases to be almost free, China will be seen less as juggernaut and more as a normal investor trying to make profits in a competitive world.



Tony Cowling, Chairman, TNS, reflecting on the media and corporate China



Danny Constantinis, Chief Executive Officer, EM&I, UK – on China's natural resources needs

# China-Africa Ties Benefit Both: Business Leaders

By Xinhua, 11 November 2009

The ties between China and Africa benefit both parties and need to be further strengthened in private sectors, business leaders attending the fifth Global China Business Meeting in Lisbon said Tuesday.

China's investment in Africa has attracted world attention to the continent, and its investment in infrastructure and natural resources has aided African people and contributed to the regional integration, economic experts from China and Morocco said.

*'The current crisis is an enormous opportunity for businesses to reorient their strategy towards new markets like Africa'*

*Kola Karim, Chief Executive Officer, Shoreline Energy International, Nigeria*

Besides cooperation on the governmental level, participants from Africa urged more China-Africa cooperation in the private sectors, mainly in the bank sector to create better financial conditions and promote the growth of enterprises.



*Wayne W. Wang, Chairman, CDP Group, China, and Kola Karim, Chief Executive Officer, Shoreline Energy International, Nigeria*

Many African participants praised the announcement made by Chinese Prime Minister Wen Jiabao earlier in Egypt of the decision to provide 10 billion U.S. dollars in concessional loans to some African countries, which was among China's eight new measures to assist Africa.

The Global China Business Meeting is the foremost annual gathering of Chinese business leaders and their global counterparts. This year's meeting drew over 400 participants from around the world.



*Jusob Rafique, President, Centre for Promotion of Investments, Mozambique*



*David Huang, Commissioner, Beijing Municipal Commission of Development*



*Zhao Songde, Chairman, Hende Zhiye Group*

# Landmarks in Human Progress: Reflections on the 5th Global China Business Meeting

*By Lou Marinoff, Professor of Philosophy, The City College of New York*

'all the world will be vitally affected by the development of Chinese affairs, which may well prove a decisive factor ... during the next two centuries.' Bertrand Russell, 1922

The 2009 Global China Business Meeting marks three significant dates: the 60th anniversary of the founding of the People's Republic of China; the 30th anniversary of China's economic reforms; and the 5th anniversary of Horasis, the global visions community and organizer of these very meetings. While these dates are auspicious in themselves, they also serve as reminders that many of globalization's most propitious visions for humanity as a whole require continued diligence, and dialogue, in order to be realized. Since participants at the Global China Business Meetings are major actors both in China's ascendancy and in the building of a better world, this is a suitable occasion for reflecting on past accomplishments, and for renewing commitment to future endeavors.

Along with the USA, both China and Russia emerged from the maelstrom of World War II as nascent superpowers. Russia had a 30-year head-start on China, in terms of industrialization and modernization. In

1949, the year of China's independence, Russia exploded its first atom bomb. But the USSR failed to reform itself economically, and that failure was a primary cause of its collapse. When Deng Xiaoping began to institute economic reforms in China in December 1978, the USSR was about to embark on a disastrous invasion of Afghanistan, while its economically moribund empire slid toward the abyss of political disintegration. By comparison, China's growth and development since that time have been remarkable, and China's influence in and on the global village is correspondingly and increasingly palpable.

In cultural as well as biological evolution, survival and prosperity depend on successful adaptation to changing circumstances. As China celebrates its 60th anniversary of independence, it nonetheless draws from a much more ancient well of philosophical wisdom, dating back to the era of Lao Tzu and Confucius. These sages taught how to persevere in climates of adversity, how to maintain balance during periods of instability, and how to thrive in times of opportunity. Lao Tzu and Confucius define the 'cultural DNA' of one of the oldest and most enduring civilizations on our planet.



*Lou Marinoff, Professor of Philosophy, The City College of New York*

Products of that civilization long ago diffused across global borders, centuries in advance of globalization itself - unless we allow that Genghis Kahn himself was the first globalizer, a plausible thesis credibly defended in current literature. While contemporary China has indeed become 'the world's factory' - and in the process, the greatest factory the world has yet seen - its much earlier exports of perennially significant ideas and empirically robust arts are currently ascendant in the declining but globalized West. Among Europeans of the Enlightenment, a great many leading thinkers have been conspicuously influenced by Chinese philosophy. Let us briefly review a few examples.

