



中欧企业家峰会
Sino-European
Entrepreneurs Summit

2nd edition of the
**Sino-European
Entrepreneurs Summit**



**INTER CONNECT,
INTER COMMUNICATE,
CREATE VALUE TOGETHER**

PARIS, FRANCE
September 7th – 9th, 2015

A high-end and practical business exchange platform exclusive for Chinese and European leaders

Celebrate the 40th anniversary of China-EU diplomatic relation setup and advocate the grand conception of "One Belt One Road"

2015 is the 40th Anniversary of China-EU Relation. In last 40 years, China-EU Relation has developed from "cooperative partner" to "overall strategic partner". China-EU relation has increasingly shown as overall, strategic and stable. There are currently more than 60 high-level talk and cooperation mechanism in place, covering a wide array of fields from internet, high technology, innovation, tourism, energy, environment, climate change, people-to-people exchange and so on. In 2014, China-European Union trade in goods amounted to 615.1 billion dollars. Europe has witnessed an explosive spurt of non-financial direct investment from Chinese companies, which has reached a record breaking total volume of 9.8 billion dollars in 2014. China-EU Relation faces an exciting and new development opportunity and it's highly feasible to re-upgrade China-EU Relation.



Annual grand meeting between Chinese and European entrepreneurs

The Sino-European Entrepreneurs Summit (SEES) is a high-level, efficient, and international exchange platform for entrepreneurs. This platform is mainly to promote commercial ethics, social responsibilities and professional knowledge, where Chinese entrepreneurs can also present their new images. SEES is presented to excellent entrepreneurs in capital cities in Europe as a large annual conference, on which the entrepreneurs may discuss major global topics and establish cooperation. The Summit is coming a driving force in speeding up the process of Chinese enterprises' going global, boosting real economy, building internationally recognized brands, rejuvenating the Chinese nation and other key national strategies.

3 co-chairmen



Mr Long Yongtu

Former Vice Minister of Foreign Trade and Economic Cooperation of China, in charge of the negotiation for China's integration in WTO



Mr Jean-Pierre Raffarin

Former Prime Minister of France and President of the foreigner affairs and defense committee at the French Senate



Mr Wu Jianmin

Former ambassador in France and Deputy Director of CPPCC Foreign Affairs Committee

2015 SEES schedule

7th September

Morning

Opening speech

Theme one: WTO and "One Belt One Road"

- Covered countries and sectors
- Dialogue between "One belt, One road" and WTO
- The emerging Asian Infrastructure Investment Bank
- Opportunities for Sino-European cooperation

Theme two: Manufacturing - transition and upgrade

- From the ancient "silk road" through which silk, china and other fine craft products to "One belt, One road" of this era, Chinese manufacturing has the spirit of craftsmanship
- From products to brands - perspectives of Chinese manufacturing over the next decade
- From products to services - innovative business models of manufacturing
- About industry 4.0

Afternoon

Invest in France and in Europe speeches

Theme three: Round-table conference of international financial investment experts

- Financial services firms in the business environment
- Forecasting the future investment activities
- How to attract foreign investors

Theme four : Guide of investing in Europe, environment introduction and projects roadshow

Evening

Welcome cocktail and exchange on culture creative industry

8th September

Morning

Investment opportunities in China for European companies

Theme five: CEO Dialogue: Sustainability and Entrepreneurship

- Global Megatrends, opportunities and challenges, Economics, Environment and Society
- Back to Fundamentals: Entrepreneur' Responsibility and Social Development
- Sustainability, Innovation and Entrepreneurship
- Collaboration between Chinese and European Corporates in Business Sustainability, esp. in Clean Technology

Theme six: CEO Dialogue: Sino-European international management

- Strategy of innovation at the international
- Localization of Sino-European enterprises in the international market
- International management experiences sharing between "Chinese enterprises in Europe" and "European enterprises in China"
- New opportunities for Sino-European cooperation

Afternoon

Theme seven: Lasting success of Family business

- Family business management models
- How to maintain the values of family business
- How can family business fulfill social responsibility
- Building of long-lasting brands

Signature ceremony of cooperative projects

Evening

Gala dinner



9th September

Enterprises visits

Industry

- Google: Visit to The Lab at the Cultural Institute
- Schneide Electric
- Dassault

Brand

- Jewelry appreciation: Van Cleef & Arpels's manual workshop
- LVMH

Post summit visits

5-Day Spain Luxury Tour (09.10-09.14)

4-Day SEE Paris & Milan Double City Tour (09.10-09.13)

3-Day French Green economy Tour (09.10-09.12)

4-Day French & British Arts Tour (09.10-09.13)

Sino-European Entrepreneurs Summit

September 7th – 9th, 2015 Paris, France

200 Chinese entrepreneurs

The delegation including multiple industries:

