

Global China Business Meeting

13 -14 October 2014, Lake Como, Italy

a Horasis leadership event

under the patronage of the Italian Ministry of
Economic Development and Lombardy Region

Report





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

Global China Business Meeting

13 -14 October 2014, Lake Como, Italy

a Horasis leadership event

under the patronage of the Italian Ministry of Economic Development and Lombardy Region

■ **Co-hosts:**

The European House – Ambrosetti

China Federation of Industrial Economics

Lombardy Region

■ **Co-chairs:**

Chen Desong	Chairman, China New Century Holding, China
Chen Jianzhong	Chairman, Yueyanning International Trade Investment Holdings, China
Carla Cico	Member of the Supervisory Board, Alcatel-Lucent, France
Ding Lieming	Chairman, Betta Pharmaceuticals Co., China
Raffaele Jerusalemi	Chief Executive Officer, Borsa Italiana, Italy
Liu Ruiqi	Chairman, Heng Yuan Xiang (Group) Co., China
Ferial Mostofi	Chairman, KDD Group, Iran
Pedro Nueno	President, CEIBS, China
Onajite Okoloko	Chief Executive Officer, Notore Chemical Industries, Nigeria
Wang Wenbiao	Chairman, Elion Group, China
Wilfred Wong Ying-Wai	Chairman, Hsin Chong Construction Group, Hong Kong
Xu Heyi	Chairman, Beijing Automotive Group, China
Xu Ningyue	Member of the Board, Bank of Beijing, China
Michael Yeoh	Chief Executive Officer, Asian Strategy & Leadership Institute, Malaysia

■ **Co-organizers:**

CCPIT Construction Industry Sub-Council

Committee 2005

Como Chamber of Commerce and Industry

Fondazione Italia Cina

International Chamber of Commerce – Hong Kong, China

Invitalia

Italian Trade Agency (ITA)

Pacific Basin Economic Council (PBEC)

■ **Knowledge Partners:**

Baker & McKenzie

CEIBS

IESE

Rothschild

TMF Group

UVET-American Express



The Villa d'Este – venue of the Global China Business Meeting

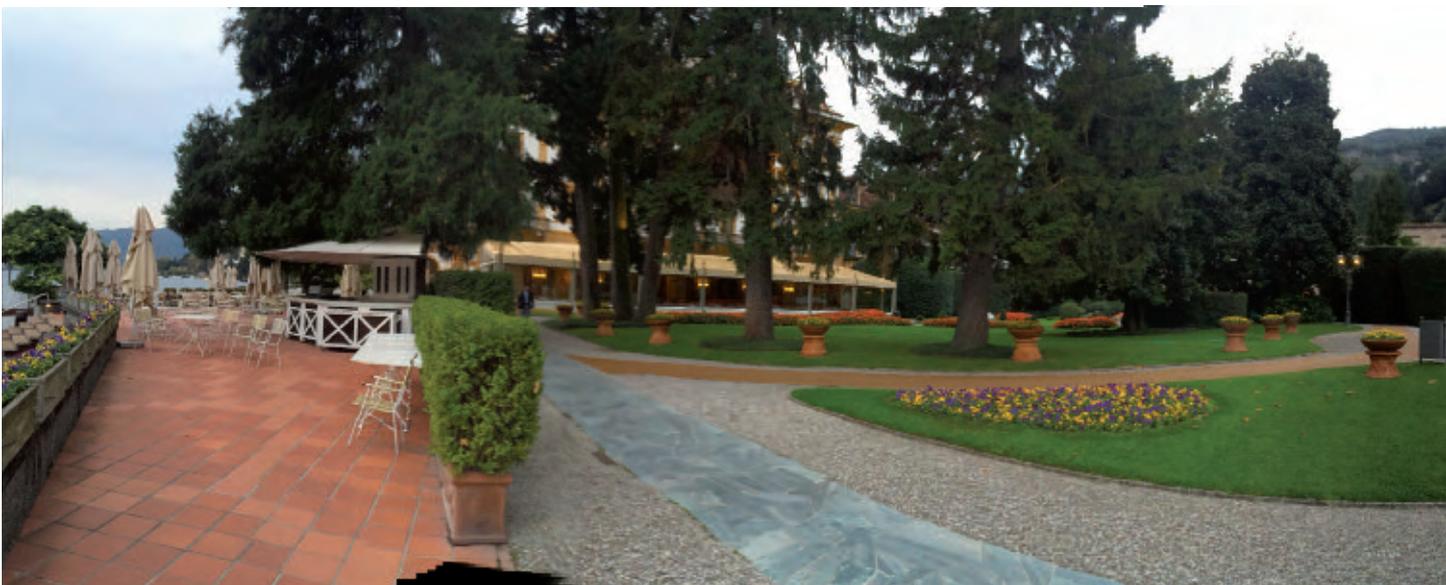


Table of Contents

Foreword	6
Celebrating the Chinese Business Leaders of the Year	28
China Springs a Carbon Surprise	32



Foreword

On 13-14 October 2014, the 10th Horasis Global China Business Meeting took place at Lake Como, Italy. The event gathered a collective audience of 300 entrepreneurs and government officials. The Meeting was organised by Horasis in partnership with **The European House – Ambrosetti**, the **China Federation of Industrial Economics** and the **Lombardy Region**.

With this Global China Business Meeting, Horasis aimed to present an interdisciplinary and systemic view of the major economic, societal and technological drivers currently at work in China and the world. The location of the meeting rotates annually, and was held so far in Geneva (2005, 2006), Frankfurt (2007), Barcelona (2008), Lisbon (2009), Luxembourg (2010), Valencia (2011), Riga (2012) and The Hague (2013).

The Global China Business Meeting brings together eminent leaders – from China and beyond – for an engaging discourse on the current state of the economy, and to evolve a roadmap for leveraging entrepreneurship for growth and development. This report – which builds on the outcome of the meeting – is an attempt to summarise the discussions



Roberto Maroni, President, Lombardy Region, Italy, keynoting the meeting



Virtual ribbon cutting – the Global China Business Meeting is officially opened

which took place at the Global China Business Meeting. Also, it shall serve as a catalyst that stimulates further thinking on the issues and questions that were raised. Being a business-focused gathering, valuable opportunities for businesses were identified during the various panels as well as on the side-lines of the event.

The 2014 Global China Business Meeting set out to highlight China's economic future against a background of profound global challenges. China is making an important contribution to the world economy – it has been a source of dynamism in a weak and hesitant global recovery. Even in the face of economic upheaval in much of the world, investors are generally bullish in their approach to China. The meeting took place just weeks after the successful IPO of Chinese ecommerce firm Alibaba on the New York Stock Exchange. The listing was a milestone in China's emergence as a driver of innovation and global outreach, as well as a signal event in the deepening integration of China with the global economy.

In a vulnerable global economic environment, China remains the world's growth engine. The country is already the world's second largest economy and if it continues to grow at 7%-8% annually, it will also



The event gathered a collective audience of 300 entrepreneurs

continue to be the most important driver for global economic growth for many years to come. China's outward engagement in terms of trade and investment with the rest of the world continues, and it is viewed as a land of opportunities.



Mario Lucini, Mayor of Como, welcoming participants

The Chinese government has embarked on a process of rebalancing the economy, increasing consumer spending and domestic demand and reducing the roles of exports and investment in heavy industry. The Global China Business Meeting focused on the government's new policies and the related changing paradigm of the Chinese economy. Sustained structural reforms aimed at enhancing competitiveness will be necessary to bolster and boost China's economic growth and ensure the rising prosperity of its population going into the future.

