

The 2015 China Green Companies Summit

April 20-22
Shenyang, Liaoning Province



China Green Companies Summit
中国绿公司年会
推动商业可持续

Summit Programme

Updated 13/2/2015



China Entrepreneur Club
中国企业家俱乐部
商以载道 道生和谐



China Green Companies Summit
中国绿公司年会
推动商业可持续

Initiated by

China Green Companies Alliance (CGCA)

Supported by

People's Government of Liaoning Province

Organizer

China Entrepreneur Club (CEC)

Co-organizers

Liaoning Provincial Economy and Informatization Commission

Shenyang Municipal Government

Summit Outline

Monday, 20 April 2015

- 09:00-22:00 Registration
- 14:30-16:00 **Investment Roundtables (parallel)**
- Health: *Opportunities in the Health Sector*
 - Agriculture: *Investment Trends in Modern Agriculture*
 - Consumption: *Growing Purchasing Power and Investments of the Middle Class*
- 16:00-16:10 Coffee Break
- 16:10-17:40 **Green Companies Alliance: Roundtables (parallel)**
- Management Roundtable: *Corporate Development in an Age of Mobile Connectivity*
 - Product Roundtable: *Product Strategies behind 'Internet Thinking'*
 - Trends Roundtable: *R&D and Its Impact on the Future of Business*
- 17:50-19:20 Dinner Buffet
- 19:30-21:30 **Evening Talk: Bodhimanda of Life: Intentions and Balance in Doing Business**

Tuesday, 21 April 2015

- 08:20-09:40 **Morning Parallel Sessions**
- In-Focus Forum: *New Strategies in an Age of Sectoral Connectivity*
 - Experts Faceoff: *New Thoughts on Macroeconomic Policies under the 'New Normal'*
 - Corporate 'UN': *An Investment Outlook in a Global Setting*
 - Face to Face: Founders and Investors
 - Can You Imagine?: *A Genomic Revolution*
- 09:40-10:00 Coffee Break
- 10:00-12:30 **Plenary Session: Game Changers: Creating New Business Values**
- 12:30-13:30 Lunch Buffet
- 13:40-15:00 **Afternoon Parallel Sessions**
- In-Focus Forum: *Monetary Policy Shifts and the Investment and Finance Landscape*
 - Experts Faceoff: *The Internet Worldview*
 - Corporate 'UN': *Business Model Innovation and Corporate Shifts*
 - Face to Face: Founders and Investors
 - Can You Imagine?: *An Exploration into the Origin and Structure of the Universe*
- 15:00-15:10 Coffee Break
- 15:10-16:10 Keynote Speeches (plenary)
- 16:10-16:20 Carbon Neutrality Conference and Lao Niu Donation Ceremony
- 16:20-16:30 CGCS Partner Recognition Ceremony
- 16:40-18:00 **Evening Parallel Sessions**
- In-Focus Forum: *Opportunities in 'Reurbanisation'*
 - Experts Faceoff: *The Transformation of the 'Elephant'*
 - Corporate 'UN': *The Power of Globalization*
 - Face to Face: Founders and Investors
 - Can You Imagine?: *China's Next 30 Years*
- 18:30-19:00 Thank You Show
- 19:00-20:20 Dinner Reception hosted by the Government of Liaoning Province
- 20:30-22:30 Liaoning Government Meeting with CEC (closed door)

Wednesday, 22 April 2015

- 09:00-12:00 Company Visits (BMW Brilliance Tiexi/Neusoft Xikang Healthcare Technology (TBC))
- 08:00-16:00 BMW • Daonong Cup Golf Tournament 2015

