

Global China Business Meeting

7-8 November 2011, Valencia, Spain

a Horasis-leadership event

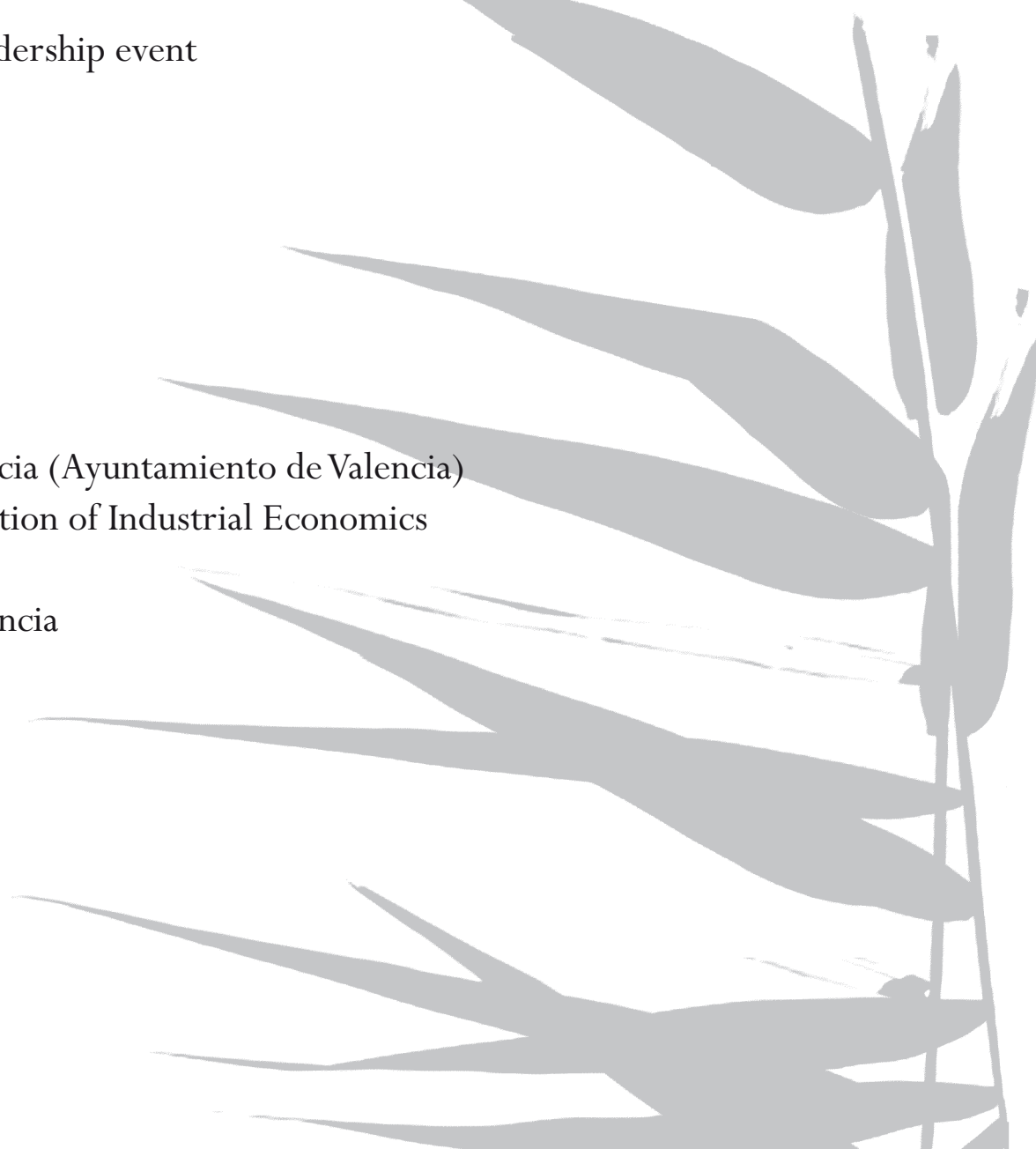
Co-hosts:

City of Valencia (Ayuntamiento de Valencia)

China Federation of Industrial Economics

Global Asia

Turismo Valencia





Upcoming Horasis Meetings:

Horasis Annual Meeting	Zurich, Switzerland 24-25 January 2012
Global Russia Business Meeting	Luxembourg, 22-23 April 2012
Global India Business Meeting	Antwerp, Belgium, 24-25 June 2012
Global Arab Business Meeting	Ras Al Khaimah, UAE, 9-10 December 2012