Gottfried Leibniz co-invented calculus (with Newton), and believed he had invented binary numbers as well: that us, until his friend Father Joachim Bouvet, a Jesuit missionary serving in the court of Emperor Kang Xi, conveyed to him, from China, the Shao Yung method (also known as the 'Plum Flower method') for generating the I Ching's sixty-four hexagrams. Leibniz took one look at this and realized that his 'leading edge' invention of binary numbers had been known to the Chinese for two thousand years. And what is their importance today? It is of the first magnitude: Binary strings constitute the very fabric of digitization, without which the computer and IT revolutions could not have taken place.

Chinese philosophy is also compatible with modern physics, so much so that Sir Niels Bohr, father of quantum theory and Nobel Laureate, chose the (yin-yang) symbol of Tao for his coat of arms when knighted by the Danish government, with the motto 'Contraria Sunt Complementa' (Opposites Are Complements.) The compatibility of Chinese metaphysics with modern physics deepened in the ensuing decades, and has been reflected in popular books such as



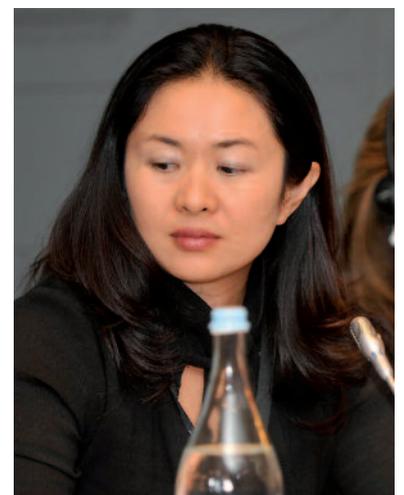
*Alex Wan, President, China CEO Roundtable, makes a point while Kai-Yin Lo, Chairwomen, Yin Expressions and Lorraine Hahn, anchorwoman, looks on*

Fritjof Capra's *The Tao of Physics* and Gary Zukav's *The Dancing Wu-Li Masters*.

Gustav Carl Jung, Freud's former disciple, was an outstanding psychologist in his own right. Jung became so enamored of Chinese philosophy that he accepted an invitation to write a forward to Richard Wilhelm's definitive translation of the I Ching (re-translated from German into English by Carey Baynes). When I mention the I Ching to contemporary Chinese colleagues, they sometimes dismiss it as nothing more than superstitious divination - just as many Westerners are inclined to dismiss astrology and Tarot. There are currently dozens of translations of the I Ching into English, and I readily concede that reading a good many of them is not much different than reading



*Anthony Chan, Chairman, International Chamber of Commerce Hong Kong, on what Chinese entrepreneurs can learn from the west*



*Claire Chung, CEO and Founder, Touch2give.com - on the latest trends in Chinese lifestyle*

chicken-bones or tea-leaves. That said, the I Ching is an ancient, venerable and anonymous text, which exerted seminal influence on both Lao Tzu and Confucius. Like Jung, I have found that the Wilhelm-Baynes translation offers timeless insights into human nature and conduct, and is of inestimable and perennial value in decision-making.

Anold Toynbee was one of the 20th century's most illustrious historians. His magnum opus, *A Study of History*, evaluates the waxing and waning of the world's greatest civilizations from a pre-eminently metaphysical standpoint: their ability (or inability) to balance yin and yang, and thus to follow (or stray from) Tao, the Way. On Toynbee's view, 'the breakdowns of civilizations are not brought about by the operation of cosmic forces outside human control'; rather, by 'loss of mental and moral balance' in the values and conduct of their leaders and constituents. As Toynbee well appreciated, the remarkable longevity of Chinese civilization owes much to the seminal teachings of Lao Tzu and Confucius - for these sages were concerned primarily with inculcating and transmitting virtues conducive to social equilibrium and cultural endurance.