The star contingent of participants has become the trademark of the Global China Business Meeting. We were honoured by the presence of some of the foremost Chinese and global companies to take a forthright look at China and the world, generating a wealth of discussions, proposals, and solutions. The gathering was joined by the following meeting co-chairs: **Chen Desong**, Chairman, China New Century Holding, China; **Chen Jianzhong**, Chairman,



Liu Ruiqi, Chairman, Heng Yuan Xiang Group

Yueyanning International Trade Investment Holdings, China; **Carla Cico**, Member of the Supervisory Board, Alcatel-Lucent, France; **Ding Lieming**, Chairman, Beta Pharmaceuticals Co., China; **Han Benyi**, Vice President, China National Aviation Fuel Group Corporation, China; **Raffaele Jerusalemi**, Chief Executive Officer, Borsa Italiana, Italy; **Liu Ruiqi**, Chairman, Heng Yuan Xiang (Group) Co., China; **Ferial Mostofi**, Chairman, KDD Group, Iran; **Pedro Nueno**, President, CEIBS, China; **Wang Wenbiao**, Chairman, Elion Group, China; **Wilfred Wong Ying-Wai**, Chairman, Hsin Chong Construction Group, Hong Kong; **Xu Heyi**, Chairman, Beijing Automotive Group, China; **Xu Ningyue**,



José Luis Guterres, Minister for Foreign Affairs and Cooperation, Timor Leste

Member of the Board, Bank of Beijing, China; and **Michael Yeoh**, Chief Executive Officer, Asian Strategy & Leadership Institute, Malaysia.

Participants reached consensus that

- China’s economic growth is still robust but it is slowing. Yet as plans unfold for another wave of urbanization and the economy transitions toward greater consumption there will be many opportunities.
- China will take innovation as the main theme and focus on transforming the economic development pattern at a faster pace. Social stability and qualitative economic growth are key.
- China and the world need to deepen policy exchanges to share expertise, to learn from one another, and to build cooperative solutions at the global level.

Speaking on behalf of the host city, **Paolo De Santis**, President, Como Chamber of Commerce and Industry, Italy, welcomed participants to both start and continue dialogues to further build on existing links between Lombardy and China. ‘Como epitomizes the close partnership between China and Italy that can be traced back for centuries and has been underpinned by deep financial ties over the last decades.’ ‘Italy is delighted to host this tenth Global China Business Meeting,’ added **Riccardo Monti**, President, Italian Trade Agency, Italy.



Paolo De Santis, President,
Como Chamber of Commerce and Industry



Li Yizhong, Chairman, China Federation of Industrial Economics,
speaking about a China-Europe Networked Future

‘The discussions at the Global China Business Meeting will provide insights on the best practices in managing Chinese corporations.’

*Li Yizhong, Chairman,
China Federation of Industrial Economics, China*

In his welcoming speech, **Li Yizhong**, Chairman, China Federation of Industrial Economics, China said that the Chinese government will push for more economic reforms in the months ahead. He expressed his hope that ‘the discussions at the Global China Business Meeting provide insights on the best practices in managing Chinese corporations.’ He concluded by stating that China is forging a strong skills base, which will not only meet the country’s future needs but also help bridge the global skills in the future.

The Lombardy economy is expected to grow strongly over the next couple of years. The World Expo 2015 – held in Lombardy’s capital Milan – provides a further boost to the region’s economic growth. On a plenary called ‘New Directions for Lombardy and China’, **Roberto Maroni**, President of Lombardy, illustrated how Lombardy can become a hub for Chinese investments. ‘Lombardy is an attractive region for Chinese



Si Hong, Deputy Director General,
China Center for SME Cooperation
Development and Promotion



Paolo Furgoni, Mayor of Cernobbio



Opening Plenary – China and World Economic Outlook



Xu Heyi, Chairman, Beijing Automotive Group
– consumption and the labor market are holding up well

businesses to set up European headquarters. Prior investments have helped create an important Chinese community and infrastructure, which makes it even more attractive for other Chinese companies to follow suit,' he said. In addition, 'the highly educated workforce, strong focus on state-of-the-art communication technologies, feasible cost levels and the real quality of life are all factors strengthening and supporting Lombardy as an excellent business location for Chinese companies,' he explained.



Jerry Zhang, Chief Executive Officer,
Neocomm Broadband, China

'Lombardy is an attractive region for Chinese businesses to set up European headquarters'

Roberto Maroni, President, Lombardy Region, Italy

Participants had a rare opportunity to explore China's development from a variety of points of view. An intensive programme of plenary sessions and boardroom dialogue discussions were devoted to a variety of key themes, including China's role in the new global governance system. Also on the agenda were sessions on selected industrial sectors, including financial services, urbanization and education, as well as more conceptual themes covering trade and investment, entrepreneurship, innovation, branding and technology.



Cesare Romiti, President,
Fondazione Italia Cina

'China's economy is expected to grow at about 7.5 percent in 2014 with inflation kept below 3 percent'

Xu Heyi, Chairman, Beijing Automotive Group, China

On the opening plenary, **Xu Heyi**, Chairman, Beijing Automotive Group, China, commented that 'China's economy is expected to grow at about 7.5 percent in 2014 with inflation kept below 3 percent.' Consumption and the labor market are holding up well, and the global recovery is expected to support activity going forward. 'Still, China's economy is demonstrating a drop in growth. The reasons are twofold: international and domestic. Internationally, the global economic crisis is not yet over –



Antonio Ambrosetti, Senior Partner,
The European House – Ambrosetti, co-host of the meeting



Raffaele Jerusalmi, Chief Executive Officer, Borsa Italiana, on the opening plenary



Xu Ningyue, Member of the Board, Bank of Beijing – it is now important to avoid monetary easing



Ferial Mostofi, Chairman, KDD Group, Iran

and China still feels its impact. ‘Positive effects from Alibaba’s IPO are being felt in China,’ said **Raffaele Jerusalmi**, Chief Executive Officer, Borsa Italiana, Italy.

“Positive effects from Alibaba’s IPO are being felt in China”

Raffaele Jerusalmi, Chief Executive Officer, Borsa Italiana, Italy

Sovereign debt in China accounts for roughly 15% of GDP – far lower than in many European countries – providing stability for China. Also, China has the largest exchange reserves in the world. ‘Still, China needs to change its reliance on foreign demand, and should focus on domestic demand,’ **Chen Desong**, Chairman, China New Century Holding, China, explained.

“China needs to change its reliance on foreign demand, and should focus on domestic demand”

Chen Desong, Chairman, China New Century Holding, China

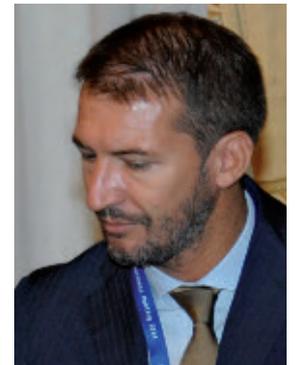
China is the world’s largest manufacturing power – the country accounts for more as a fifth of global manufacturing. But the era of cheap China may be drawing to a close – China is not a cheap country anymore.

According to **Liu Ruiqi**, Chairman, Heng Yuan Xiang (Group) Co., China, industrial productivity in China is only one-fourth to one-fifth of the productivity in Italy, which is a problem. Higher productivity rates can be achieved by improving management, innovation, and by the horizontal and vertical integration of industry.