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

Global China Business Meeting

7-8 November 2011, Valencia, Spain

Valencia Conference Center, Avenida de las Cortes Valencianas, Valencia

a Horasis-leadership event

■ **Co-host:**

City of Valencia (Ayuntamiento de Valencia)

China Federation of Industrial Economics

Global Asia

Turismo Valencia

■ **Co-organizers:**

All India Management Association (AIMA)

Cierval

Committee 2005

Future China Society

Spanish Chamber of Commerce in China

Young Presidents' Organization (YPO)

World Eminence Chinese Business Association

■ **Co-chairs:**

Nasir Ali Shah Bukhari Chairman, KASB Group, Pakistan

Jeffrey Chen Chief Executive Officer, Neopac Lighting Group, Taiwan, China

Bertrand Collomb Honorary Chairman, Lafarge, France

Juris Gulbis Chief Executive Officer, Lattelecom, Latvia

Alan Hassenfeld Chairman, Hasbro, USA

Kola Karim Chief Executive Officer, Shoreline Energy International, Nigeria

Liang Xinjun Chief Executive Officer, Fosun Group, China

Liu Jiren Chairman and CEO, Neusoft Corporation, China

William L. Meaney Chief Executive Officer, The Zuellig Group, Hong Kong SAR

Martin Richenhagen Chief Executive Officer, AGCO, USA

Rong Jianying Secretary General, China Federation of Industrial Economics, China

John Tan CEO, Asia Capital Reinsurance Group, Singapore

Wayne W. Wang Chairman, CDP Group, China

Zhou Jianping Chairman, China Heilan Group, China

Levin Zhu CEO, China International Capital Corporation (CICC), China

■ **Strategic Partners:**

Air France - KLM

Baker & McKenzie

Cheung Kong Graduate School of Business

Media Partner:

International Herald Tribune

Welcome

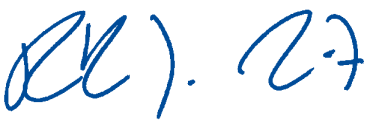
I warmly welcome you to the 7th Horasis Global China Business Meeting. It is with immense gratitude that I thank Rita Barberá Nolla, Mayoress of Valencia for having had the foresight and commitment to partner with us to make this Global China Business Meeting possible. My thanks go also to the China Federation of Industrial Economics, Global Asia, Turismo Valencia and to all our partners and supporters.

As a result of a close partnership, the annual Global China Business Meeting is regarded as one of the foremost annual gatherings of Chinese business leaders and their global counterparts. A 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. In addition, the Global China Business Meeting will provide a special focus on China's interaction with other emerging economies. Participants will also examine the state of the global economy and China's role in shaping the post-crisis world.

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
Chairman
Horasis: The Global Visions Community
Switzerland



Welcome

Valencia is now facing a great opportunity to show itself again to the world as a European and Mediterranean, modern, enlightened city capable of hosting and organizing top events at a global level. The Global China Business Meeting due to take place in Valencia soon is, no doubt, a great showcase that will allow us to build bridges with the People's Republic of China, that magnificent Asian country which tirelessly shows outstanding strength and perseverance.

It is an honour for us to open the doors of our city to the delegates and all those attending the Global China Business Meeting and I would like to stress in writing my special thanks to Frank J. Richter, President of Horasis, for having chosen Valencia as the meeting point for hundreds of the most powerful international companies; to the China Federation of Industrial Economics for bringing closer their and our business fabric with their support to the Global China Business Meeting; and to Global Asia for being an inspiration for entrepreneurs who know no frontiers; also to the dozens of local, national and international bodies that have supported this seventh edition of the Global China Business Meeting having today Valencia as its home. Also sincere thanks to the co-presidents, co-organizers, strategic and media partners.

As Mayoress of Valencia I would like to express my warmest and affectionate welcome to the hundreds of personalities visiting our city on the occasion of the Global China Business Meeting, inviting them to get to know our city and enjoy 21st. Century Valencia, a city that knows how to combine history and avant-garde, respect for its past – refurbishing and regenerating its rich heritage – and an investment for iconic buildings projecting our image to the world.

Our rich variety of well assorted and attractive cultural highlights, our endless options for leisure and business, our geostrategic position and links with Asia and Latin America, add value to this city that today is also a benchmark reference in the sports world – after being the host of important global events – and is the European Sports Capital for 2011; it also excels in the areas of innovation, technology and research.