Thus it was Toynbee's conviction that the decline and fall of the world's mightiest empires was not pre-destined; rather, that their fates - for good or ill - flowed from

their guiding principles. As we today are witnessing the rapid rise of Asia and the equally precipitous decline of the West, it is worth bearing in mind what Toynbee had written decades earlier: 'Of the twenty-two civilizations that have appeared in history, nineteen of them collapsed when they reached the moral state the United States is in now.' By contrast, the persistence of Chinese civilization during so many centuries is due to the moral strengths embedded in its philosophical foundations.

Bertrand Russell was arguably the greatest Western philosopher of the 20th century, and certainly ranks among the immortals. His interests were broad; his understanding, deep; his accomplishments, legendary. Another mark of greatness: Even his failures ranged from noteworthy to spectacular. For example, in 1940 he failed to take up a professorship in philosophy at The City College of New York. The position had been offered and accepted, but was subsequently overturned by New York's Supreme Court, at a 'show trial' whose verdict had been pre-determined by mayor La Guardia, Episcopalians, the New York Times, and the complicit trial judge himself. Russell had been hired by CCNY to teach logic and philosophy of science, but his advocacy of 'open marriage' scandalized New York's then-Puritanical ethos. (By today's standards, Russell would be a



*The Prime Minister of Mozambique with participants*



*Wang Zhonglin, Chairman, Donghui Investment Group - on globalization in times of economic crisis*



*Tang Jinlong, Partner, ZhongYin, China*



*Lionel Lee, Chairman, IBS Group, Singapore*

reactionary.) He eventually returned to Cambridge, and later won a Nobel prize for literature, yet continued to feel the sting of the inquisition he endured in New York.

Why do I mention Russell? Because decades earlier he had succeeded in being cordially received as sometime professor at the Government University of Beijing. His memorable experiences in China led him to write, in 1922: 'all the world will be vitally affected by the development of Chinese affairs, which may well prove a decisive factor... during the next two centuries.' Russell was clearly prescient, if not prophetic. His vision stemmed from insight into cultural and civilizational dynamics, which granted him foresight in world affairs. He recognized the rich cultural assets and global potential of Chinese civilization, and foresaw its eventual flowering.

One need not be a pre-eminent scientist or philosopher to appreciate the quotidian fruits of Sinic culture. Today, tens of millions of Westerners regularly patronize Chinese culinary arts. Millions more have been exposed to Chinese martial arts, though not all are fortunate enough to have learned from Chinese masters. Sun Tzu's *The Art of War* keeps company with Emperor Marcus Aurelius's *Meditations*, on the bedside reading tables of many a Western CEO.

Growing numbers of Westerners now seek the services of qualified acupuncturists, for traditional Chinese medicine is building durable inroads into the Western health care industry, as a holistic and in many cases preferable alternative to received allopathic practices. The highly refined arts of classical Chinese painting, and of calligraphy, are practiced by a relatively small but deeply appreciative body of Western students.

From all these foregoing examples, spanning several centuries, it should be abundantly clear that Chinese philosophy and culture have exerted a profound influence on leading Western mathematicians, physicists, psychologists, historians, philosophers, health care providers, and aficionados of the arts. Long before the world began to benefit from the impact of China's economic



*Yang Lan, Chairwomen, Sun Culture Foundation, in discussion with Alexander Borisov, Director General, Moscow International Business Association*



Zhu Guofeng, Chairman, Jiahe Property Development, on China and Latin America



Charles Ng, Associate Secretary General, InvestHK, Hong Kong, on Chinese tourists



Kola Karim, Chief Executive Officer, Shoreline Energy International, Nigeria - China's growth is creating gaps

reforms, it had been a beneficiary - directly and indirectly - of Chinese wisdom traditions and their applications.

Globalization is a mega-phenomenon encompassing many processes. These include shrinkage of space and time via accelerated modes of communication and transportation; increased permeability of civilizational boundaries and growing influence of economic power; re-conception of the world as a global village with many interconnected neighborhoods; increasing complexity (and therefore also vulnerability) of infrastructures and networks (both physical and virtual); awareness of the rapidity with which a local phenomenon (whether useful innovation or lethal pandemic) can spread globally; and concerns about husbanding non-renewable resources while exploiting renewable ones, particularly because, for the first time in human history, more than half the world's population now inhabits cities.