“China will be a new source of innovation as its investment in R&D is going to continue to grow at a pace that is higher than any other major economy in the world”

Wang Wenbiao, Chairman, Elion Group, China

China’s development model will, and has to, change to meet the new realities of the world. ‘In my view, growth will be slower, but healthier. We have to work on our big problems – rapidly growing debt and a rapidly contracting real estate market. On the positive site, China will no longer just be a source of cheap labour for exports, China will be a new source of innovation as its investment in R&D is going to continue to grow at a pace that is higher than any other major economy in the world,’ explained **Wang Wenbiao**, Chairman, Elion Group, China.



Paolo Pozzi, Managing Director, A. Agrati, Italy



Lisa Zhu, President, Rare Vintage, China



Panelists reflecting on economic reforms in China



Meeting co-chair Carla Cico, Member of the Supervisory Board, Alcatel-Lucent, France

‘The longer China waits to push economic-policy changes, the bigger the long-term cost in growth could be’

Carla Cico, Member of the Supervisory Board, Alcatel-Lucent, France



Chen Jianzhong, Chairman, Yueyanning International Trade Investment Holdings

After 30 years of unprecedented growth, China is now moving into patterns of single digit growth. On a plenary panel called ‘Thriving on Single Digit Growth’, panellists explored which economic development model might allow China sustainability and inclusiveness. ‘China is certainly moving toward becoming a more consumer-driven economy,’ announced **Chen Jianzhong**, Chairman, Yueyanning International Trade Investment Holdings, China. ‘Our economic development model has to bolster this trend,’ he said. However, ‘China’s ongoing shift away from investment and real estate toward consumption is beginning to hurt the more commodity-oriented segments of both the Chinese and the world economies,’ said **Ferial Mostofi**, Chairman, KDD Group, Iran. According to **Xu Ningyue**, Member of the Board, Bank of Beijing, China, ‘it is now important to avoid strong economic stimulus or monetary easing. We need to continue our drive for economic restructuring to maintain stable economic growth.’ ‘The longer China waits to push economic-policy changes, the bigger the long-term cost in growth could be,’ said



Xu Xiaoping, Founder, ZhenFund, China

Carla Cico, Member of the Supervisory Board, Alcatel-Lucent, France. According to session host **Yang Rui**, Anchor, CCTV News, China, the ‘whole world is wondering what China’s economic rise can bring about.’

‘The whole world is wondering what China’s economic rise can bring about’

Yang Rui, Anchor, CCTV News, China

China embraced widespread reforms to make its market economy stronger. ‘The task is to turn what was once a lumbering command economy into a dynamic society of innovators and entrepreneurs,’ commen-



Yang Rui, Anchor, CCTV News, hosting the plenary ‘Thriving on Single Digit Growth’



Daniele Schilirò, Professor of Economics, University of Messina, Italy, moderating a panel



Gundula Schmitt, Senior Director, Dagong Europe Credit Rating



On Kit Tam, Deputy Pro Vice-Chancellor, RMIT University, Australia

ted **Daniele Schilirò**, Professor of Economics, University of Messina, Italy. ‘While China’s state-owned enterprises remain the dominant players in the economy, the private sector is on the rise,’ said **Hellen Song**, General Manager, La China Capital, China. According to **On Kit Tam**, Deputy Pro Vice-Chancellor, RMIT University, Australia, ‘state-owned enterprises can still be nimble and innovative, if left alone to compete in the global market.’ ‘The trick is to shape capitalism with Chinese characteristics,’ concluded **James Fierro**, Chief Executive Officer, Recipco Holdings, United Kingdom.

The Global China Business Meeting put a spotlight on China’s dynamic private sector. China can foster vibrant entrepreneurship

while sticking to top-down economic development model.

The entrepreneurial drive of Chinese entrepreneurs is one of the most important factors in China’s economic success. This drive, typified by e-commerce companies like Alibaba, will continue to keep China at the forefront. According to **Xu Xiaoping**, Founder, ZhenFund, China, ‘Entrepreneurs are uniquely positioned to foster growth in China.’ ‘It is encouraging to see the number of people who are keen to take the plunge into entrepreneurship,’ witnessed **Wang Junxiang**, Chairman, Raymond Construction Co, China. ‘Chinese entrepreneurs increasingly focus less on what the government could do for them – they see how they can help themselves,’ observed **Gundula Schmitt**, Senior Director, Dagong Europe Credit Rating, Italy. ‘That’s true entrepreneurship. Entrepreneurship is part of our DNA,’ added **Xu Weili**, Chairman, Touping Group Corporation, China. ‘The next decade could be a golden era of Chinese entrepreneurship,’ reasoned **Giorgio Bruno**, Chief Executive Officer, Pirelli & C. Ambiente, Italy. ‘Conditions are probably the best ever for us entrepreneurs,’ claimed **Guo Yutian**, Chairman, Xinrong Real Estate Development Co., China. ‘Chinese people have an incredible curiosity and ability to learn. Whether it is soaking up



Giorgio Bruno, Chief Executive Officer, Pirelli & C. Ambiente, Italy



Xu Weili, Chairman, Touping Group Corporation



Hellen Song, General Manager, La China Capital



Marco Marazzi, Partner, Baker & McKenzie, Italy



James Z. Li, Chairman, E. J. McKay & Co., China



Freddy Opsomer, Europe Representative, Jiashan County, China

information from others, or innovating, I believe China is unique in this regard and has an open-mindedness about new ideas,' affirmed **Freddy Opsomer**, Europe Representative, Jiashan County, China. 'Indeed, there is a huge window of opportunity for entrepreneurs in China,' **Chen Jiangan**, Chairman, Hengyang Mining Co., China, concluded.



Nicholas Parker, Co-founder, Global Acceleration Partners, Canada

China is now not only a key destination of foreign investment, but Chinese companies have themselves also become major international investors increasingly looking beyond Chinese borders. Ambitious Chinese firms want to become global players, they increasingly invest overseas. 'From consumer goods to capital goods, from IT to natural resources, Chinese companies are setting themselves up as powerhouses of tomorrow's global economy,' reported **Marco Marazzi**, Partner, Baker & McKenzie, Italy. 'Many Chinese firms are increasingly looking to invest abroad to accomplish its motives of acquiring technology, resources or market share,' said **James Z. Li**, Chairman, E. J. McKay & Co, China. **Boris Levin**, Managing Director, Loewe Technologies, Germany, stated that 'Chinese firms have been using distinct ways to advance their presence on the world map. The acquisition and development of global brands might be a fast route to increase the credibility of Chinese firms,



Boris Levin, Managing Director, Loewe Technologies, Germany

and – in some case – much easier than introducing a brand to a new consumer base.' According to **Luo Yonghui**, Chairman, Xinwang Package Machine Co., China, 'Chinese firms have achieved only the first step towards global integration. 'They now need to shift from a traditional domestic strategy to a broader global approach,' **Nicholas Parker**, Co-founder & Managing Partner, Global Acceleration Partners, Canada, said. 'And they have to make sense of a world characterized by pronounced fragility and heightened uncertainty,' **Michael A. Gurevich**, Managing Partner, MSV Partners, USA, added. Furthermore, they might have to ensure they incorporate global values into their thinking to create a globalized way of doing business. 'This is an important step for the continued healthy



Luo Yonghui, Chairman, Xinwang Package Machine Co.



Michael A. Gurevich, Managing Partner, MSV Partners, USA



Jia Xiaoju, Deputy General Manager, Qingdao Changlong Stationery Co.



Giuseppe Zampini, Chief Executive Officer, Ansaldo Energia

development of Chinese firms,' affirmed **Liu Ping**, Vice President, Shangtex Holding Co., China. **Jia Xiaoju**, Deputy General Manager, Qingdao Changlong Stationery Co., China, agreed: 'It's important to increasingly leverage global value chains.'