The Valencian people, open-minded and friendly, are happy to share our city, our projects and all opportunities offered by the city of Valencia with every one of our visitors and specially with the delegates and representatives of international businesses and institutions having special affection towards China, a country we would like to strengthen ties of friendship and cooperation with.



Rita Barberá Nolla
Mayoress of Valencia

Programme

Monday, 7 November (Palau de les Arts)	Tuesday, 8 November (Valencia Conference Center)	Wednesday, 9 November
	07.30 – 08.45 Breakfast Sessions – Reform and Change in China – Logistics – Inflation	10.00 – 12.00 Valencia City Tour Meeting in front of the Valencia City Hall, Plaza del Ayuntamiento 1, at 10.00
	09.00 – 10.00 Plenary Session Economic Outlook	
	10.30 – 12.00 Boardroom Dialogue – Outsourcing and Offshoring – Overseas Investments – Technology – Financial Services – China and Latin America	
	12.00 – 12.30 Plenary Session New Global Partnership	
	12.30 – 13.00 Plenary Session Chinese Business Leader of the Year	
	13.00 – 14.00 Lunch	
	14.00 – 15.00 Plenary Session Next Wave of Growth	
	15.00 – 16.30 Boardroom Dialogue – Education – Alternative Investments – Lifestyle, Sports and the Arts – Global Value Chain – New Silk Road	
	17.00 – 18.30 Boardroom Dialogue – Doing Business in China – Chinese Consumers – China’s Green Growth – China’s Private Sector	
18.30 Transfer Shuttle service between the Conference Center and the Palau de les Arts	18.30 – 19.30 Closing Plenary The World’s Dyslexia	
19.00 – 20.00 Welcome Reception	19.30 – 20.00 Luna... Luna Flamenca Flamenco Show	
20.00 – 22.00 Welcome Dinner Valencia Welcomes China	20.00 – 21.30 Closing Dinner China’s Rise	



Co-hosts of the Global China Business Meeting

Valencia is the most populous city of the Autonomous Community of Valencia and the third largest city in Spain, with a population of 809,267 in 2010. The city contains a dense monumental heritage, including the Llotja de la Seda and the City of Arts and Sciences, an avant-garde and futuristic museum complex. Valencia has enjoyed strong economic growth over the last decade, based on initiatives in tourism, trade and technology. Valencia's vision is to serve as global hub for Chinese investments.



AJUNTAMENT DE VALENCIA

www.valencia.es



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



Global Asia Magazine is a bilingual Spanish-Chinese economic and business Magazine. As a bridge between Asia and the Spanish speaking world, Global Asia serves as a business platform between China-Spain-Latin America due to its readership's high profile.

www.globalasia.com

Turismo Valencia is a non-profit private Foundation headed by the Valencia City Council with the participation of the Chamber of Commerce, Feria Valencia and the Valencia Business Confederation (Confederación Empresarial Valenciano). Virtually all local businesses in the tourism sector are associated with it.



www.turisvalencia.es

Co-organizers of the Global China Business Meeting

Founded in the year 1957, **All India Management Association (AIMA)** is an apex body of management with over 30,000 individual members, 3000 institutional members and 60 Local Management Association across India and overseas.

www.aima-ind.org



The Confederation of Employers and Industries of the Autonomous Region of Valencia, **CIERVAL**, created in 1981, is the territorial organisation that represents the interests of enterprises located in the provinces of Alicante, Castellon and Valencia.

www.cierval.es



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



The **Spanish Chamber of Commerce in China** helps Spanish companies to develop their business in China, particularly encouraging its member's interests in an active and preferential way in order to promote commercial relationships between Spain and China.

www.spanishchamber-ch.com





Future China Society (FCS) is a nation-wide non-profit educational organization, founded by several well-known enterprises and individuals who have a strong sense of social responsibility and foresight, intended to develop a new type of charity mindset in China.

www.futurechina.com.cn



**YOUNG PRESIDENTS'
ORGANIZATION**

The **Young Presidents' Organization (YPO)** is an international chapter driven non-profit organization made up of company presidents from around the world. Connecting to the right people, information and ideas has always been important. In today's complex, competitive and interconnected world, it is absolutely essential. The network that matters most is YPO.

www.ypo.org



The **World Eminence Chinese Business Association** is a global organization for Chinese entrepreneurs with a special focus on the top 500 Chinese private enterprises. The association aims at promoting cooperation between outstanding Chinese entrepreneurs for a common prosperity.