In tandem with globalization, there have emerged numerous communities of multi-platform stakeholders from private, public and civil sectors, most of whom share visions of good global governance and efficient planetary management, and which aspire in various dimensions to ameliorate the human estate not only quantitatively, but also qualitatively. Given China's

unprecedented growth, and its growing impact on the global village, Horasis continues to play an invaluable and pivotal role as organizer and convener of the Global China Business Meetings.

**'For companies to thrive in the post-crisis era, innovation is the key'**

Wayne W. Wang, Chairman, CDP Group, China

Horasis is the brainchild of Dr. Frank-Jürgen Richter, an expert in Asian affairs, and accomplished community-builder. These meetings reflect his vision, which entails addressing key issues, affording peer-to-peer networking, fostering dialogue, engendering understanding, and creating opportunity. It has been my privilege to participate in four of the five Global China Business Meetings to date (as well as in several other Global events organized by Dr. Richter), and it is clear that his work is gathering momentum throughout China, Asia, Russia, and the global village alike. The Global China Business Meeting is steadily growing in attendance; in depth and breadth of issues addressed; and in palpable engagement among participants.

This in turn recalls to mind another idea voiced by Bertrand Russell:



Larry Flanagan, Chief Marketing Officer, Mastercard, USA, on the evolution of Chinese brands



Yuriy Senyuk, Member of the Ukrainian Academy of Sciences, and Annette Nijs, former Dutch Minister of Education, visualizing the results of a session

'Contacts between different civilizations have often in the past proved to be landmarks in human progress. Greece learned from Egypt, Rome from Greece, the Arabs from the Roman Empire, medieval Europe from the Arabs, and Renaissance Europe from the Byzantines. In many of these cases, the pupils proved better than their masters.' (Russell 1922).

**'China has big economic plans and ambitions in Africa that go beyond oil and minerals'**  
*Nizar Baraka, Delegate Minister to the Prime Minister, Morocco*

Indeed, human progress can be seen in just this light: Each great civilization can and must build on the successes of its predecessors, in order that the edifice of human cultural evolution be erected on deep foundations, and so aspire to lofty heights. This led Russell to opine that China might well continue the tradition, by learning from and eventually surpassing the West:

'In the case of China, if we regard the Chinese as the pupils, this may be the case again. In fact, we have quite as much to learn from them as they from us, but there is far less chance of our learning it. If I treat the Chinese as our pupils, rather than vice-versa, it is only because I fear we are un-teachable.' (Russell 1922).

Once again, Russell appears prescient. As he predicted, Asian civilizations are waxing, with China at the epicenter of growth. And as Toynbee (along with Nietzsche, Thomas Mann, and Oswald Spengler) foretold, Western civilization is waning, with the USA in the vortex of decline. In the decades following Russell's prediction, China has learned incomparably more from the West than the West has learned from China. If, as Russell asserted, Westerners prove largely 'un-teachable' in this regard, then we can only hope that China will continue to transplant and tend the most fruitful trees of Western civilization's orchard, which are bound to take root and flower in China's fertile cultural soil.

Meanwhile, we have abundant reasons to celebrate China's 60th year of independence, its 30th year of economic reform, and Horasis's 5th Global China Business Meeting. By facilitating significant contact between leaders of Chinese and Western civilizations, Horasis helps shape exactly what Bertrand Russell foresaw: namely, the next great landmark in human progress.

# A Business Network Connecting Portugal to China and the World

By *Fernando Costa Freire*,  
*President, Edeluc and Fernanda Ilhéu*,  
*Professor, China Logus*

The history of trade and economic relations between Portugal and China dates back to many centuries ago, to the year of 1514 more precisely, when the first Portuguese ships seeking new worlds arrived at the port of Canton to trade ivory, silver pieces, wool and sandalwood, for Chinese silk. As the consented presence of the Portuguese administration in Macau from 1557 to December 1999 was institutionalized, these relations were further strengthened and extended to other areas. If, however, today the volume of trade and foreign direct investment between the two countries does not yet reflect such a long and remarkable past relationship, this does not in any way mean that there is less cooperation and

understanding at the political and diplomatic levels. Indeed, Portugal is one of only five global strategic partners that China has in Europe. Rather, such a trend can be explained by the development paths the two economies have taken, and that are only now beginning to find points of convergence and complementarity when it comes to corporate interests.

