



China Business Opportunity (CBO) VIP meeting

中国商机论坛 VIP 讨论会

9 September 2008
Geneva, Switzerland

Facing soaring energy, material and labor costs, Chinese enterprises are no longer in the comfortable position of maintaining their competitive advantage as “the world’s manufacturer” while at the same time achieving their profitability target.

There is now a clear trend towards Chinese companies investing abroad. As this is the case, how do Chinese companies create and sustain a new vitality and competitiveness with a wider horizon? How do Western counterparts in a similar situation tackle this problem? What are the best practices for moving forward? What are current perceptions of Western multinationals towards Chinese companies which went global in the past?

Together with our guest speakers, the CBO VIP meeting will offer you the opportunity to explore all these questions in three dimensions: Strategies, Opportunities and Challenges.

面对不断飞涨的能源，原材料和劳动力的成本，做为“世界工厂”的中国企业再也无法像从前那样，既保持他们的竞争优势，又实现他们的获利目标。中国企业的出路在何方？

海外投资不失为一良策。但中国企业又该怎样在更加广阔和复杂的市场上创造和保持一种新的生命力和竞争力呢？西方的同行们在相似的情形下又是怎样解决这个问题呢？有没有可以借鉴的最佳实例吗？西方的跨国企业对近几年来走向全球化的中国公司又有怎样的看法哪？

在中国商机论坛 VIP 讨论会上，我们的特邀嘉宾和中外知名企业家将以互动的形式，从战略，机遇和挑战的不同角度，和您一起探索这些问题。

The two meeting hosts are:

Ms. Isabel Shuping Mu, president of Shang-Dao (Chinese)

Mr. Michael McKay, Chairman of the British-Swiss Chamber of Commerce in Geneva (English).

会议的两位主持是：

穆淑萍小姐，商道主席 (中文)

Michael McKay 先生，英瑞商会日内瓦分会会长（英文）

15:00-15:10

Welcome address by Ms. Mu; introduce Mr. McKay as co-host; introduce briefly the keynote speakers; and introduce Dr. Borer as the first keynote speaker.

穆淑萍小姐致开幕词，介绍 McKay 先生，介绍发言嘉宾，介绍作为第一个发言的 Borer 博士。

15:10-15:40 Dr. Thomas Borer speech, Borer 博士发言

Former Swiss ambassador to Germany, now director and member of the board of Renova Group
前瑞士驻德国大使，现 Renova 集团董事会成员

“The European fear of the Chinese dragon: Understanding the need for a comprehensive networking and communication strategy”-- what are the different strategies to prevent groundless European fears of Chinese investors?

“欧洲对中国崛起的恐惧：全面解读建立综合广泛的关系网络和交流沟通战略的必要性” -- 针对防止欧洲对中国在海外投资产生毫无根据的恐惧的策略。

15:40-15:45 Mr. McKay introduces Mr. Jianyi XU, McKay 先生介绍徐建一先生

15:45-16:15 Mr. Jianyi XU speech 徐建一先生发言

Chairman of China First Automobile Work Group 中国第一汽车集团董事长

- § Briefly introduce company backgroup, *status quo* of the industry, and development situation
- § Any strategy to expand abroad? If yes, what are the targets and standpoints?
- § What are the examples of successful experiences in cooperating with overseas companies? Any lesson learned?
- § How do Chinese companies handle the fears – on the part of Western enterprises - of China's rise while expanding and investing abroad?

- § 简单介绍自己公司的背景，行业状况和发展情形
- § 有无向海外发展的战略，如果有，这些战略的立足点和目标是什么？
- § 如有跟海外公司合作，成功的经验是什么？吸取什么教训？
- § 中国公司应该怎样应对欧洲企业对中国崛起和在海外投资的恐惧？

16:15-16:20 Ms. Mu introduces Mr. Keliang JI, 穆淑萍小姐介绍季克良先生

16:20-16:40 Mr. Keliang JI speech, 季克良先生发言

Chairman of China Kweichou Moutai Co., 中国茅台集团董事长

Same guidelines as Mr. Jianyi Xu, 同徐建一先生发言大纲相同

16:40-16:50 Mr. McKay announces short break, McKay 先生宣布短休

16:55-17:00 Mr. McKay introduces Mr. Xiangming WU, McKay 先生介绍吴祥明先生

17:00-17:20 Mr. Xiangming WU speech, 吴祥明先生发言

Chairman of Shanghai Maglev Transportation Development Co. 上海磁悬浮交通发展有限公司董事长

Same guidelines as Mr. Jianyi Xu, 同徐建一先生发言大纲相同

17:20-17:25 Ms. Mu introduces Dr. François Carrard, 穆淑萍小姐介绍 Carrard 博士

17:25-17:55 Dr. François Carrard speech, Carrard 博士发言

Former Director General of International Olympic Committee, now Head of Legal affairs of IOC
前奥委会执行主席

Now that they are over, what kind of impact will the Beijing Olympic Games have on the world? Can China fully use this chance for robust growth? How does it help to enhance more business opportunities? How can we interpret the further opening of the Chinese market? Can “Made in China” be steered successfully towards more value-added and technique-focus products? What should be the correct attitude of Europe regarding its cooperation with China? What are the biggest challenges that China is facing? What is the significance of these challenges to European enterprises?

北京奥运会带给世界怎样的冲击？中国能否利用这个契机真正崛起，全面起飞？其中的商机如何？怎样解读中国市场的进一步开放？«Made in China»是否能成功转型？

欧洲应该确立怎样的态度和中国合作？中国面对的最大的挑战是什么？这将给欧洲怎样的机遇？

17:55-18:25

Ms. Mu and Mr. McKay host interactive discussion among Keynote speakers and audiences. 穆淑萍小姐和 McKay 先生主持论坛研讨

18:30 Mr. McKay concludes the meeting. McKay 先生结束会议

18:30-19:00 Networking cocktail

19:00-21:00 Gala dinner 酒宴

Closing speech: Mr. Pierre-François Unger, Minister of Economy and Health, Republic and State of Geneva

闭幕词，日内瓦州政府经济卫生部部长，Unger 先生

Vote of thanks speech: Mr. Jianyi Xu, Head of Chinese delegation of China Federation of Industrial Economics

致谢词，中国工业经济联合会代表团团长 徐建一先生