www.wecba.org



Programme

Monday, November 7, 2011

from 18.30 Shuttle service between the Valencia Conference Center and the Palau de les Arts Reina Sofia, City of Arts and Sciences (Avenida Autopista del Saler, 7)

from 18.30 Registration (City of Arts and Sciences)

19.00-20.00 Reception (City of Arts and Sciences)

Welcome

Horasis and the Spanish co-hosts welcome participants to celebrate the 7th Global China Business Meeting

- **Rita Barberá**, Mayor of Valencia, Spain
- **Iván Mánuez**, Publisher, Global Asia Magazine, Spain
- **Frank-Jürgen Richter**, Chairman, Horasis, Switzerland

with

- **Eugenio Bregolat**, Ambassador of Spain to China
- **Zhu Bangzhao**, Ambassador of China to Spain

Virtual Ribbon Cutting Ceremony, with the co-hosts and co-organizers

- **Rita Barberá**, Mayor of Valencia, Spain
- **José Vicente González**, President, Cierval, Spain
- **Han Wei**, Standing Vice-Chairman, World Eminence Chinese Business Association, China
- **Iván Mánuez**, Publisher, Global Asia Magazine, Spain
- **Jiang Yiren**, Vice Chairman, China Federation of Industrial Economics, China
- **Jackie Wang**, Founder and President, Future China Society, China
- **Gabriel Moyano**, Secretary General, Spanish Chamber of Commerce in China, China
- **Rekha Sethi**, Secretary General, All India Management Association (AIMA), India
- **Andreas Schweitzer**, Network Forum Chair, Young Presidents' Organization (YPO)
- **Albert Teo**, Director, Universal Chinese Sports Committee, China
- **Zhou Li**, Assistant Dean, Cheung Kong Graduate School of Business, China
- **Ying Hu**, Secretary General, Committee 2005, China

Chaired by

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

20.00-22.00 Welcome Dinner: Valencia Welcomes China

China changed in only 30 years from a nation of poverty to become the second largest economy of the world. What are the key factors, both domestic and external, that will shape China's evolution over the next years? How can Valencia serve as hub for Chinese investments?

- **Enrique Verdeguer**, Minister of Economics, Industry and Commerce, Regional Government of Valencia, Spain
- **Jiang Yiren**, Vice Chairman, China Federation of Industrial Economics, China

Chaired by

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

from 22.30 Shuttle service back to the hotels

Tuesday, November 8, 2011

from 07.15 **Walk from the hotels to the Valencia Conference Center**
(the Valencia Conference Center is located opposite of the hotels)

from 07.30 **Registration** (Conference Center)

07.30-08.45 **Breakfast Sessions** (Conference Center)

Reform and Change in China (Room A)

After over 3 decades of high-speed growth, China is embracing more complex opportunities and challenges. What major reforms can we expect in the next 5 years to move the Chinese economy forward?

- **Anthony Chan**, Executive Committee Member, International Chamber of Commerce, Hong Kong SAR
- **Ludmila Ivanilova**, Deputy Director, Parliamentary Centre, Russia
- **William L. Meaney**, Chief Executive Officer, The Zuellig Group, Hong Kong SAR
- **Guy Spier**, Chief Executive Officer, Aquamarine Capital, Switzerland
- **Shang Fushan**, Vice Chairman, China Nonferrous Metals Industry Association, China
- **Ivan Tselichtchev**, Professor, Niigata University of Management, Japan

Chaired by

- **Philip Bowring**, Columnist, International Herald Tribune, Hong Kong SAR

Scorecard on Logistics (Room B)

Ports and other means of supply – chain oriented infrastructure are an important driver of economic growth. How can China benefit from supply chains offered by its global trading partners?

- **Kimball J. Andrews**, Executive Chairman, Asia Star Capital, Australia
- **Rafael Aznar**, President, Port Authority of Valencia, Spain
- **Diana Chou**, Managing Director, Sino Private Aviation, Hong Kong SAR
- **John Manners-Bell**, Chief Executive Officer, Transport Intelligence, United Kingdom
- **Kieran Ring**, Chief Executive Officer, Global Institute of Logistics, USA
- **Shi Yanqiu**, Secretary General, China Container Industry Association, China

Chaired by

- **Laure Glatron**, Director, Air France-KLM, Spain

Inflation: Quo Vadis? (Room C)

Over-liquidity and food shortages increase inflation risks globally. How do governments react? What are the implications for business?