The panel 'Investing in Italy' was hosted by **Irving Bellotti**, Managing Director, Rothschild, Italy. 'A positive attitude toward Chinese investments has been the major motivational factor for our commitment to Italy,' said **Shi Ting**, Chairman, Guohua New Materials Co., China. 'Italy with its diverse industrial and creative sectors is a natural partner of choice,' reported **Vincent Zheng**, Managing Partner,

Capital First Partners, China. According to **Giuseppe Arcucci**, Director Inward Investment, Invitalia, Italy, 'nearshoring to Italy provides a viable strategic option for Chinese firms, with end users sending processes to locations with a cultural, regulatory and physical proximity.' 'Geographical proximity definitively translates into easier access and communication,' said **Giuseppe Zampini**, Chief Executive Officer, Ansaldo Energia, Italy. 'Sizable opportunities exist for Italian firms that can provide technology solutions to support China's growth where the right technology solution can make a huge difference,' told **André Loesekrug-Pietri**, Founder and Managing Partner, A Capital, China. According to **Richard Li**, Managing Partner, Success Mark, Hong Kong SAR, 'Italy and China now have a fast growing bilateral research partnership. This is bringing together the best minds to tackle challenges critical to both countries.'



Shi Ting, Chairwomen, Guohua New Materials Co.



Irving Bellotti, Managing Partner, Rothschild, chairing a panel on investment opportunities in Italy

China remains terra incognita to many foreign firms. For some industries, China is the next last frontier in global expansion. For others already implanted, the Chinese markets remains confusing and complex to grasp. 'For sure, the current Chinese economic environment is a time of transition,' maintained **Hellmut Schütte**, Dean and Vice President, CEIBS, China. 'Foreign



Vincent Zheng, Managing Partner, Capital First Partners



Harvey Z. Chen, Chairman of the Board of Advisors, Center for Creative Leadership



Ivan Tselichtchev, Professor, Niigata University of Management, Japan



Maja Bacovic, Professor, University of Montenegro, Montenegro

firms need to consider next steps to secure their investment and prepare for the future with appropriate cutting-edge knowledge and networks,' added **Ivan Tselichtchev**, Professor, Niigata University of Management, Japan. 'If Italy wants to pursue the China opportunity, then it must reach out to China more confidently and aggressively,' disclosed **Paolo Ferrario**, Chief Executive Officer, SIAD Macchine Impianti, Italy. 'The opportunity set in China for Italian businesses is large and significant,' said **Wayne W. Wang**, Chairman, CDP Group, China. 'China is growing – we are very focused on doing business with China,' **Maja Bacovic**, Professor, University of Montenegro, Montenegro, stated. 'Foreign firms need to get inside the psyche of young and modern China,' concluded **Harald Einsmann**, Member of the Supervisory Board, Tesco, United Kingdom.



André Loeseckrug-Pietri, Founder, A Capital, China

'Despite China's continued economic success, the country has many inherent risks,' feared **Anson Chan**, Chairman, Bonds Group of Companies, Hong Kong SAR. He identified several challenges for China. These include job creation, modernisation of the rural sector, more substantial investment in education and skills development, and a need to liberalise the sector of professional services including banking. According to **Ned Cloonan**, President,



Richard Li, Managing Partner, Success Mark

Ned Cloonan Associates, USA, 'it is also necessary to lower the cost of doing business.' **Colin Hill**, Chairman, CDH Group, Hong Kong SAR, argued that China's economic development model shall also focus on the country's poor who are not part of the formal economy. 'The challenge is to shift gears, reduce the vulnerabilities that have built up, and transit to a more sustainable growth path,' voiced **Tang Hinlun**, Chairman, Yantian Tap Water Co., China.

China's education system is being made ready for the challenges of globalization. **Harvey Z. Chen**, Chairman of the Board of Advisors, Center for Creative Leadership, China, stressed the importance of China's commitment towards higher education



Anson Chan, Chairman, Bonds Group of Companies, on the hedging of China risk



Pedro Nueno, President, CEIBS, China, hosting the closing plenary



Jason L. Ma, Founder and Chief Executive Officer, ThreeEQ, USA



Carmen Zizza, General Manager (ret.), A.S.A.M., Italy

building on an already strong technical base. **Jason L. Ma**, Founder and Chief Executive Officer, ThreeEQ, USA, added that a key attribute of youth was having no burden of the past and hence their ability to look forward to the future. ‘Education is a country’s most valuable asset,’ **Stacy Kenworthy**, Chief Executive Officer, OptiGlobal, USA, continued. According to **Pedro Nueno**, President, CEIBS, China, China needs more focused efforts to match the skills that are needed in fast evolving labour markets with the type of education on offer in the country.’ ‘To fill the demands of the labour market, I observe that online learning is becoming more popular,’ concluded **Francesco Carinci**, Professor, University of the Republic of San Marino, San Marino.

Paced by strong economic growth, China’s leading cities are evolving fast. ‘The urbanization that took almost a century in the West is occurring in a decade or two in China,’ said **Tan Chin Nam**, Chairman, Temasek Management Services, Singapore. During the past decade or so, the economic success of Chinese megacities like Beijing, Shanghai and Guangzhou has been spilling over into other tiers of Chinese cities. Second-tier cities such as Suzhou, Tianjin, Shenyang, Chengdu, Dalian and Chongqing have attracted significant attention with foreign investments. **Zhu Jinlong**, Chairman, Longchang Real Estate Development Group, China, made a point that ‘sustainable urbanization is a prerequisite for China’s modernization,’ as, according to **Claudio Nardecchia**, Chief Executive Officer, AVR Group, Italy, ‘China’s urban development had often been at the expense of the environment.’ **Carmen Zizza**, General Manager (ret.), A.S.A.M., Italy, believed that urbanization should achieve lower urban density, support conservation, and attract more foreign and private investment. ‘Handled well, China can reap substantial benefits from urbanization,’ **Chin Phei Chen**, Chief Executive Officer, Sino-Singapore Guangzhou Knowledge City Investment and Development Co, Singapore, announced. China has to face up to a re-build and a new-build program for 300 million



Stacy Kenworthy, Chief Executive Officer, OptiGlobal, USA



Tan Chin Nam, Chairman, Temasek Management Services, Singapore, on urbanization



Claudio Nardecchia, CEO, AVR Group, Italy



Wolfgang Lehmacher, Managing Director, CVA, Hong Kong



Chen Zhaohui, Chairman, China Grid Power Investment, making a point on hydro and thermal power



Kimball J. Andrews, Executive Chairman, Asia Star Capital, Australia and Colin Hill, Chairman, CDH Group, Hong Kong

people in the next two decades – demanding great fiscal and managerial resolve,’ said **Liu Thai Ker**, Chairman, Centre for Liveable Cities, Singapore. ‘The improvement in welfare of households is contingent on the kind of infrastructure that is put in place on the countryside,’ proposed **Chen Xuantong**, Chairman, YueHua Real Estate Development Co., China. According to **Alessandro Cremona**, President, Goldman & Partners, Italy, ‘sustainable urbanization also means greater recognition for China’s migrant workers as urban residents.’ ‘And urbanization needs to unleash the economic potential of the China’s inland and the west,’ concluded **Chen Zhaohui**, Chairman, China Grid Power Investment Co., China.

difficult,’ explained **Kimball J. Andrews**, Executive Chairman, Asia Star Capital, Australia. ‘Is Western media biased against China?’ asked **Wolfgang Lehmacher**, Managing Director, CVA, Hong Kong SAR. ‘Yes, and no. No because some media reports about China are simply sensational; but yes, they also confirm some of our Western stereotypes,’ said **Silvano Coletti**, Chief Executive Officer, Chelonia, Switzerland.