- **Government Sector:** National Development and Reform Commission, Ministry of Foreign Affairs, Ministry of Commerce, State Administration of Exchange Control, local government.
- **Comprehensive Enterprise:** Wanda Group, Fosun Group, Beikong Group, Beijing Capital Group, Australia Xiang Fu Group, Henry Group
- **Finance:** SAFE, China Development Bank, Bank of China, ICBC, Bank of Beijing, ICBC Intercontinental Fund, Financial Street Holdings, ChinaEquity Group, Greatness Fund, Cathay Capital Private Equity, Inhope Investment
- **Infrastructures:** China Construction, Beijing Urban Construction, Beijing Construction Engineering Group, Hangxiao Steel Structure, China Railway Construction Corporation, Beijing Urban Construction Yatal Group, Taihe Foundation Engineering
- **Real Estate:** Beijing Capital Land., SOHO China, Vanke Group, Vantone Real Estate, Inhope Group, Financial Street(Beijing) Property, Beijing State-owned Assets Management CO.,LTD.
- **Energy & Mining:** China Gas, Mingyuan Energy, Beijing Gas, Hanergy Holding Group, Shangdong Taifeng, Petrotime China, Jinbairui Group, Mozambique Meilian International
- **Environment & Ecology:** SEE, Beijing Capital, Bosang Environment, Jiajing Water, Siqingyuan, Grehar Landscape, Nanjing Runry Water Group, TianLi Wind Power Scientific&Technical Co
- **Manufacturing:** Powerland, Sany Heavy Industry, HuaJian Group, Tianjin Lanjing Photoelectric
- **Arts & Cultural:** China Artists Association, China Federation of Literary and Art Circles, Ailangkaixuan Group, Juli-zofi, LongRong Auction, Zhongguobai Bone China, China Culture Industrial Fund
- **Retail:** Doowin Group, Founsee International, Hengqin Business, Huamaogu Business
- **Foods & Beverages:** Yanghe, Langyatai, Yiqing Group, China Tuna Industry Group, Kweichow Moutai
- **Health care:** Guangyuyuan, Xiuzheng Pharmaceutical Group, Xiangyu Group, Taikang Life
- **Agriculture:** Xiyang Fertilizer Industry, China Agricultural and sideline products Company, Goose Group
- **Technological Innovation:** Kechuang Group, Kalian Technology, Yayuan Technology
- ...

They are coming



Liu MingKang
President of China Import and Export



Wang Yanzhi
General Manager of Silk Road Fund



Wang Shi
Chairman of WanKe Group



Pansy Ho Chiu-king
Managing director of Shun Tak Group, Chairwoman of MGM China



Enrique Barón Crespo
Former President of the European Parliament



Lord James Sassoon
Executive Director of Jardine Matheson



Liu XiaoGuang
President of Capital Enterprise Association, Founder of Society of Entrepreneurs & Ecology, Former President of Beijing Capital Group



Tian Yuan
Founding Chairman of China Entrepreneurs Forum, Founder, President and CEO of CIFCO International Group



Wang Hao
President, Deputy Party Secretary and General Manager of Beijing Capital Group



Liu DaWei
Chairman of China Artists Association



Xiang Bing
Founding Dean and Professor of China Business and Globalization at Cheung Kong Graduate School of Business



He Junming
Vice-Chairman of All-China Federation of Industry & Commerce



Moulay Hafid Elalamy
Minister of Morocco Commerce, Investment and the Digital Economy



Lord Neil Davidson
Former Advocate General for Scotland



Philippe Houzé
Chairman of Executive Board of Galeries Lafayette Group



Zhang JianQiu
CEO of Yili Group



Ning Xinran
President of Inhope Investment Co., Ltd.



Guo ShunYuan
Chairman of Powerland Group



Hu Zhirong
Chairman of United World Chinese Association
Chairman of HZR Culture Fund



Cai Mingpo
President of Cathay Capital Private Equity



Pascale Lepage
Curator of Cartier collection



Guo Jiaxue
President of GuangYuYu-an Chinese Herbal Medicine



Iginio Straffi
President of Rainbow S.r.l.



Luc Rémont
President of Schneider Electric France

2014 Sino-European Entrepreneurs Summit Highlights

From December 4th to 6th 2014, more than 150 Chinese entrepreneurs flew to Paris to attend Sino-European Entrepreneurs Summit (SEES), to discuss with near 150 European entrepreneurs on the new direction "going out" and find a new path of internationalization.

Former Prime Minister of France Jean-Pierre Raffarin and other Sino-European political and business leaders delivered welcome speeches. During the conference, a total of 55 political and business leaders as well as academy experts shared their wonderful insights with the audience, in formats of keynote speeches and panel discussions around seven key themes.

Wonderful insights on Global Development have been shared by former British Prime Minister Gordon Brown, former WTO Director-General Pascal Lamy, IEA Director Maria van der Hoeven, Cheung Kong Graduate School Dean Xiang Bing, Yabuli Forum President Tian Yuan and others.

Top management from Beijing Capital Group, Alcatel-Lucent, Maotai, Shangxia, Schneider and many other Chinese and European enterprises shared their cases through keynote speeches and panel discussions in the sectors of financial services, brand, science and technology.



The SEES gala brought together politicians, celebrities and entrepreneurs from both China and Europe. Besides, SEES has provided delegates with abundant networking time during lunch, coffee breaks and cocktail.





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Shanghai BOAO business consulting is committed to serving local governments, media, industry associations, experts, scholars and multinational companies. BOAO builds international platforms of cooperation and exchange in order to help Chinese enterprises develop internationally and upgrade competitiveness. BOAO business consulting consists of experienced partners in the sector of international conference and forum organization.

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