2015 China Green Companies Summit -- Parallel Sessions at a Glance
Monday, April 20, 2015

<p align="center">Investment Roundtables (14:30-16:00)</p>	<p>Health: <i>Opportunities in the Health Sector</i></p>	<p>Investment Roundtables: The 2015 Summit premieres three parallel investment-focused roundtables covering the industries of healthcare, agribusiness and consumer goods. The Investment Roundtables aim to match interested parties in these key areas of growth for China by offering them a space to meet, discuss and look towards future collaboration. Chinese participation will include high-profile investment executives from CEC member companies, China Green Companies Alliance member companies and the wider CEC network. The session runs a panel format of leading international and domestic speakers discussing the investment topic of focus.</p>
	<p>Agriculture: <i>Investment Trends in Modern Agriculture</i></p>	
	<p>Consumption: <i>Growing Purchasing Power and Investments of the Middle Class</i></p>	
<p align="center">Green Companies Alliance Roundtables (16:10-17:40)</p>	<p>Management Roundtable: <i>Corporate Development in an Age of Mobile Connectivity</i></p>	<p>Green Companies Alliance Roundtables: The China Green Companies Alliance will host three parallel roundtables on management, product strategies and industry trends. These roundtables offer a unique opportunity to network and learn from industry-leading CEC Members and China Green Companies Alliance Member Companies. This session will run a panel format of leading international and domestic speakers discussing the investment topic of focus.</p>
	<p>Product Roundtable: <i>Product Strategies behind 'Internet Thinking'</i></p>	
	<p>Trends Roundtable: <i>R&D and Its Impact on the Future of Business</i></p>	

2015 China Green Companies Summit -- Parallel Sessions at a Glance
Tuesday, April 21, 2015

Time	In-Focus Forum	Experts Faceoff	Corporate 'UN'	Can You Imagine?	Face to Face: Founders and Investors
8:20-9:40	New Strategies in an Age of Sectoral Connectivity	New Thoughts behind Macroeconomic Policies under the 'New Normal'	An Investment Outlook in a Global Setting	A Genomic Revolution	Round 1
13:40-15:00	Monetary Policy Shifts and the Investment and Finance Landscape	The Internet Worldview	Business Model Innovation and Corporate Shifts	An Exploration into the Origin and Structure of the Universe	Round 2
16:40-18:00	Opportunities in 'Reurbanisation'	The Transformation of the 'Elephant'	The Power of Globalization	China's Next 30 Years	Round 3

In-Focus Forum: This forum invites most authoritative representatives to take part in an in-depth discussion focused around hot topics that will continue defining China in 2015.

Experts Faceoff: Two leading business figures faceoff in a discussion covering issues and challenges where the two may agree or contrast significantly in their applied strategy and outlook.

Corporate UN: Four representative companies from four countries discuss best business practices and their individual approach to game-changing strategy.

Can You Imagine?: Leading experts from around the globe share their research and discoveries.

Face to Face: Founders and Investors: Investors and successfully invested startups share experience and outlook.

2015 China Green Companies Summit

Game Changers: Creating New Business Value

Our era is being changed by the drivers of innovation, Game Changers that put creativity into action to create values and address social challenges. They change themselves, they change others, they change the world. These innovators work continuously to build new business models and systems that produce new business value. This innovation and change has sparked a trend giving each individual – old and young – the hope to be a part of this trend creating new social values.

The 2015 China Green Companies Summit will once again gather visionary entrepreneurs, leading representatives of various sectors, and members of the next generation from China and across the world to talk about their new strategies and visions. They will present their thoughts on new technological and strategic hurdles, new business opportunities that address social challenges, and new growth models that will change the future.

Summit Programme

Note: nominated speakers are to be confirmed

■ Monday, 20 April 2015

09:00-22:00 **Registration**

14:30-16:00 **Investment Roundtable (parallel)**

Roundtable 1: Opportunities in the Health Sector

Health is the world's biggest industry, with spending on healthcare amounting to about ten percent of the global GDP. Assuming that it will also become the largest sector in China, the country will need to look at how the industry should be designed and planned.

Topics to be discussed:

- The current development and landscape of the health sector
- Challenges and problems in the sector in China
- New models to integrate other industries with the health sector

Chair:

Jeffery Li CEO, GL Capital Group

Panellists:

Chen Qiyu Vice-President, Fosun International; Chairman, Shanghai Fosun Pharmaceuticals

Zhao Tao Chairman, Buchang Pharma

Zhang Ligang Chairman and CEO, iKang Healthcare Group

Lu Zhaoxia Chairman and CEO, Neusoft Xikang Healthcare Technology

Roundtable 2: Investment Trends in Modern Agriculture

As China's agriculture advances, its growth model will have to be transformed and upgraded. This means that the most urgent priorities need to be identified to find ways to modernise the sector.