Participants of the Global China Business Meeting also explored the implications of the rise of China on the global stage, and considered the current Chinese economic and political landscape, to identify the opportunities and challenges they present to those companies who are cooperating and competing with Chinese firms. ‘With the



Chin Phei Chen, CEO, Sino-Singapore Guangzhou Knowledge City Investment and Development Co., Singapore

The media is telling and disseminating perceptions about China that the general public assumes to be true. ‘Which of these myths are just that – myths – and which are indeed reflections of reality?’ asked **Liu Jingyi**, Editor-in-Chief, Global China Insights, The Netherlands. According to **Zhang Xiaodong**, Chairman, Winhopes Investment Co., China, many Chinese citizens do not agree with the way in which the Western media reports about the country. ‘Diverging views are probably due to a large extent to cultural differences, which make communication about sensitive topics



Liu Thai Ker, Chairman, Centre for Liveable Cities, Singapore



Alessandro Cremona, President, Goldman & Partners, Italy



Silvio Barbetta, Chief Executive Officer, Made in Uvet, Italy
– Chinese firms will hugely benefit from the EXPO



Zhang Xingsheng, Director North-East Asia,
The Nature Conservancy, China



Anthony Chan, Chairman,
New Line Capital Investment, Hong Kong

Doha Round stalled, the future directions of international trade will be largely determined by the initiatives of China and its economic partners,’ said **Anthony Chan**, Chairman, New Line Capital Investment, Hong Kong SAR. ‘The rise of China will kickstart global supply chains and trade,’ stated **Sergey Demin**, Chairman, Synergy Development, Russia. ‘And The EXPO 2015 held in Miland next year will have a very positive impact on global trade, commented **Silvio Barbetta**, Chief Executive Officer, Made in Uvet, Italy. ‘Chinese firms will hugely benefit from this trade stimulus,’ **Alberto Galassi**, Chief Executive Officer, Ferretti Yachts, Italy, said. ‘China’s successful integration into the global economy is the single biggest challenge – as well as opportunity – facing the U.S.’, concluded

Myron Brilliant, Executive Vice President, U.S. Chamber of Commerce, USA.

China is the world’s foremost fountain of philosophy. ‘How does Chinese philosophy mirror modern society? And how to espouse harmony – a central concept within the Chinese universe?’ asked **Lou Marinoff**, Professor of Philosophy, The City College of New York, USA, during a breakfast session. ‘Many Chinese citizens dream of advancing China based on the respect for culture, family, and nature,’ asserted **Zhang Ying**, Associate Dean, Rotterdam School of Management, The Netherlands. ‘Now, Chinese philosophy is increasingly shaping the fabric of society and economy,’ said **Donny Huang**, Founder and Managing Director, 4stones, China. ‘And China’s cultural legacy is beginning to influence the world,’ maintained **Zhang Xingsheng**, Director North-East Asia, The Nature Conservancy, China. ‘We need to make the Chinese dream a reality,’ concluded **Jerry Zhang**, Chief Executive Officer, Neocomm Broadband, China.



Zhang Ying, Associate Dean,
Rotterdam School of Management,
The Netherlands



Myron Brilliant, Executive Vice President,
U.S. Chamber of Commerce, USA

In a panel named ‘Moving from Made in China to Created in China’, panellists examined the areas Chinese companies are pioneering in and how they compete in world markets. **Enrico Tommaso Cucchiani**, Founding partner and CEO, T.G.I., United



Sergey Demin, Chairman,
Synergy Development, Russia



Alberto Galassi, Chief Executive Officer, Ferretti Yachts, making a point



Plenary – Thriving on Single Digit Growth

Kingdom, noted that Chinese entrepreneurs are overhauling approaches toward innovation to take part in the promise of a networked global economy. China’s IT and other new technology firms are emerging as global players in their own right. China is greatly benefiting from globalization and outsourcing. According to **Adnan Akfirat**, Chairman, TUCEM Turkish-Chinese Business Matching Center, Turkey, ‘China is now a mature economy, we are experiencing a trickle-down effect due to the impressive technology output the country has been creating over the last couple of years.’ ‘If you are in an ecosystem where you don’t innovate, you will be left behind,’ reasoned **Zhang Tieshan**, Chairman, King Star Group, China. ‘We entrepreneurs are uniquely positioned to foster growth in China as the global economy recovers. But China needs to create an even more dynamic environment to unlock the entrepreneurship potential,’ claimed **Zeng Qingguo**, Chairman, Jinda Goldsmith Shop, China. ‘China’s future growth will depend increasingly on the knowledge economy,’ **Roger Parodi**, Managing Partner, Silverhorn Principal Investors, China, said. ‘It is my hope that the Chinese government will focus on high-end research and innovation,’ voiced **Massimo Marotta**, Managing Director, Dewalt Industrial Tools, Italy.

Paolo Pozzi, Managing Director, A. Agrati, Italy, claimed that China needs to develop its venture capital industry. Many Chinese venture capitalists invest in the later stages as opposed to the early stages of projects – a situation that is not ideal for stimulating innovation. Going forward, ‘we need to ensure that innovative firms have easy access to finance at an early stage of development,’ **Stan Fung**, Managing Director, FarSight Ventures, USA, added. **Gianni Camisa**, Chief Executive Officer, Dedagroup, Italy, suggested that Chinese firms should play a dominant role globally in the supply of technology over the next ten years.

In China, consumer behaviour – especially among the younger generation – is changing rapidly. ‘Concurrently, ambitious Chinese



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



Donny Huang, Founder and Managing Director, Astones, China



Adnan Akfirat, Chairman, TUCEM Turkish-Chinese Business Matching Center, Turkey



*J. T. Li, Senior Associate Dean,
The Hong Kong University of Science and Technology*



*Jochum Haakma, Chairman,
Netherlands Council for Trade Promotion*



Irina Veselova, President, Planet Capital, Russia

firms want to become globally branded players,’ said **J.T. Li**, Associate Dean, The Hong Kong University of Science and Technology, Hong Kong SAR. ‘How are tastes changing in China and in the world,’ asked **Guglielmo Miani**, President, Larusmiani, Italy. ‘And what will it take to establish luxury brands of Chinese origin?’ added **Iurii Pidnebesnyi**, Director, International Fund of Spiritual Diplomacy, Ukraine. ‘Some Chinese firms have done the right things in terms of branding, from advertising to Olympic sponsorships to logo design to the manufacturing of enduring goods. But this has not been enough to enable them to make the transformation from local to global brands,’ held **Mathieu Trepanier**, Managing Partner, Tsquared Partners, Switzerland.

According to **Diana Chou**, Managing Director, L’VOYAGE, Hong Kong SAR, ‘not many Chinese brands yet have figured out a way to play on the world stage, despite the exponential growth of many Chinese firms.’ ‘Some firms like Lenovo or Haier are incredibly successful but only in certain world regions – globally recognized Chinese brands are still rather the exception than the rule,’ argued **Lisa Zhu**, President, Rare Vintage China, China. ‘A reason could be that when Chinese firms have such an immense home-based market, there is not as much pressure to move beyond the country’s borders. The local market is sufficient enough to fuel exponential growth,’ conveyed **Fred Wang**, Chairman, Salon Films Group of Companies, Hong Kong SAR. ‘What China might need are the likes of Samsung in Korea or Toyota in Japan – companies which were able to transform themselves from a South Korean respectively Japanese brand to global brands as the result of product designs that were different from those of their competitors,’ concluded **Flavio Sciuccati**, Partner, The European House – Ambrosetti, Italy.



