

# SINO-EUROPEAN ENTREPRENEURS SUMMIT, 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.

## SEES 2015

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SEES 2015 is the first international conference in which Mr Wang Yanzhi, President of China New Silk Road Fund, will deliver a speech regarding the "one belt, one road" policy and introduce the investment strategy for the new 40 billion USD government fund.

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SEES 2015 is the first international conference which will see initiators and experts of the aforementioned "one belt, one road" policy provide their insight to the application of the new China-Europe cooperation policy.

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SEES 2015 is bringing to your doorstep the Chairman of the largest Chinese private real estate developer - Vanke Group, President of the largest milk producer - Yili Group, President of Largest beverage group - Huiyuan Group and key Chinese companies including Beijing Capital Group, Fosun Group, Lenovo, Beijing Construction Engineering Group, Financial Street Holding, and many more.

## 2015 SEES schedule

### 6<sup>th</sup> September 2015, Sunday

<b>20:00 - 22:00</b>	Welcome cocktail	Guests arrival	Intercontinental Paris Le Grand
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### 7<sup>th</sup> September 2015, Monday, Day 1

Location: Maison de La Mutualité, 24 Rue Saint-Victor, 75005 Paris

08:00 – 09:00 Registration and welcome coffee

09:00 – 09:30 Opening speeches

	Keynote	One Belt One Road, Inter Connect, Inter Communicate, Create value together	Long Yongtu	SEES Co-Chairmen, Former Vice Minister of Commerce of P.R. China, Former Secretary-General of BFA
	Keynote		Jean-Pierre Raffarin	SEES Co-Chairmen, Former Prime Minister of France and President of the foreigner affairs and defense committee at the French Senate
	Keynote	Sino-European cross-cultural communication	Wu Jianmin	SEES Co-Chairmen, Vice Chairman of the Foreign Affairs Committee, Former China's Ambassador to France
	Keynote		Gao Yuanyuan	Bureau du Conseiller Economique et Commercial de L'Ambassade de la Chine

09:30 – 10:30 Theme 1: WTO and "One Belt, One Road"

- Covered countries and sectors
  - ✓ Stakeholders of the “One Belt, One road” new policy
  - ✓ The roles of the uncovered cities in China and other countries
  - ✓ Economic and geopolitical impacts of the new policy
  - ✓ Future development trends
- Dialogue between “One Belt, One road” and WTO
  - ✓ Lessons learnt from the long-established WTO
  - ✓ How “One Belt, One road” and WTO can foster closer relationship among countries

- ✓ The role of China in “One Belt, One road”: LDC or “responsible power”?
- The emerging Asian Infrastructure Investment Bank
  - ✓ Future outlook of AIIB
  - ✓ Hidden danger of the huge investment in AIIB
  - ✓ Relationship between AIIB and IMF, WB and ADB
  - ✓ How to keep the governing structure of AIIB efficient and transparent through Sino-European cooperation
- Opportunities for Sino-European cooperation
  - ✓ How can Chinese and European enterprises take advantage of the existing policies?

SPEAKERS	INSTITUTIONS AND POSITIONS
Tian Yuan (moderator)	Founding President of Yabuli Forum
Long Yongtu	SEES Co-Chairmen, Former Vice Minister of Commerce of P.R. China, Former Secretar-General of BFA
M. Baron Crespo	16th President of the european Parliament
Pascal Lamy	Former Director-General of the World Trade Organization
Wang Yanzhi	General Manager of Silk Road Fund
Joseph K H Choi.	Managing Director of the Hsin Chong Construction Group

10:30 – 11:00 Application of “One Belt One Road” Policy on corporate strategy and international cooperation

Keynote speech:	XIANG Bin	Dean of the Cheung Kong Graduate School of Business(CKGSB)
	HE Junming	Vice-Chairman of All-China Federation of Industry & Commerce
	Zhang Yanqiu	CEO of YILI Group

