

Global China Business Meeting

17-19 November 2008, Barcelona, Spain

Barcelona World Trade Center, Moll de Barcelona

November 17, 2008

from 17.00 Shuttle service between the Gran Marina Hotel (at the World Trade Center, Moll de Barcelona) and the Maritime Museum (Av. de les Drassanes)

from 17.00 Registration (Maritime Museum)

17.30-19.00 Welcome Reception and Ribbon Cutting Ceremony (Maritime Museu)

19.00-21.00 Welcome Dinner: Celebrating China's Olympic Momentum (Maritime Museum)

Beijing successfully hosted the Olympic Summer Games. How have the games fuelled new business opportunities for Chinese and global companies? In what way do the Olympics impact China's role in global trade?

- **Juan Antonio Samaranch**, Honorary President, International Olympic Committee Switzerland
- **Prince Felipe of Asturias**, Crown Prince of Spain, Spain
- **government representative from China**

21.00-22.00 Nightcap (Maritime Museum)

Connect with Barcelona

A nightcap to celebrate Barcelona – Europe's emerging hub for Chinese business

from 22.00 Shuttle service back to the Gran Marina Hotel

November 18

from 07.30 **Registration** (World Trade Center)

07.30-08.30 Breakfast Sessions (World Trade Center)

09.00-10.00 Opening Plenary: Economic Outlook (World Trade Center)

The global economic outlook for 2009 remains uncertain despite China's continued economic success. How might the world economy evolve in the next 6 to 12 months? What is China's impact on global growth?

10.00-10.30 Contact Break

11.00-12.30 Boardroom Dialogue Sessions (World Trade Center)

Corporate Governance: How to create the right boards

Companies can improve performance through good corporate governance. How can Chinese firms create effective supervisory and advisory boards?

Managing Risks

The ability to anticipate geopolitical, economic and managerial risks constitutes a competitive advantage for Chinese firms expanding into new markets and for global firms investing into China. Which risks should be addressed and how should they be effectively managed?

China's Entrepreneurs: Leadership in Times of Globalization

China's entrepreneurs created a range of new businesses in recent years. What are the risks when advancing from a start-up to a global business? What can Chinese entrepreneurs learn from their Western counterparts?

Listing Chinese firms

China's rapid economic growth has led to its most competitive companies seeking to list overseas. What is needed to attract top Chinese companies to IPO? What are the recipes for a successful IPO?

Investing Overseas

Chinese firms increasingly invest overseas, by means of regional headquarters, acquisitions and sovereign fund investments. Which strategies work best when trying to break into foreign markets and what competitive advantages can host countries offer potential investors from China?

Developing Corporate Strategies

Successful Chinese firms entering the global stage increasingly apply methodologies to transform visions into strategic plans. What are the

best practices in developing winning strategies? And what does it take to translate the plans into action?

12.00-14.00 Lunch – Chinese Business Leaders of the Year (World Trade Center)
For the third time as part of the Global China Business Meeting, we will celebrate outstanding entrepreneurs who have been building and leading successful Chinese global firms.

14.00-15.00 Plenary Session: China’s Global Trade and Investments (World Trade Center)
As the global importance of the Chinese economy increases, new economic alliances amongst China and other emerging countries will evolve. What are the prospects for China’s global trade and investments and what is the impact on business?

15.00-16.30 Boardroom Dialogue Sessions (World Trade Center)

Private Equity: Powering China’s New Global Champions

International private equity houses are stepping up their efforts to invest in China. What is the future role of private equity in China’s capital market?

Chinese Technology Pioneer’s Global Awakening

China’s technology firms are emerging as global players in their own right. What areas are they pioneering in and how do they compete in world markets?

Creating Intellectual Property

The Chinese government pushes the corporate sector to create its own intellectual property. What does it take to boost innovation capabilities? What new models might emerge?

China’s Service Industries: Beyond Manufacturing

What does it take to emulate India’s success in developing a world-class service sector? What is the potential of outsourcing and off-shoring?

China and the Geography of Logistics

The market for third-party logistics is growing, driven by the opening up of the market to multinational corporations. What are the remaining challenges and what models of cooperation will prevail?

Can Chinese brands make it abroad?

Ambitious Chinese firms want to leave behind the role of mere manufacturers to become branded players in developed markets. What will it take to establish brand awareness overseas?

16.30-17.00 Contact Break

17.00-18.30 Boardroom Dialogue Sessions (World Trade Center)

The Quest for Sustainability

The Chinese government decided to pursue a sustainability-centred development plan. How can China shift towards a 'Green GDP' and what are the corporate sector's possible contributions?

Avoiding the Backlash against Chinese investors

Global acquisitions risk triggering a political backlash, amid fears about the loss of manufacturing jobs to China. How can strategic communications programmes help to bridge the divide? What is the role of governments to create a positive investment climate for Chinese investors?

Strategies for Success in China

Given the mixed success of Multinational's operations in China, the question arises as to what challenges are facing global investors and what strategies will boost success in China.

A Roadmap for the Acquisition of European Firms

Chinese Multinationals are bound to adapt to an unfamiliar operating environment when targeting acquisitions in Europe. What are the right strategies and processes to address the M&A-challenge?

Feeding Growth: China's Natural Resources Needs

China's growth is creating gaps between supply and demand for natural resources and basic commodities. How can China and its partners tackle political, economic and environmental risk?

Exploring the Future of China and the World

In this session we are developing and considering opposing scenarios for China's economic future based on key macro-economic and social indicators. How will China achieve its growth objectives outlined in the scenarios and how will China impact the world?

18.30-19.30 Closing Remarks: Building Global Firms of Chinese Origin (World Trade Center)

Many Chinese firms aspire to develop into true global champions. What are the key building blocks for Chinese firms to move from domestic to global? What are the intrinsic business models leading to success?

19.30-21.00 Gala Dinner (World Trade Center)

A formal social evening to harness China's past, present and future.

- **Frederick Ma Si-hang**, Secretary for Commerce and Economic Development, Government of Hong Kong, Hong Kong SAR

- **Supachai Panitchpakdi**, Secretary-General, UNCTAD, Switzerland
- **Lars Thunell**, Chief Executive Officer, International Finance Corporation (IFC), USA
- **government representative from China**

22.00-23.00 Nightcap (World Trade Center)

Spotlight on Andorra

The Andorra invites participants to enjoy an unforgettable encounter with its rich cultural heritage and economic dynamism.

November 19

10.00-12.30 Barcelona City Tour

Meeting at the lobby of the Gran Marina Hotel at 10.00

12.30-15.30 Reception and Luncheon at the Barcelona

The city of Barcelona invites all participants to enjoy an unforgettable encounter with its rich cultural heritage and economic dynamism.

15.30-16.00 Transfer back to the Gran Marina Hotel/Airport