*Guglielmo Miani, President,
MonteNapoleone Association, Italy*



Bernard Pouliot, Chairman, Quam, Hong Kong



*Diana Chou, Managing Director,
L’VOYAGE, Hong Kong*

Financial services in China have reached a global level-playing field. ‘Still, China’s economic competitiveness relies on a well-developed and sophisticated financial market that can channel financial resources to a



Michael Roux, Chairman,
Roux International, Australia



Ge Ming, Vice Chairman,
China M&A Association



Charles Tang, Chairman,
Brazil-China Chamber of Commerce & Industry, Brazil

good use,' conveyed **Ge Ming**, Vice Chairman, China M&A Association, China. According to **Michael Roux**, Chairman, Roux International, Australia, the Chinese government will need to help state-run lenders battling rising bad loans caused by the slowing economy, rising interest rates and project delays. 'Stressed loans in China – either bad or restructured – total 10 percent of all loans – this ratio is much too high,' **Fernando Freire**, Founder and President, Edeluc, Portugal, said. 'I hope the government will further liberalise investment provisions, financial services and banking,' opined **Bernard Pouliot**, Chairman, Quam, Hong Kong SAR. 'We now need to develop and improve domestic capital markets,' added **Tao Jie**, Chairman, Everbright Railway Equipment Development Co., China. According to **Irina Veselova**, President, Planet Capital, Russia, 'the decline in inflation, more particularly non-food manufacturing inflation, will create more space for China's monetary policy to support growth. 'China needs to offer financial solutions to previously unbanked consumers,' concluded **Jochum Haakma**, Chairman, Netherlands Council for Trade Promotion, The Netherlands.

China need to focus on sustainability, CSR and governance as they are key ingredients to succeed in this globally connected world and investors clearly focus on this requirements.' **Charles Tang**, Chairman, Brazil-China Chamber of Commerce & Industry, Brazil, judged that 'Chinese firms are rapidly gaining confidence and are themselves now major players in globalization through international expansion. 'But China's depth of globalization is still lower than one would expect based on a cross-country estimates,' juxtaposed **Pietro Colucci**, President, Kinexia, Italy. 'Globalization is a two-way street. But I see China on the winning side,' concluded **Edgar Bullecer**, Co-Founder and Managing Trustee, The Paglas Group, Philippines.



Tao Jie, Chairman,
Everbright Railway Equipment
Development Co.



Fernando Freire, Founder and
President, Edeluc, Portugal

Deborah Biber, Chief Executive, PBEC, Hong Kong SAR, commented that 'entrepreneurs, business and innovation efforts in



Edgar Bullecer, Co-Founder, The Paglas Group, Philippines,
in discussion with Hellmut Schütte, Dean, CEIBS, China



JP Sharp, Managing Director China, TMF Group, China, chairing a panel on leadership



The Horasis format – dialogue, engagement, scenario building

Smog in China has reached dramatic levels. ‘China’s high consumption, high pollution and high carbon emission path is no longer adequate,’ mentioned **Sein-Way Tan**, Chairman, Green World City Organisation, Australia. As a consequence, China’s government desires to upgrade environmental standards in general and air quality in particular. According to **Peng Yuanzheng**, Executive Vice Chairman, China Petroleum Enterprise Association, China, ‘power stations, manufacturers, and construction firms are preparing to adopt cleaner technology to prepare for tougher emissions standards.’ ‘China has been lagging behind other nations in the use of renewable energy,’ voiced **Gianluigi Angelantoni**, Chief Executive Officer, Angelantoni Industries, Italy. ‘China’s need to promote more

widespread adoption of renewable energy to help displace fossil power generation and, in turn, limit greenhouse gas emissions that accelerate climate change,’ **Felix Zhang**, Founder and Executive Director, Envision Energy, China, maintained. **Maximilian Martin**, Founder & Global Managing Director, Impact Economy, Switzerland, proposed that the Chinese government can learn from the European experience of ecological development, implementing best practices in China.

‘What role does leadership, culture and values play in advancing corporate globalization,’ asked **JP Sharp**, Managing Director China, TMF Group, China. ‘And how do Chinese entrepreneurs succeed amid rapid technological, economic and social shifts,’ inquired **Guna Mahalingam**, Managing Partner, NMG International Financial Services, UAE. According to **Zhang Guodong**, Chairman, Zou Pingyaohua Special Science and Technology Co., China, ‘there is not such a concept as a Chinese style corporate culture or a typical Chinese leadership style. While there are some similarities between Chinese companies, each has its own unique corporate culture.’ ‘Some companies move very slowly, but others move very, very fast,’ added **Zhang Quanwen**, Chairman, Tian Liang Port Grain Modern Logistics Park Co., China.



Sein-Way Tan, Chairman, Green World City Organisation, Australia



Zhang Guodong, Chairman, Zou Pingyaohua Special Science and Technology Co.



Guna Mahalingam, Managing Partner, NMG International, UAE



Gianluigi Angelantoni, Chief Executive Officer, Angelantoni Industries



Zhao Huiwu, Chairman, Jilin Province Beauty Pine Decoration Co.



Ke Jiandong, Chairman, Keli Sensing Technology Co.

‘Speed is the new mantra of Chinese management style. Many Chinese firms are using mass-production techniques to speed up not just the manufacture but also the development of products,’ said **Ke Jiandong**, Chairman, Keli Sensing Technology Co., China.

Jose Maria Muñoz, Founding Partner, MCH Private Equity, Spain, noted that ‘Chinese firms start to delegate authority to preserve flexibility and accelerate product innovation.’ **Zhao Huiwu**, Chairman, Jilin Province Beauty Pine Decoration Co, China, brought a further concept into the discussion: diversity. ‘We need more diversity being embraced by our firms. When its potential is tapped, diversity is a powerful tool that increases our companies’ wealth,’ he said.



Zhang Quanwen, Chairman, Tian Liang Port Grain Modern Logistics Park Co.

Wang Wenbiao, Chairman, Elion Group; and **Chen Desong**, Chairman, China New Century Holding. We recognized and honoured those business leaders as they excel in entrepreneurship, innovation and leadership. ‘The chosen business leaders have impacted the economic development and global integration of China,’ said **Antonio Ambrosetti**, Senior Partner, The European House – Ambrosetti.

‘Chinese firms have to crack the local-to-global code in terms of worldwide brand name dominance and market share’

Pedro Nueno, President, CEIBS, China

‘For sure, Chinese firms will drive the next wave of globalization’

Ding Lieming, Chairman, Betta Pharmaceuticals Co., China

Announcing the 2014 Chinese Business Leaders of the Year, Horasis – together with The European House – Ambrosetti – celebrated three outstanding entrepreneurs who have been building and leading successful Chinese firms: **Ding Lieming**, Chairman, Betta Pharmaceuticals Co;



José Maria Muñoz, Founding Partner, MCH Private Equity, Spain



Wilfred Wong Ying-Wai, Chairman, Hsin Chong Construction Group, Hong Kong



Rong Jianying, Vice Chairman, China Federation of Industrial Economics – on China rewriting the global rule book



Fred Wang, Chairman, Salon Films Group of Companies, Hong Kong



Han Benyi, Vice President, China National Aviation Fuel Group Corporation, China

On the closing plenary, panellists asked what the next big thing could be for Chinese firms. And how they should prepare for the future. In the past, Chinese entrepreneurs seemed to be almost entirely motivated by one thing: to hit the bottom-line and to make money. **Wilfred Wong Ying-Wai**, Chairman, Hsin Chong Construction Group, Hong Kong, claimed that Chinese entrepreneurs need to be more ambitious about their company's goals. 'They need to recognize and harness the momentum created by global opportunities with business models that fulfil the expectations of global markets,' he said. According to **Pedro Nueno**, President, CEIBS, China, 'Chinese firms have to crack the local-to-global code in terms of worldwide brand

name dominance and market share. They have to prove that they are different in a way that is relevant to the world's consumers.' 'This is a model used by other emerging economies as well,' said **Noel Akpata**, Chief Executive Officer, Stratex Pro, Nigeria. 'China is our big role model', he said. 'Innovation is most essential to upgrading the Chinese economy and improving its performance,' **Han Benyi**, Vice President, China National Aviation Fuel Group Corporation, China, suggested. 'For sure, we will drive the next wave of globalization,' concluded **Ding Lieming**, Chairman, Betta Pharmaceuticals Co., China.