11:00 – 11:30 Coffee break

11:30 – 12:30 Theme 2: Manufacturing - transition and upgrade

Subject discussion

- From the ancient “silk road” through which silk, china and other fine craft products to “One Belt, One road” of this era, Chinese manufacturing, the spirit of craftsmanship
  - ✓ The outspread of Chinese spirit and culture
- From products to brands - perspectives of Chinese manufacturing over the next decade
  - ✓ From “Made in China” to “Created in China”
  - ✓ People and machines in the future manufacturing sector
  - ✓ Going global: different ways to increase brand recognition

- From products to services - innovative business models of manufacturing
  - ✓ The core of servitization of manufacturing: changing from product-orientated to customer-oriented
  - ✓ Three stages of servitization of manufacturing
  - ✓ How to integrate endogenous innovation and external resources (partners & upstream and downstream enterprises)
  - ✓ Developing an effective mechanism: comprehensive financial projections, innovative performance appraisal system
  
- About industry 4.0
  - ✓ Covered areas and related industries
  - ✓ Barriers and obstacles for small and medium enterprises to adopt the new technology
  - ✓ Is China losing its competitive advantage in the future?
  
- Technological upgrade – Industry 4.0 and “Internet +” model
  - ✓ What is Industry 4.0 about? Internet of things, sensors, smart devices, drones, large-scale use of nanotechnology, virtual reality, virtual devices in wide use, large amounts of data
  - ✓ What does Industry 4.0 mean for manufacturing sectors
  - ✓ The Internet of Things and the quality of lives; Global concerns of the use of high-technologies
  
- European case studies and opportunities for Sino-European cooperation
  - ✓ Case Study: Smart factories in Germany (e.g. Bosch, Siemens)
  - ✓ Application of the Internet of Things in corporations (Google - Nest, Samsung – SmartThings)
  - ✓ China-Germany innovative cooperation (March 2015)

SPEAKERS	INSTITUTIONS AND POSITIONS
Mr. Hubertus Troska (moderator)	Board of Management for Daimler’s business in China
Tang Xiuguo	President of Sany Group
Li Dongsheng-pending	President of TCL
Guo Shunyuan	President of Powerland Group
Marc Hamy	Airbus
Luc Rémont	President of Schneider Electric France

12:30 – 14:00 Lunch break

14:00 – 14:30 Theme 3: Round-table conference of international financial investment experts

<b>Keynote speech:</b>	Chen Zhiwu	Tenure of Yale University	Subject:
<b>Keynote speech:</b>	Henri de Castries-pending	CEO of AXA	

<b>Keynote speech:</b>	Cai Mingpo	President of Cathay Capital Private Equity	
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### 14:30 – 15:30 Subject discussion

- Financial services firms in the business environment
  - ✓ Financial services firms in Europe and China
  - ✓ How financial services firms can serve different business sectors?
  - ✓ Business strategies for expanding economic opportunities
- Forecasting the future investment activities
  - ✓ General view of the current situation of investment activities in Europe and China
  - ✓ What are the emerging markets in the future?
  - ✓ Evolving investment management regulations (Compliances, risk control, governance & reporting, transparency, conflict of interest)
  - ✓ How can enterprises prepare for financial crisis through effective risk management?
- How to attract foreign investors
  - ✓ Understanding specific needs of European and Chinese investors
  - ✓ Considering sustainable growth and employment issues
  - ✓ How can European enterprises take advantage of political and economic agendas to attract Chinese investors (e.g. EFSI)?

SPEAKERS	INSTITUTIONS AND POSITIONS
Lord Neil Davidson (moderator)	Former Advocate General for Scotland
Daniel Bouton	Former Chief Executive Officer of Societe Generale, Chairman of DMJB
Qian Jiannong	Vice-President of Fosun Group
Xavier Marin	President of Fondations Capital
John Liu	Managing Partner of China Equity Group
Liu Jing	Managing Director for Oversea Investment of Lenovo holding
Virginie Morgon -pending	Directeur général of Eurazeo

### 15:30 – 16:00 Coffee break

### 16:00 – 17:30 Theme 4: Lasting success of Family business

- Family business management models
  - ✓ Single Family Office VS. Multi-Family Offices
  - ✓ The importance of family communication and decision making
  - ✓ Family business governance & transparency?