**'China will have the opportunity to drive the critical post-crisis structural reform of the global economy'**

*Bruno Wu, Chairman, Redrock Capital Group Holdings, China.*

Thus, the choice of Lisbon as the host of the 5th Global China Business Meeting could not have come at a more opportune moment. After all this is the same year the EU countries were able to ratify the Lisbon Treaty, ushering in a Europe ever readier to face the challenges of the twenty-first century – a century that will see China striving hard to attain its natural place at the helm of world economic leadership. So it was that, on 9 and 10 November 2009, the Portuguese capital was the stage for the meeting of business and political elites not only from China and Europe, but also from African and South American countries, with



*Fernando Costa Freire, President, Edeluc, and a group of Chinese CEOs greeting the President of Portugal, Aníbal António Cavaco Silva*

Portuguese-speaking nations such as Brazil, Mozambique, Cape Verde, and East Timor strongly represented at the highest level. This event has also given new impetus to the CPLP, the organization of Portuguese Speaking Countries that brings together over 250 million consumers around the world.

The Global China Business Meeting provided not for the encounter of some nostalgic, cherished memories, but rather the convergence of projected hopes towards effective and efficient win-win coexistence and cooperation between Chinese enterprises and those from other parts of the world, all positively framed by their respective governments.

***'Europe and North America will dramatically increase its outsourcing in Asia. Those who anticipate and manage well will win'***

*John M. Neill, Group Chief Executive Officer, Unipart Group, United Kingdom*

For several times China stated that one of the main visions the country entertained for Macau was to see it function as a true platform for the launching of relations between China and Portuguese-speaking countries. It is precisely to this effect that, in 2003, the Forum for Economic and Trade Cooperation between China and Portuguese-speaking countries was created. Although of the utmost importance for the development and implementation of joint cooperation projects in various domains and at different



*Nikolas Reinhuber, Partner, Baker & McKenzie, with co-panelists - China buys the world*

levels, and has a permanent dialogue platform on issues of mutual interest, such forum has also been too heavily institutional in nature and under too firm government tutelage.

The Global China Business Meeting has had the merit of bringing this vision to civil society, highlighting business interests that are convergent and complementary from the standpoint of the Chinese companies and their counterparts from the Lusophone world. Indeed, as the Prime Minister of Mozambique Ms. Luisa Diogo pointed out, 'the Chinese do not invest in Mozambique because of the beautiful eyes of the Mozambicans, but rather due to the convergence and complementarity of interests' between the two countries. Besides, and more to the point, China sees all the Lusophone countries as forming a network based on language and culture, and geographically scattered through locations that are of the most strategic importance to



*Jose Dirceu, former Chief Minister of Brazil, on the growing trade between China and Brazil*



*Takao Kusakari, Chairman (retired), NYK Line, Japan*



*Donna Xie, Chairwomen, Diamond Beach Resort Development*



Wang LuYen, Chairman, Roly Holdings, Hong Kong SAR



Basilio Horta, Chairman, AICEP - the meeting co-host

China interests, not only for being major suppliers of raw materials, but also for being potential and actual markets for export, foodstuffs and semi-finished products. Further, Portuguese companies have embarked, particularly over the last decade, on a strong internationalization process with several of them now covering many of the CPLP countries.

*'We are on the right way. The crisis strenghtend many of our firms. We reached a higher level of competitiveness'*

*Wu Ying, President, CTC Capital, China*

Moreover, Portugal is a member of the EU, whereas Brazil – the largest integrated market with high purchasing power in the world – opens the door to the American continent while at the same time being one of China’s major suppliers. Angola and Mozambique offer in turn a true spring-

board for an African dialogue of great scope and interest, not only on account of the potential they themselves represent, but also for their position on their own spaces of regional integration. Indeed, Angola was in 2008, China’s single largest oil supplier, acquiring an increasingly strategic role in China’s external relations.