Topics to be discussed:

- The current developments in China's modern agriculture
- Priority areas for investments
- Impacts of technology and commercialisation on the future of the sector

Chair:

Chen Shaopeng Senior Vice-President, Legend Holdings; Chairman and President, Joyvio Group

Panellists:

Liu Yonghao Chairman, New Hope Group; Vice-Chairman, China Minsheng Bank

Zhu Xinli Executive Board Member, China Entrepreneur Club; Chairman, China Huiyuan Juice Group

Mark Han Chairman, DaChan Food Asia

Roundtable 3: Growing Purchasing Power and Investments of the Middle Class

The dynamic growth of China's middle class has boosted consumption power and triggered a boom in connectivity that is revealing an untapped market potential in China's large population.

Topics to be discussed:

- Main areas of consumption growth
- Experiential consumption trends
- Examples of international cooperation.



China Green Companies Summit
中国绿公司年会
推动商业可持续

Chair:
Zhu Hai Global Executive Vice-President, Schneider Electric; President, Schneider Electric China

Panellists:
Miao Hongbing Chairman, White-collar Fashion
Lim Mingyan President and CEO, CapitaLand
Ye Ning Vice-President, Wanda Cultural Industries Group; Director, AMC Entertainment
Patrick Zhong Senior Managing Director, Fosun Group
Wang Shuang CEO, tootoo.com

16:00-16:10 **Coffee Break**

16:10-17:40 **Green Companies Alliance Roundtable (parallel)**

Management Roundtable: Corporate Development in an Age of Mobile Connectivity

Mobile connectivity is fundamentally changing our lives, and continuous innovation as well as the reshaping of customer relations is making the world we live in increasingly ‘flat’. This trend will require companies to change their growth strategies.

Topics to be discussed:

- What new models, mindsets, strategies and approaches do businesses use in the new age of mobile connectivity?
- How can more customers be connected through mobile devices, and how can their specific demands be met?
- How should enterprises adjust their marketing, governance and financing strategies to become more efficient?

Chair:
Wang Wenjing Chairman and CEO, Yonyou Software

Panellists:
Zhou Chengjian Chairman, Metersbonwe Fashion and Accessories
Zhang Yong Chairman, Haidilao Catering
Diao Zhizhong Chairman, Glodon Software
Chen Xiaodong CEO, China Yintai Holdings; Executive Director and CEO, Intime Retail Group
Liu Qing COO, Didi Dache

Product Roundtable: Product Strategies behind ‘Internet Thinking’

‘Internet Thinking’ stands for an innovative concept for product design and product operation. For enterprises of the future, it will be increasingly important to centre their products on user demand to develop their brands. Good products will gain popularity by word-of-mouth until they eventually go viral.

Topics to be discussed:

- What makes a good product?
- How are good products crafted and continuously innovated?
- How can a business’s strategy be driven by its products?

Chair:
Wang Chaoyong Chairman and President, ChinaEquity Group

Panellists:
Tian Ming Chairman and President, Landsea Group
Shao Mingxiao CEO, Longfor Group



China Green Companies Summit
中国绿公司年会
推动商业可持续

Jeff Liu President, Huawei Honor
Pan Bowen Product Manager, Facebook

Trend Roundtable: R&D and its Impact on the Future of Business

Industries and businesses of the future will be platforms. This new industrial revolution will be driven by a combination of robots, 3D printers, big data, cloud computing, the Internet of Things, smart materials and other new technologies.

Topics to be discussed:

- Andrew Blau: How will these disruptive technologies change the future? How much value will they generate over the next ten years?
- Edward Tian: What changes will mobile communication, smart terminals, cloud computing and big data bring to the economy?
- Zhang Yaqin: How do corporate decision-makers formulate their strategies for cloud computing and big data to bridge the digital divide?
- Liu Qingfeng: How can interconnected information platforms innovate social management practices?