- **Jennifer Angenend**, Director, WaterFilled Barrier Systems, USA
- **Kerry Brown**, Head of the Asia Programme, Chatham House, United Kingdom
- **Edgar Bullecer**, Chief Operating Officer, Paglas Group of Companies, Philippines
- **Andrew Lo**, Past President, The Oxford & Cambridge Society of Hong Kong, Hong Kong SAR
- **Martin Richenhagen**, Chief Executive Officer, AGCO, USA
- **Wu Di**, Lecturer in Economics, Beijing Royal School, China
- **Lulu Zhou**, President, Friendship Across Frontier, China

Chaired by

- **Katarzyna Nawrot**, Assistant Professor, Poznan University of Economics, Poland

09.00-10.00 Plenary: China and World Economic Outlook (Main Room)

The global economic outlook for 2012 remains uncertain despite China's continued economic success. What kind of recovery can we expect in 2012 in a global economic landscape that has been fundamentally changed by the crisis? What is China's impact on global growth?

- **Juris Gulbis**, Chief Executive Officer, Lattelecom, Latvia
- **Kola Karim**, Chief Executive Officer, Shoreline Energy International, Nigeria
- **Rong Jianying**, Secretary General, China Federation of Industrial Economics, China
- **Zhou Jianping**, Chairman, China Heilan Group, China
- **Levin Zhu**, Chief Executive Officer, China International Capital Corporation (CICC), China

Chaired by

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

10.00-10.30 Contact Break

10.30-12.00 Boardroom Dialogue Sessions

Outsourcing and Offshoring – a Perspective from China (Room A)

The global economic crisis might have changed the speed and scope of relocating industries worldwide. What is China's impact on outsourcing and offshoring?

- **Chen Jianke**, Vice President, CHINT Group, China
- **Ramón Congost**, Chief Executive Officer, Aidico, Spain
- **James Fierro**, Chairman, Recipco Holdings, Canada
- **Gao Zhanshan**, Deputy General Manager, Fenjiu Group, China
- **Thomas Sevcik**, Chief Executive Officer, Arthesia, Switzerland
- **Albert Teo**, Director, Universal Chinese Sports Committee, China
- **Zhang Xiaodong**, Chairman, Winhopes Investment, China

Chaired by

- **Cyrill Eltschinger**, Chief Executive Officer, Fourve Heart, China

Enhancing the Scope of Overseas Investments (Room B)

Chinese firms increasingly invest overseas, by means of regional headquarters, acquisitions and sovereign fund investments. How can Chinese corporate leaders take advantage of industry consolidation on a global level?

- **Detlev Bartels-Kromrey**, President, CQLT Saargummi Deutschland, Germany
- **Martin S. A. Beck**, Managing Director, Shandong Heavy Industry Group, China
- **Robert L. Clausen**, Managing Director, BNP PARIBAS, France
- **Kola Karim**, Chief Executive Officer, Shoreline Energy International, Nigeria
- **Michael Lin**, Chief Executive Officer, Intellectual Property Exchange, China
- **Wajdi Maalouf**, Head of Investments, Consolidated Contractors Company, Greece
- **William Kyin Pyu Wong**, Chairman, Wanbo Group, Hong Kong SAR
- **Vincent Zheng**, Managing Partner, Capital First Partners, China

Chaired by

- **Johan Nylen**, Partner, Baker & McKenzie, Sweden

Technology: China's New Frontier? (Room C)

China has placed a top priority on developing world-class technology capabilities as the country moves toward an innovation-based economy. What areas are Chinese firms pioneering in and how do they compete in world markets?

- **Juris Gulbis**, Chief Executive Officer, Lattelecom, Latvia
- **Faisal Hoque**, Founder & Chief Executive Officer, BTM Corporation, USA
- **Luc Lan**, Chief Executive Officer, PE.VC, China
- **Myles Lu**, Chief Executive Officer, Roxbeam, China
- **Iurii Seniuk**, Chief Executive Officer, Industrial Park International, Ukraine
- **Zen Shuping**, Chairman, JinLiMa Thermodynamics Equipment, China
- **Zhang Xiangming**, Vice Chairman, Chongqing Federation of Industrial Economics, China

Chaired by

- **Roberto Mugavero**, Professor, University of Rome "Tor Vergata", Italy

Redesigning Financial Services (Room D)

Financial services in China have reached a global level-playing field.

What projections can be made about the evolution of China's financial market?

