



Shang-Dao

THE PATH TO BUSINESS SUCCESS

Organizer

China
Business
Opportunity
Symposium

2 February 2011

Geneva, Switzerland

New Wave of
Family Business

China Business Opportunity Symposium 2011

New Wave of Family Business

on Wednesday 2nd of February 2011
at Hotel President Wilson in Geneva, Switzerland

With the rapid development of Chinese economy, Chinese family business has come to a crucial turning point where Western family business has already got through within 100 years. It is predicted that the modernization and succession of Chinese family business will welcome its peak time in the next decade. How could Chinese family business be well prepared and what could its founders and successors learn from global best practice? For most western family business, the question might be: how could they integrate the dynamics from the emerging market into their worldwide business?

As a bespoke program, Shang-Dao CBO (Chinese Business Opportunity) Symposium 2011 will continue offering the exclusive platform for both Chinese family business leaders and Swiss business gurus so that both can exchange some ideas on sustainable family business and healthy values towards fortune. Relevant topics include family business governance structure, succession plan, strategic thinking, and the relationship between family managers, CEOs and board members.

CBO Symposium programme is designed to generate insight on two subjects: Global Partnership and Co-operation and Existential Challenge for China. We hope you will take home some inspirations through this thought-provoking platform.

We look forward to seeing you in beautiful Geneva.





President of the Sports Federation and Olympic Committee of Hong Kong Mr. Timothy Fok, ex President of Switzerland Mr. Joseph Deiss, at CBO Symposium 2008



Huaqi (Aigo) Information Digital Technology CEO Mr. Jun Feng giving an interview to a Swiss journalist during CBO Symposium 2008



Minister of Economy and Health of Republic and State of Geneva Mr. Pierre-François Unger making an opening speech at CBO Symposium 2008

About Shang-Dao Association

Shang-Dao is a non-profit association founded in Geneva, Switzerland, which serves private and public sector clients, who envision global presence and growth. Shang-Dao aims to promote business and cultural exchange between China and Europe by creating networks and organizing conferences, workshops, trade fairs, business clubs, and other activities focusing on China and Chinese business in Europe.

The China Business Opportunities (CBO) forum is Shang-Dao's primary event. Through the close cooperation with the Chinese and Swiss governments, we organized the CBO Symposium and CBO VIP Meeting in 2008, both of which achieved great success. Serving as a thought-provoking platform, the CBO Forum brings together business leaders and decision makers of various industries from China and across the region to debate, discuss and explore areas that are essential to the integration of business strategies.





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