- ✓ About financial investment in family business
- ✓ Case study: Chinese and European family business models
- How to maintain the values of family business
  - ✓ Regulations, rules and cultures
  - ✓ Lifelong Training & educations of next generations
- How can family business fulfil social responsibility
  - ✓ Corporate social responsibility, philanthropy and sustainability
- Building of long-lasting brands
  - ✓ The effect of Country of Origin and branding
  - ✓ The importance of Intellectual Property Right protection
  - ✓ How old brands can regain new lives in the new era

SPEAKERS	INSTITUTIONS AND POSITIONS
Andrew Yen - moderator	Executive director / President of Fusion Family office
Lord Sassoon	President of CBBC and Director of Jardine Matheson Holdings Limited
Nicolas Houzé	Galleries Lafayette General Director
Zhu Shengqin	CEO of Huiyuan Juice Group
CHEN Hengda	President of the Jingwei Group HK

19:00 – 21:00 SEES Welcome cocktail

8<sup>th</sup> September 2015, Tuesday, Day 2

08:30 – 09:00 Welcome coffee

09:00 – 10:15 Keynote speeches

TIME	SPEAKERS	TOPIC
09:00-09:20	<b>Former Prime Minister of UK: Gordon Brown-pending</b>	Topic: Cross-border cooperation
09:20-09:35	CPPCC Standing Committee, deputy director of the economic committee, the former chairman of the China Banking Regulatory Commission: Liu MingKang	
09:45-10:00	Minister of Morocco Commerce, Investment and the Digital Economy: Moulay Hafid Elalamy	Topic: China, Europe and Africa cooperative development
10:00-10:15	President of Beijing Capital Group: Wang Hao	Topic: PPP practice

10:15 – 10:30 Coffee break

10:30 – 12:00 Theme 5: 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, ex. in Clean Technology
  - ✓ Major area: Climate Change & Energy, Water and Waste
  - ✓ Road to COP21 and the Sustainable Development in the Post 20151
- Joint Commitment: Leading the Future of Sustainable Development

SPEAKERS	INSTITUTIONS AND POSITIONS	Keynote Speech
WANG Shi	Chairman of the board of Vanke Group	
Madam Pansy Ho Chiu-king	Managing director of Shun Tak Group, Chairwoman of MGM China, The richest woman in Hongkong	

- Panel discussion: Leading the Future of Sustainable Development: Collaboration between China and EU

SPEAKERS	INSTITUTIONS AND POSITIONS
Liu Xiaoguang	Founding President of Society of Entrepreneurs & Ecology and Chairman of the Beijing Capital Land
Niels B. Christiansen	President of Denmark Danfoss
LI Guisheng	President of ISI Group fr
Anthony Bechu	President of the AAAB
Stefanos Fotiou	United Nations Environment Programme Division of Technology Industry and Economics

12:30 – 14:00 Lunch break

14:00 – 15:30 Theme 6: Innovation leads the future development of China and Europe cooperation

SPEAKERS	Sino-European culture and art salon & cocktail
Mr. Cyril Garcia-pending (moderator)	Chief Executive Officer Capgemini Consulting
Francois Quentin	Presidnet of Huawei France

WANG Haofeng	General Manager for Dassault Systems China
Mr Pascal Brosset	Chief Technology Officer and Vice-President of Schneider Electric
LI Bing	President of Beijing Kalian Technology Co., Ltd.

15:30 – 16:00 Coffee break

16:00 – 17:00 Theme 7: Sino-European culture Salon

SPEAKERS	
Qin Zhigang (moderator)	Standing Committee of the CPPCC National Committee
Liu Dawei	Chairman of China Artists Association
HU Zhirong	Chairman of United World Chinese Association Chairman of HZR Culture Fund
Chen Renhai	China White Bone China
Laurent Gaveau	Google Cultural Institution
Mrs. Pascale Lepeu	Curator of Cartier collection
Iginio Straffi	President of Rainbow S.r.l.

18:00 – 19:00 Signature ceremony of Sino-European cooperative projects

COOPERATION PARTNERS	
Cybernaut	City of Roissy: A park
Huayi Brothers	Rainbow S.r.l.
Inhope Investment	Eurazeo Fund

19:00 – 22:00 Gala dinner

\* some speakers arrangements will be slightly adjusted