Paolo Ferrario, Chief Executive Officer, SIAD Macchine Impianti, Italy

'Bilateral relations between China and Timor Leste have been developing in a comprehensive and steady manner, with the two nations conducting exchange and cooperation effectively in various fields'

José Luís Guterres, Senior Minister and Minister for Foreign Affairs and Cooperation, Timor Leste



Noel Akpata, Chief Executive Officer, Stratex Pro, Nigeria, speaking about Chinese investments in Africa

As with the previous editions of the Global China Business Meeting, delegates headed for the closing dinner during the evening hours. An occasion to revel in newly-forged networks and friendships, the dinner offered further debates and reflections. The dinner session was framed under the title 'Rewriting the Global Rule Book'.



Tang Hinlun, Chairman, Yantian Tap Water Co.



A boardroom discussion

José Luís Guterres, Senior Minister and Minister for Foreign Affairs and Cooperation, Timor Leste, indicated in his keynote speech that ‘bilateral relations between China and Timor Leste have been developing in a comprehensive and steady manner, with the two nations conducting exchange and cooperation effectively in various fields. And ‘China is the leading trading partner and investor in Timor Leste. We are delighted to continue this fruitful cooperation,’ he said. China’s economic rise doesn’t mean it will dominate the 21st century. China’s rise is a peaceful one. And the strategic partnership with Italy is of great importance to China and one in which both countries are continuing to invest,’ **Rong Jianying**, Secretary General, China Federation of

Industrial Economics, China, told participants during the dinner session. **Antonio Ambrosetti**, Senior Partner, The European House – Ambrosetti, Italy, said in his closing remarks that Lake Como exemplifies the spirit of dialogue and global economic growth. And he observed the Global China Business Meeting was witness to a large number of B2B meetings that will pave the way for Italy’s trade with China.



Zhu Jinlong, Chairman, Longchang Real Estate Development Group

‘Lake Como exemplifies the spirit of dialogue and global economic growth’

Antonio Ambrosetti, Senior Partner, The European House – Ambrosetti, Italy



Ned Cloonan, President, Ned Cloonan Associates, USA



Closing Plenary – What’s Next for Chinese Firms



During the opening dinner



Chinese entrepreneurs gathering prior to the opening dinner

We at Horasis are very pleased with the results of the 2014 Global China Business Meeting and the feedback we have received from participants in the event. The meeting was designed for foreign companies who want to acquire the fundamentals of successful business with China. Also, the meeting broadened the horizon of Chinese firms to the different approaches of doing business in Europe and the world.

On behalf of Horasis, I would like to personally thank **The European House – Ambrosetti**, the **China Federation of Industrial Economics**, and the **Lombardy Region**, as well as the co-chairs, co-organizers, knowledge partners,

and all participants. This Global China Business Meeting was a unique experience which would not have been possible without the dedication and enthusiasm of our friends and partners.

It is our hope that the meeting will continue to serve as an important platform for stimulating thought and creative solutions. Horasis looks forward to your continued engagement and to welcoming you to the 2015 Global China Business Meeting. We also take great pleasure to invite you to take part in our other upcoming meetings, namely the Global India Business Meeting, Global Arab Business Meeting and the Global Russia Business Meeting.



*Ninel Seniuk, Lecturer,
MGIMO University, Russia*



Riccardo Monti, President, Italian Trade Agency

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



*Harald Einsmann, Member of
the Supervisory Board, Tesco,
United Kingdom*



Villa d'Este is nestled on the shores of Lake Como



On the terrace of the Villa d'Este



Welcome reception at the Villa d'Este



Rong Jianying, Vice Chairman, China Federation of Industrial Economics, meeting President Maroni



A serenade – participants sharing a light moment



Participants studying the programme

Celebrating the Chinese Business Leaders of the Year

By Antonio Ambrosetti, Senior Partner, The European House-Ambrosetti, Italy

The Chinese Business Leaders of the Year-award was established in 2006 to recognize the achievements, excellence and integrity of business leaders in China. The personalities who have been awarded over these years excel in the following areas: leadership, sustainability, value creation, innovation, growth, global reach and economic performance.

This year we had three awardees, selected by a jury led by Horasis and The European House-Ambrosetti. They are visionaries and entrepreneurs who have transformed their groups into truly global players.

Ding Lieming, Chairman and CEO, Betta Pharmaceuticals. Among the many duties that he has to perform in China, Dr. Ding serves as a member of the National People's Congress and a member of the steering committee for the National Key



Award winner Ding Lieming, Chairman, Betta Pharmaceuticals Co., during his acceptance speech

Drug Development Program. Dr. Ding received his medical doctor degree from US and came back to China in 2002 to found Betta Pharmaceuticals in the beautiful city of Hangzhou, focusing on the development of innovative medicines to help patients in China. His leading product, Icotinib, is the first small molecule anti-cancer targeted therapy ever developed by a Chinese company. An article published in the prestigious Lancet Oncology on August 2013 was titled 'Icotinib: kick-starting the Chinese anticancer drug industry'. Icotinib was launched in July 2011 and has already helped more than 40,000 lung cancer patients in China, and generated more than 1.2 billion RMB in total sales. Dr. Ding also established a very patient-friendly drug donation program in which patients can receive life-long free supply of Icotinib after purchasing the medicines for 6 months. More than 13,000 Chinese patients have been benefiting by this program. Betta Pharma has more than 600 employees and 5 of them have been elected as members of the Chinese Recruitment Program of Global Experts, the so called 'thousand talent program'. Dr. Ding is highly successful in establishing an innovative pharmaceutical company that is highly attractive to talents from both China and overseas.

Wang Wenbiao, Chairman, Elion Group, is a member of Communist Party of China (CPC). He has a postgraduate degree and professional title of senior economist. He is the Standing Committee Member of the 12th Chinese People's Political Consultative



Alf Erik Lundgren, Chairman, Nordic Invest SLA, Latvia



David Bevan, Senior Wicklander Fellow, DePaul University, USA



The award winners with President Maronio, Antonio Ambrosetti and Frank-Jürgen Richter

Conference (CPPCC) and the Vice Chairperson of All-China General Chamber of Industry and Commerce (ACGCIC), and simultaneously is the Secretary of Party Committee & Chairman of the Board of Elion Resources Group. Elion Resources Group, with its mission of eco-environmental restoration from desert to city, proudly ranks among the 'Top 100 Chinese Private Enterprises' and highly praised by UNCCD (United Nations Convention to Combat Desertification) as the 'World Dryland Champion'. Elion's vision is to take the lead in desert green economy and explore the survival space for human beings. Mr. Wang has received different trophies in his whole life, as the 'Inner Mongolia Labor Day May 1st Medal', the title of 'Inner Mongolia Outstanding Young Entrepreneur', the title of 'Nationwide Environmental

Improvement Model Worker' and 'Top 10 Entrepreneurs with Excellent Public Reputation'. He won the 'Excellence in



Michael Healy, Founder, Ratemash, United Kingdom



Chinese Business Leader of the Year – Wang Wenbiao, Chairman, Elion Group

Implementing Environment and Development' Award during the UN Conference on Sustainable Development held in Rio, Brazil, and the 'Global Dryland Champions' by UNCCD during the COP 11 of UN's Convention to Combat Desertification. He was elected as 'Chairperson of China Society for Promotion of the Guangcai Program' and 'Vice Chairman of All China Federation of Industry and Commerce (ACFIC)' and a 'Standing Committee Member of the 12th CPPCC'.