Therefore, the possibilities for cooperation between Portugal and China, as well as the companies that belong to their respective integrated economic areas, are truly enormous, ranging from areas such as marine sciences, materials technology, biological medicine, environmental technology, energy - and particularly renewable energy where Portugal leads the way in many areas - to education, scientific and technological exchange, health, agriculture and forestry and related industries, not to mention the organization of events that can help bring China closer to Portugal and the Portuguese-speaking countries in general.



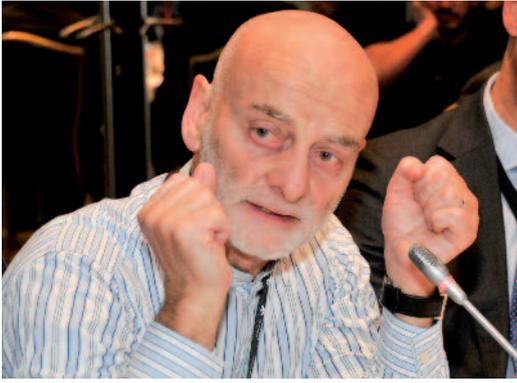
James Fierro, Chairman, Recipco Holdings, Canada, makes a point



Sundeep Waslekar, President, Strategic Foresight Group, India, listening to his co-panelists



Harvey Chen, Chief Executive Officer, First Light, China



*Uli Sigg, Vice Chairman, Ringier, Switzerland*



*Jack Zhang, Chief Executive Officer, Zhanzuo, China, on luxury and lifestyle*



*Diana Chou, Managing Director, Sino Private Aviation, moderating the panel on infrastructure*

The key element that underpins this project is the existence of a common language and culture, with Macau playing a pivotal role in reducing the cultural distance from the powerful network of Chinese Language and Culture, a network that includes not only enterprises from the Chinese Economic Area (China, Macau, Kong Kong, Taiwan), but also very successful companies from the USA, Canada, Australia, Malaysia, Singapore and Thailand owned by overseas Chinese, as this year's GCBM clearly showed. The connection of these two

networks will certainly result in a major business network, with huge impact on the development of the countries where each business is based, and also on the growth of the global economy itself.

The Global China Business Meeting will hopefully continue to play a central role in the course of such a journey, with the Horasis network to come off larger and stronger.



*The Portuguese Minister of Foreign Affairs - reflecting on the success of China's 30 years of reforms*

# Honoring the Chinese Business Leaders of the Year 2009

by *Thomas Gilles,*  
*Partner, Baker & McKenzie*

The global economy has been in turmoil for much longer than most of us had hoped and anticipated. However, China has not been affected to the same degree as other major economies. In contrast, China has emerged as one of the driving factors of the global recovery. The truck-queues at all major ports in China are getting longer as we speak - a clear sign that exports are regaining momentum.

China's staying power and resilience, even during these difficult times, owes a lot to the tremendous entrepreneurial spirit of the business leaders driving its economic growth and development. A jury led by Baker & McKenzie and Horasis therefore took the opportunity at this fifth Global China Business Meeting to recognize and honor three business leaders who exemplify this entrepreneurial spirit.

- **Mr. Levin Zhu** is the CEO of **China International Capital Corp., CICC**. CICC is China's leading investment bank. 14 years after its establishment, CICC continues to be the major player in the industry, mainly thanks to the efforts of Mr. Zhu.
- **Mr. Bruno Wu** is the chairman of **Redrock Capital Group Holdings** and was Co-founder as well as former Chairman of Sun Media Investment Holdings. Mr. Wu is one of China's most influential media-persons and is spearheading China's internet boom.
- **Mr. Calvin Chin** is the co-founder and CEO of **Qifang**, China's leading online student loan service. Qifang is a web-based platform for Chinese students in need for loans to fund their education. Qifang connects these students with individuals, companies and organizations that can support their educational aspirations. Mr. Chin represents a new generation of successful entrepreneurs in China.

CICC is currently consolidating a solid base for its goal to become a China-based international investment bank. Under Levin Zhu's leadership, CICC is transforming from a mere investment bank to adding research capabilities and becoming a major



*The three Chinese Business Leaders of the Year*



*Thomas Gilles, Partner, Baker McKenzie, announcing the Chinese Business Leaders of the Year*

player in the bond market. Nowadays, voices say that 'no star is brighter than CICC'; 'it's hard for other Chinese investment houses to follow', and that CICC is 'the first port of call for Chinese and foreign corporates seeking first-rate advice on China's growing markets.' This is simply remarkable.