Chair:

Zhang Xingsheng Chief Representative, Asia-Pacific Region, The Nature Conservancy;
Chairman, Lao Niu Foundation

Panellists:

Edward Tian Chairman, China Broadband Capital Partners; Chairman, AsiaInfo Group
Zhang Yaqin President, Baidu
Andrew Blau Managing Director, Strategic Risk Solutions, Deloitte & Touche LLP
Liu Qingfeng Chairman and President, iFlytek

17:50-19:20 Dinner Buffet

19:30-21:30 **Evening Talk**

Bodhimanda of Life: Intentions and Balance in Doing Business

Doing business is a continuous process of exploring, learning about and understanding life. Only if entrepreneurs invest their money for the greater good, will they find calm and balance. So how can they cultivate their inner self to achieve such an aim?

Topics to be discussed:

- The ultimate aim of business
- The relation between business and self-cultivation
- Managing entrepreneurs' minds

Chair:

Liu Donghua Founder and Deputy Executive Chairman, China Entrepreneur Club;
Founder and Chief Guideline Officer, Zhisland

Speakers:

Liu Chuanzhi Chairman, China Entrepreneur Club; Chairman, Legend Holdings
Kazuo Inamori Founder and Chairman Emeritus, Kyocera
Wu Qingyou Founder, Eslite



China Green Companies Summit
中国绿公司年会
推动商业可持续

■ **Tuesday, 21 April 2015**

08:30-09:40 **In-Focus Forum**

New Strategies in an Age of Sectoral Connectivity

In the coming years, sectoral connectivity will become an important force in shaping businesses,

society and the country on the whole, similar to great industrial inventions such as electricity, the automobile and antibiotics.

Topics to be discussed:

- What new technologies and new business models will the age of sectoral connectivity produce?
- How will the Internet change and shape key sectors such as banking, health, education and transport?
- How can enterprises respond to the changes?

Chair:

Edward Tian Chairman, China Broadband Capital Partners; Chairman, AsiaInfo Group

Panellists:

Neil Shen Founding Managing Partner, Sequoia Capital China

James Ding Managing Director, GSR Ventures

Karsten Engel President and CEO, BMW Group Region China

Wang Tianran Chairman, SIASUN Robot & Automation

Jin Yadong CTO, AsiaInfo Group

08:30-09:40 **Experts Faceoff**

New Thoughts behind Macroeconomic Policies under the ‘New Normal’

GDP no longer is the sole aim of growth, monetary policies are becoming more balanced, the SOE reform is picking up speed, and the two new Silk Roads encourage cross-border investments. In light of this new context, will macroeconomic adjustments be able to prevent the economy from decelerating further? Will the government be able to reduce overcapacity? And can interest rate cuts and exchange rate adjustments produce meaningful results?

Speakers:

Prof. Qian Yingyi Advisor, China Entrepreneur Club; Dean and Professor, School of Economics and Management, Tsinghua University

Prof. Xu Xiaonian Advisor, China Entrepreneur Club; Professor of Economics and Finance, China Europe International Business School

08:30-09:40 **Corporate ‘UN’**

An Investment Outlook in a Global Setting

The American economy is recovering and its capital markets are rallying, the European economy remains in the doldrums and faces deflation, Asia and other emerging markets are struggling to sustain their growth, and China entered a crucial year for its economic restructuring.

Topics to be discussed:

- How will the global economic architecture and growth model change in light of these developments?
- What new asset allocation strategies are needed in a more balanced monetary environment?
- What will global investments look like?

Chair:

Zhang Yichen Chairman and CEO, CITIC Capital

Speakers:

Leo Liang Vice-Chairman and CEO, Fosun Group

Wu Yibing Head, Temasek China

08:30-09:40 **Face to Face: Founders and Investors**



China Green Companies Summit
中国绿公司年会
推动商业可持续

08:30-09:40 **Can You Imagine?**

A Genomic Revolution

To many of us, the science of genes is an unfathomable mystery. But Wang Jian and his institute BGI, the world's largest human genome sequencing organisation, have been working to make genetic tests affordable for everyone. Their research and clinical applications have the potential to significantly improve people's health and life expectancy.