- **Lord Davidson**, Member, House of Lords, United Kingdom
- **Liu Zhihui**, President, Industrial Securities, China
- **Levin Zhu**, Chief Executive Officer, China International Capital Corporation (CICC), China
- **John M. Probandt**, Vice Chairman, CITIC Rising Star, China
- **Kotaro Tamura**, Parliamentary Secretary (ret.), Ministry of Economic Affairs, Japan
- **Wang Jinping**, President, Bank of Dalian, China
- **Wang Xiuju**, President, Hebei Real Estate Development Co., China
- **Xie Chao**, Chief Executive Officer, Yongjin Group, China

Chaired by

- **Mei Jianping**, Professor, Cheung Kong Graduate School of Business, China

China and Latin America (Room E)

Chinese firms are increasingly setting up operations in Latin America to access the huge potential of the continent. What is the business potential of the growing trade and investment flows between China and Latin America?

- **Alberto Catalá**, President, Exhibition Centre of Valencia, Spain
- **Luis Gómez**, Chairman and Founding Partner, SinoLatin Capital, China
- **Han Wei**, Standing Vice-Chairman, World Eminence Chinese Business Association, China
- **Li Fan**, Senior Operations Associate, Inter-American Development Bank, USA
- **Roberto Saint-Malo**, General Partner, Adara, Spain
- **Hellen Song**, General Manager, La China Capital, China
- **Charles Tang**, Chairman, Brazil-China Chamber of Commerce, Brazil

Chaired by

- **Gabriel Moyano**, Secretary General, Spanish Chamber of Commerce in China, China

12.00 - 12.30 Plenary Session: Nurturing a New Global Partnership (Main Room)

The economic partnership between China, Spain and the world has extensive synergies. What are the visions to nurture a new global partnership?

- **Rita Barberá**, Mayor of Valencia, Spain
- **Jiang Yiren**, Vice Chairman, China Federation of Industrial Economics, China
- **Miguel Sebastián**, Minister of Industry, Trade and Tourism, Spain
- **Alberto Fabra**, President, Regional Government of Valencia, Spain

Chaired by

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

12.30 - 13.00 Plenary Session: Chinese Business Leaders of the Year (Main Room)

For the sixth 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

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

13.00 - 14.00 Networking Lunch (Ballroom)

An opportunity to share ideas and insights in an informal setting.

14.00 - 15.00 Plenary: Driving the Next Wave of Growth (Main Room)

As the reach of the Chinese economy expands, new economic alliances amongst China and the world evolve. What is China's role in stimulating global post-crisis economic growth?

- **Nasir Ali Shah Bukhari**, Chairman, KASB Group, Pakistan
- **Bertrand Collomb**, Honorary Chairman, Lafarge, France
- **Liang Xinjun**, Chief Executive Officer, Fosun Group, China
- **Liu Jiren**, Chairman and Chief Executive Officer, Neusoft Corporation, China
- **Martin Richenhagen**, Chief Executive Officer, AGCO, USA

Chaired by

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

15.00-16.30 Boardroom Dialogue Sessions (Conference Center)

Education, Entrepreneurship and Innovation (Room A)

Education systems in China are currently made ready for the next wave of economic growth. How should the education system be changed to foster entrepreneurial and innovation-minded talents?

- **Noel Akpata**, President, Take the Lead Economic Development, Nigeria
- **Natalia Lisenkova**, Senior Research Fellow, University of Zurich, Switzerland
- **Jason Ma**, Co-Founder and Former CEO, IvyMax, USA
- **Meng Xianzhong**, Secretary General, China Association for Exhibition Centers, China
- **John Tan**, Chief Executive Officer, Asia Capital Reinsurance Group, Singapore
- **Wang De**, Chairman, XiAn HuaTong New Energy Co., China
- **Jackie Wang**, Founder and President, Future China Society, China
- **Wayne W. Wang**, Chairman, CDP Group, China
- **Zhao Guoyi**, Chairman, XiAn HuaTong New Energy Co., China

Chaired by

- **Stacy Kenworthy**, Chief Executive Officer, OptiGlobal, USA

Alternative Investments: Delivering Sustainable Returns (Room B)

The investment psyche of Chinese private investors is coming to terms with a non-linear future of pursuing opportunities. What is the risk appetite of Chinese private investors? How do they benchmark private investments?