Sun Media is China's leading private media group, with investment interests in 20 media-related companies and a portfolio of assets that includes many media brands. Altogether, Sun Media reaches over 200 million consumers. After stepping down as Chairman of Sun Media, Bruno Wu founded Redrock Capital Group, sourcing spin-offs of state-owned enterprises, private company advisory and investment opportunities. He is now playing a major role in China's ongoing worldwide M&A activities.

Started merely two years ago, Qifang has already brokered more than 3,000 loans on its website. Qifang is considered to be



*Bruno Wu, Chairman, Redrock Capital Group and Levin Zhu, Chief Executive Officer, CICC*



*Calvin Chin, Chief Executive Officer, Qifang, China*

technology pioneer offering technologies and business models that can advance the global economy. Qifang is a community of trust, built around supporting education – a rare find in today's business environment.

CICC has played an active role in reconstruction projects after the devastating earthquake in Sichuan. Thanks to CICC's commitment, numerous schools and hospitals were reconstructed. CICC's staff have been involved in numerous donation activities to help disaster-struck areas in China.

Bruno Wu has been using personal connections in the media and entertainment industry, domestic as well as abroad, to promote China's charity landscape. Together with his wife, Ms. Yang Lan, he has founded the Sun Culture foundation, a non-profit organization that aims to improve education and alleviate poverty throughout China and the National Children's Foundation, a non-profit organization helping children and orphans in earthquake regions. Indeed, Yang Lan and Bruno Wu have been listed oftentimes on the top 3 list for philanthropy in China.

Besides providing educational funds to university students, Calvin Chin has been providing a helping hand to students undertaking their first career steps: Qifang is cooperating with a broad network of

companies to provide traineeship- and internship-opportunities for recent university graduates. In a job market that is getting harsher and harsher every year, this provides an outstanding opportunity for China's ambitious youth. Additionally, Qifang has morphed to include a conduit for donations and, currently, Qifang is partnering with the Clinton Global Initiative to help schoolgirls in rural parts of Sichuan province.

Having a scientific background, Levin Zhu first pursued your career in the world of natural sciences, then turning to investment banking. Since then, he has masterminded many of China's most influential IPO's and M&A projects, including advising Sinopec, China Telecom, China Netcom, PICC, Air China, China Construction Bank, ICBC and nearly every other major player in the region. It is safe to say that CICC, paired with Levin Zhu's personal involvement and commitment, has been one of the driving forces behind China's economic success in the last decade.

Bruno Wu encountered his, as he once called it, 'financial Waterloo', at the hands of a well-known Australian media tycoon,

losing a quite large investment. But rather than giving up, he came up with a new 'five-year plan' and instead chose to conquer China's internet business. A very wise move, as we can say now, looking back. He was once quoted that he doesn't like to pay for his hobbies but rather get returns from them. That's why he invested in a Spanish winery, producing world-class Rioja.

Calvin Chin has chosen to walk off the beaten path, venturing into an area that is still largely unregulated, plastered with uncertainties and the need for an enormous pioneering initiative to succeed. Recent reports show that this path indeed was the right one. He once said that 'an innovator is really somebody who takes a look at the world and analyzes why things the way that they are, but entrepreneurs go further than that when they say: why can't the world be the way I see it or the way that I want it to be?'

Levin Zhu, Bruno Wu and Calvin Chin excel in leadership, innovation, global reach, and economic performance and thus truly deserve to be honored as Chinese Business Leaders of the Year 2010.



*The award winners with Thomas Gilles and Frank-Jürgen Richter*



*Shao Wenguang, President, Phoenix TV Europe, on the global impact of the Chinese media*



*A participant asking a question during a boardroom dialogue session*



*Horasis welcomes participants*



*Opening plenary - is the global economic crisis truly behind us?*



*Getting to know each other over lunch*



*Participants sharing a light moment*



*Community building - our vision at Horasis*



*Participants of the first Global China Golf Tournament*



*A day of fun and friendly competition*



*One of the golf champions*



*At the Golf Club Quinta do Peru*

# Horasis

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