This session invites Wang Jian to unveil the secrets of genomics and to speak about how the field will change our lives and the world we live in.

Speaker:

Wang Jian Chairman, BGI

09:40-10:00 **Coffee Break**

10:00-12:30 **Plenary Session**

Game Changers: Creating New Business Values

Our era is being changed by the drivers of innovation, Game Changers that put creativity into action to create values and address social challenges. They change themselves, they change others, they change the world. These innovators work continuously to build new business models and systems that produce new business value. This innovation and change has sparked a trend giving each individual – old and young – the hope to be a part of this trend creating new social values.

The 2015 China Green Companies Summit will once again gather visionary entrepreneurs, leading representatives of various sectors, and members of the next generation from China and across the world to talk about their new strategies and visions. They will present their thoughts on new technological and strategic hurdles, new business opportunities that address social challenges, and new growth models that will change the future.

Chair:

Ma Weihua Executive Chairman, China Entrepreneur Club; Chairman, Wing Lung Bank

Speeches:

Wu Jianmin Chairman, China Green Companies Summit; Executive Vice Chairman, China Institute for Innovation and Development Strategy

Li Xi Governor, Liaoning Province

Keynotes:

Liu Chuanzhi Chairman, China Entrepreneur Club; Chairman, Legend Holdings

Ren Zhengfei Founder and President, Huawei

Chang Zhenming Chairman, CITIC Group

Guo Guangchang Chairman, Fosun Group

Li Shufu Chairman, Geely Holding Group

Wang Jianlin Chairman, Wanda Group

Zhou Qiren Professor, National School of Development, Peking University

12:30-13:30 **Lunch Buffet**

13:40-15:00 **In-Focus Forum**

Monetary Policy Shifts and the Investment and Financing Landscape

China's central bank is cutting interest rates and applying a range of monetary instruments to inject



China Green Companies Summit
中国绿公司年会
推动商业可持续

liquidity, suggesting that monetary policies are becoming less tight and more balanced. The stock market is also regaining its financing capacity after a downturn that lasted several years.

Topics to be discussed:

- What are the major changes that will take place in the finance sector?
- How will financing conditions for enterprises change?
- What impacts will this have on the sector and investment?

Chair:

Qian Yingyi Dean and Professor, School of Economics and Management, Tsinghua University

Panellists:

Liu Shijin Deputy Director, Development Research Centre, State Council

Li Yang Vice-President, Chinese Academy of Social Sciences

Fred Hu Founder and Chairman, Primavera Capital Group

Kenneth Rogoff Professor of Public Policy, Harvard University

13:40-15:00 **Experts Faceoff**

The Internet Worldview

The Internet no longer simply serves as an instrument or a platform to showcase companies. It has become a future means of production and a key to competitiveness and existence. Cloud computing and big data are bound to revolutionise the way society, companies and individuals view the world. This session will look at what this new ‘worldview’ is and how it will change business and life.

Speakers:

Robin Li Founder, Chairman and CEO, Baidu

Charles Zhang Chairman and CEO, Sohu

13:40-15:00 **Corporate ‘UN’**

Business Model Innovation and Corporate Shifts

In an age of globalisation, fast technological changes and an increasingly uncertain business environment, the success of an enterprise is largely decided not by technology but by business models.

Topics to be discussed:

- What defines business model innovation compared with technological innovation?
- What successful international cases of business model innovation are there?
- What will innovative models that can cause corporate shifts look like?

Chair:

Liu Jiren Chairman and CEO, Neusoft Corporation

Speaker:

Shen Guojun Chairman, China Yintai Holdings

13:40-15:00 **Face to Face: Founders and Investors**

13:40-15:00 **Can You Imagine?**

China’s Next 30 Years

After over 30 years of rapid development, China is witnessing a new, massive transition and is facing even more profound challenges with far-reaching implications. Prof. Zheng Yongnian will present his views on reform theories and analyse the current challenges that China is facing.