- **Stefano Benedikter**, Founding Partner and Fund Manager, ALTVEST Africa, United Kingdom
- **Ben Cotton**, Partner, Earth Capital Partners, United Kingdom
- **Ho Punyu**, Managing Partner, Wabash Investment, USA
- **Liu Hongchuan**, Senior Partner, Broad & Bright, China
- **Liu Shengliang**, Chief Executive Officer, Xinyuanmingchuang Investment, China
- **Rodria Laline**, Chair Board of Directors, Intrabond Capital, Netherlands
- **Cynthia Muller**, Managing Director, Morgan Stanley, United Kingdom
- **Ren Dianrong**, Chairman, Yangyang Real Estate Co., China

Chaired by

- **Ed Hotard**, Managing Partner, Hao Capital, China

Lifestyle, Sports and the Arts (Room C)

The experience of lifestyle, sports and the arts may vary between China and the mature markets of the West. How much is China becoming part of the global cultural ecosystem?

- **Cristobal Grau**, Councilor for Sports, City of Valencia, Spain
- **Roddy Gow**, Chief Executive, Asia House, United Kingdom
- **Alan Hassenfeld**, Chairman, Hasbro, USA
- **Jacqueline Otten**, Professor, Zurich University of the Arts, Switzerland
- **Manuel Llorente**, President, Valencia Club de Fútbol, Spain
- **Steve Varsano**, Chairman, The Jet Business, USA
- **Donna Xie**, Chairwomen, Diamond Beach Resort Development, China

Chaired by

- **Charles Moore**, Executive Director, Committee Encouraging Corporate Philanthropy, USA

Rethinking the Global Value Chain (Room D)

Chinese firms have been using distinct models of globalizing their organizations in these turbulent times. What are the best practices when comparing Chinese firms with their counterparts from other emerging markets?

- **Jeffrey Chen**, Chief Executive Officer, Neopac Lighting Group, Taiwan, China
- **Stan Fung**, Managing Director, FarSight Ventures, USA
- **Boris Levin**, Founder and Managing Partner, Stargate Capital, Germany
- **Jay McGonigle**, Executive Chairman (ret.), The Corporate Executive Board, USA
- **Charles Ng**, Associate Director General, Invest HK, Hong Kong SAR
- **Thomas Wu**, Senior Advisor, Global Board Room Advisors, Germany

Chaired by

- **Peter Storm**, Chief Executive Officer, Global-Arena.com, Switzerland

Harnessing the New Silk Road (Room E)

The New Silk Road is largely the result of China's economic growth – China's trade with the Indian Subcontinent, the Middle East and Africa has risen sharply in recent years. What are the prospects for China's economic ambitions along the New Silk Road and what is the impact on business?

- **Salman Al Jishi**, Chairman, Salman Group, Saudi Arabia
- **Mohamed Bahri**, Chief Executive Officer, BCO, Tunisia
- **Nasir Ali Shah Bukhari**, Chairman, KASB Group, Pakistan
- **Daniel Duku**, Chief Executive Officer, Venture Capital Trust Fund, Ghana
- **Fernando Freire**, Member of the Board, Aman Bank - BES Group, Libya
- **Jiao Xuding**, Chairman, SCP Oilfield Services, China
- **Jahid Fazal-Karim**, Co-owner, Jetcraft Corporation, Switzerland
- **Chandrakant Salunkhe**, President, India-China Business Development Forum, India
- **Rekha Sethi**, Secretary General, All India Management Association (AIMA), India

Chaired by

- **Gour Saraff**, Director, Europe India Chamber of Commerce, Spain

16.30-17.00 Contact Break

17.00-18.30 Boardroom Dialogue Sessions (Conference Center)

Doing Business in China (Room A)

The business climate and policy environment changed for foreign multinationals operating in China. What challenges are facing global investors and what strategies will boost success in China?

- **Wolfgang Lehmacher**, Managing Director, CVA, Hong Kong SAR
- **Liu Jiren**, Chairman and Chief Executive Officer, Neusoft Corporation, China
- **Ninel Seniuk**, Chair, Business Partnership Association 'Kiev-Beijing', Ukraine
- **Karen Tang**, Executive Director, The Better Hong Kong Foundation, Hong Kong SAR
- **Amir Yaar**, President, China Israel Synergy, Israel
- **Jerry Zhang**, Chief Executive Officer, Neocomm Broadband, China
- **Tim Zhang**, Managing Director, J.P. Morgan Securities (Asia Pacific), Hong Kong SAR
- **Zhu Zongzhi**, First Vice Chairman, Anhui Federation of Industrial Economics, China

Chaired by

- **Kobus van der Wath**, Founder & Group Managing Director, The Beijing Axis, China

Inside the Mind of the Chinese Consumers (Room B)

As the emerging middle class in China seeks to consume more products and services, what will be the future brands of Chinese origin? How will the tastes and needs of Chinese consumers evolve over the coming years?