Chen Desong, Chairman, China New Century Holding, guided his company to become global. Strongly based on the future development, it was the first company in China to implement and deepen a trade cooperation system, establishing close cooperation and relationship with more than 3000 traders and purchasers in the international market, bringing along more than 5000 small businesses in China, and promoting the label 'made in China'. China New Century Holding has become the Top 500 Chinese enterprises in the world. It has become a China's private enterprises benchmark and the symbol of the cause of China's reform and opening



Chen Desong, Chairman, China New Century Holding, accepting the award

been rated as Top 10 newsmaker in innovation and management in Asia, Top 10 most influential person in the Asian economy, China's outstanding entrepreneur, and China's meritorious private entrepreneur. Mr. Chen also participates in charitable activities and supports the development of public welfare undertakings. His enterprise has donated more than 50 million Yuan for many social contributions in last.



Mirjana D. Perko, Chairperson, inCon, Slovenia



A dinner session



Business opportunities were identified during discussions on the side-lines of the event



The Global China Business Meeting set out to highlight China's economic future against a background of profound global challenge



Chinese Business Leaders of the Year

China Springs a Carbon Surprise

By Frank-Jürgen Richter, *Business Times*, October 3, 2014

Ahead of a major Parisian meeting in about 12 months' time, Vice-Premier Zhang Gaoli startled a United Nations meeting by promising huge reductions in Chinese pollution. Over the next year we will see and hear more media discussion about global pollution levels as we approach a new milestone event in the calendar of the IPCC (UN Intergovernmental Panel on Climate Change).

The meeting in Paris in November 2015 is to discuss its 5th Assessment Report and to agree on new regulations – like the Kyoto Protocol, following an IPCC meeting in December 1997, that committed nations to strongly reduce their greenhouse gases by 2020. We see a revamp of discussions of the science behind pollution, greenhouse gases and climate change – a notable story being the reduction of “the ozone hole”. The appropriate regulations were signed off in Montreal in 1987 and its present success is being lauded and outlined as a mode to aid the next IPCC meeting in Paris. But it will be difficult as the 2015 meeting faces much greater complexity than in Montreal.

UN secretary-general Ban Ki-Moon convened a meeting in New York in September to stimulate thoughts, and for heads of state to consider their position ahead of the Paris meeting and hopefully to give preliminary promises. China's Vice-Premier Zhang startled the opening session by promising low levels of Chinese emissions after 2020 – when the Paris agreement, if agreed, will kick in.

Already 12 of China's 44 provinces, which account for 44 per cent of China's coal consumption, have pledged to control their coal consumption. Six have included absolute coal consumption targets in their

action plans. Mr Zhang reiterated a recent plan announced by China to cut carbon intensity by 40-45 per cent by 2020 from their 2005 levels.

This is extremely important as China faces huge increasing demands for energy that in the immediate future can only be met by using coal as its primary energy source even though this will raise fatality rates due to increasing emissions of PM 2.5 – small airborne particles causing respiratory illnesses and early death. In China such morbidity costs nearly 12 per cent of its GDP and its public clamours for cleaner cities free of choking air pollution.

The Montreal agreement followed a scientific study of atmospheric ozone depletion. It was found to be caused by CFC chemicals used in fire extinguishers, aerosols and in refrigerants. The CFCs (chlorofluorocarbons) combine with the ozone in the high atmosphere and the lower concentrations of ozone allow more harmful radiation from the sun to reach the earth's surface, and human beings.

The agreement was drafted over several years and was aided by (a) being tightly focused on “ozone issues” using a composite weighting function that combined the effects of all CFCs into a single number (note: it actually concerned only one chemical family); (b) having firms cease CFC use much earlier than the action date as the US had already banned CFC use in aerosols; (c) the CFC sector in each country embraced only a small spectrum of their national economy; and (d) having a well-informed public demanding “the easy to visualise ozone hole be filled in as soon as possible” to protect personal health. Job done!



*Zhen Dengfeng, Vice Chairman,
Construction Industry Sub-Council,
CCPIT*



*Paolo Borzatta, Senior Partner,
The European House – Ambrosetti,
leading a discussion*



*Razvan Popescu, Chief Operating
Officer, Directa Plus*



A nightcap to celebrate the 10th anniversary of the Global China Business Meeting

as it expects millions of its rural people to drift into cities during the next 20 years as all sectors increase their GDP per capita and poor rural people look to gain some of this wealth.

By building ahead of the rush, the built environment can be carefully controlled to reduce urban sprawl. Through good design it will reduce global pollution by enforcing zero-carbon designs on new city buildings as cities account for about 70 per cent of overall pollution.

There is further benefit as shops, schools, hospitals and workplaces will be located on urban mass transport systems whereas it is estimated that urban sprawl costs America some US\$ 400 billion per year. Thus the new Chinese cities will reduce mortality due to pollution, increase standards of hygiene, and lower many aspects of big-city stress such as the delays created by traffic jams.

China is demonstrating world-class designs for future well-being. I would hope that within the 2015 Paris IPCC meeting everyone will take heed of their wide vision. Yet I am not sanguine – for it was only the Kyoto meeting, almost by accident, that yielded a broad consensus.

Usually IPCC meetings descend into chaos and bickering. It is time to stop that, and possibly President Xi Jinping might lead the way. He is forceful inside China and he is creating bridges to the outside. Perhaps he can argue for better assignment of the present US\$45 trillion spent on infrastructures in emerging markets as they keep up with energy demand. We need a forceful leader to enforce a global movement to a low carbon future.

Currently we focus on the “carbon footprint” as a measure of potential climate change – specifically climate warming. This is a different mathematical equation that weights the greenhouse warming effect of contributing chemicals and equating these to the unique warming effect of carbon dioxide. CO₂ is formed when we burn carbon (fossil fuels, for example) in oxygen: by definition this warms the atmosphere with a weighting of unity. However, unlike the limited commercial and social drivers of CFC use, the modern world emits greenhouse gases from every aspect of our lives: they affect every commercial driver of trade. As a consequence, regulation of any single aspect raises outcries, and the pollution reducing goal of the IPCC raises fears of a global recession.

It is here that China can exert world-leading influence. Its scientists and engineers can lead in producing controlling methods for the entire greenhouse spectrum provided its government agrees to invest highly in these sectors and to openly cooperate with all nations. The Chinese politicians can present rational argument.

The broad model of Chinese economic growth has already shown the way forward. China has built numerous new huge cities



*Sergio Cravero, Director,
Luigi Lavazza, Italy*



*Chen Zhaohui, Chairman,
China Grid Power Investment Co.*



Lake Como has been a popular retreat for visitors since Roman times



Exchanging business cards





Registering participants



The international media covered the event



Villa d'Este at night



The star contingent of participants has become the trademark of the Global China Business Meeting



Horasis

The Global Visions Community

Horasis: The Global Visions Community
Thurgauerstrasse 40
CH-8050 Zurich
Switzerland

phone +41 79 305 3110

fax +41 44 214 6502

www.horasis.org