- **Anson Chan**, Chairman, Bonds Group of Companies, Hong Kong SAR
- **Chen Guiyang**, Chairman, ZuoTianYou Investment Co., China
- **Jean Chen**, Writer, Forbes Asia, Hong Kong SAR
- **Tony Cowling**, Chairman, TNS, United Kingdom
- **Harald Einsmann**, Member of the Board of Directors, Tesco, United Kingdom
- **Matej Merljak**, Chairman, Europe-India SME Business Council, Slovenia
- **Karohy Shi**, Chairman, Newcom Group, China

Chaired by

- **André Loeseckrug-Pietri**, Founder and Chief Executive Officer, A Capital, China

Envisioning China's Green Growth (Room C)

The Chinese government is pursuing a sustainability centred development plan promoting a green GDP. How can China's corporate sector embrace environmentally friendly globalization strategies?

- **Claude Beglé**, Director General, Symbioswiss, Switzerland
- **Bertrand Collomb**, Honorary Chairman, Lafarge, France
- **Ron Kok**, Founder and Chairman, ODME and OTB Group, Netherlands
- **Lu Wenchun**, Board Chairman & President, Shanghai Chengxin Group, China
- **Ma Sheng**, Chairman, The Electricity Power Co., China
- **Hong Nguyen**, Managing Director, GC Millenium Group, Hong Kong SAR

Chaired by

- **Andreas Schweitzer**, Managing Director, Investissements Mistral, Switzerland

Spearheading China's Private Sector (Room D)

China's private sector has been expanding rapidly. What are the key strengths and challenges of Chinese private sector companies?

- **Richard Jian Li**, Executive Director, Golden Concord Holdings, Hong Kong SAR
- **Liang Xinjun**, Chief Executive Officer, Fosun Group, China
- **Henry Tillman**, Chairman, Grisons Peak, United Kingdom
- **Wang Dongxing**, Chairman, LiLang, China
- **Xu Liankuan**, President, Zonda Auto Group, China
- **Yao Ying**, General Manager, ZuoTianyou Investment Co., China
- **Zhang Xuanning**, President, Yonghui Superstores, China
- **Zhou Jianping**, Chairman, China Heilan Group, China

Chaired by

- **Cao Huining**, Professor, Cheung Kong Graduate School of Business, China

18.30-19.30 Plenary: How Do Chinese Firms Deal with the World's Dyslexia? (Main Room)

Europe's sovereign debt and the US's potential default are plaguing the world. How do Chinese firms make sense of a world characterized by pronounced fragility and heightened uncertainty?

- **Jeffrey Chen**, Chief Executive Officer, Neopac Lighting Group, Taiwan, China
- **Alan Hassenfeld**, Chairman, Hasbro, USA
- **William L. Meaney**, Chief Executive Officer, The Zuellig Group, Hong Kong SAR
- **John Tan**, Chief Executive Officer, Asia Capital Reinsurance Group, Singapore
- **Wayne W. Wang**, Chairman, CDP Group, China

Chaired by

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

Comment by

- **Jean-Christophe Iseux von Pfetten**, President, Oxford Institute of East-West Strategic Studies, United Kingdom

19.30-20.00 Luna... Luna Flamenca

Flamenco Show by the Ballet Español Julia Grecos

20.00-21.30 Closing Dinner: China's Rise – Connecting with the World (Ballroom)

The rise of China is creating new economic realities. What role will China play in shaping the world economy and in developing systems of global economic governance?

- **Eugenio Bregolat**, Ambassador of Spain to China
- **Alfonso Grau**, Vice Mayor, City of Valencia, Spain

Chaired by

- **Zhou Li**, Assistant Dean, Cheung Kong Graduate School of Business, China

21.30-22.30 The Impact of Chinese Philosophy on the Global Village (Room A)

China is poised to become the leading superpower of the 21st century. Less obvious to China, perhaps, is the growing impact of Chinese philosophy on the global village. This night-cap session will assess that impact from a Western perspective, with Chinese commentary.

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

Wednesday, 9 November 2011

10.00-12.00 Valencia City Tour

Meeting in front of the Valencia City Hall,
Plaza del Ayuntamiento 1, at 10.00



Participants



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Noel Akpata	President	Take the Lead Economic Development	Nigeria
Salman Al Jishi	Chairman	Salman Group	Saudi Arabia
Luis Alsina	President	SOXNA	Spain
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