Topics to be addressed:

- Managing economic growth and structural adjustment
- Balancing economic growth and environmental protection
- Maintaining social stability throughout the transition
- Managing China's relation with the world

Speaker:

Zheng Yongnian Director, East Asian Institute, National University of Singapore

15:00-15:10 **Coffee Break**

15:10-16:10 **Keynote Speech**

Speaker:

Jack Ma Executive Chairman, Alibaba Group

16:10-16:20 **Carbon Neutrality Conference and Lao Niu Donation Ceremony**

16:20-16:30 **CGCS Partner Recognition Ceremony**

16:40-18:00 **In-Focus Forum**

Opportunities in 'Reurbanisation'

China's urbanisation is lagging behind its industrialisation, and its service sector remains underdeveloped. These factors force the country to address the current issues of urbanisation, to 'reurbanise' and to develop intensive farming to meet more demand with less land and to create better opportunities to generate income.

Topics to be discussed:

- How can China implement a 'human-centred' rather than 'land-centred' approach to urbanisation?
- How can the economic output per unit of urban land be increased?
- What opportunities does this process offer?

Chair:

Frank Wu Chairman, Central China Real Estate

Panellists:

Li Tie Director-General, China Centre for Urban Development

Zhou Qiren Advisor, China Entrepreneur Club; Professor, National School of Development, Peking University

Feng Lun Chairman, Vantone Holdings

Wang Boming President, China Stock Exchange Executive Council; Chairman, SEEC Media Group

Liu Xiaoguang Chairman, Beijing Capital Group

16:40-18:00 **Experts Faceoff**

The Transformation of the 'Elephant'

Wanda, one of China's largest commercial real estate developers, is redefining itself as a conglomerate active in the sectors of culture, tourism, e-commerce and finance. It is gradually departing from the conventional developer model, developing into an increasingly service-oriented business.

Over the past 180 years, Schneider has also undergone three transformations – from steel to electricity to energy management – making important decisions about its business model when they



China Green Companies Summit
中国绿公司年会
推动商业可持续

were needed.

Topics to be discussed:

- What are the biggest challenges that the two businesses face in their transformation?
- How can they ensure a successful transformation?
- How do they see their future development?

Speakers:

Wang Jianlin Executive Board Member, China Entrepreneur Club; Chairman, Wanda Group

Jean-Pascal Tricoire President and CEO, Schneider Electric

16:40-18:00 **Corporate ‘UN’**

BBC Telecast Forum: The Power of Globalization (TBC)

The evolution of globalization has given Chinese and foreign businesses new opportunities and challenges in building a successful global business. In this session, leading Chinese and international business leaders will share strategies to best manage global resources and international teams.

16:40-18:00 **Face to Face: Founders and Investors**

16:40-18:00 **Can You Imagine?**

An Exploration into the Origin and Structure of the Universe

Samuel Ting, winner of the 1976 Nobel Prize in Physics, believes that cutting-edge basic theoretical research is a driving force for human development. Over the next century, human beings will develop a completely new understanding of the universe, an understanding that will be driven by scientific experiments. In this session, Mr. Ting will present his views on how humanity explores the unknown universe.

Speaker:

Samuel Ting Experimental Physicist and Laureate of the Nobel Prize in Physics

18:30-19:00 **Thank You Show**

Moderator:

Ma Weihua Executive Chairman, China Entrepreneur Club; Chairman, Wing Lung Bank

Participants:

Representatives of the Liaoning Government

Members and Advisors of the China Entrepreneur Club

Global Partners of the China Green Companies Summit

19:00-20:20 **Dinner Reception hosted by the Liaoning Government**

20:30-22:30 **Liaoning Government Meeting with CEC (closed-door)**

■ **Wednesday, 22 April 2015**

09:00-12:00 **Company Visits**

Option A: BMW Brilliance Tiexi Plant

The BMW Brilliance Tiexi plant which could be easily called ‘the kingdom of robots’ is equipped with 642 robots and industrial PCs that fulfil the automakers highest L7 system architecture standard.



China Green Companies Summit
中国绿公司年会
推动商业可持续

These technologies ensure high precision even during highly complex robotic operations, which shows that the new concepts of Industry 4.0 are already integrated in the plant.

The tour includes visits to the press, body and assembly shops, and offers a first-hand insight into the futuristic science of Industry 4.0.

Option B: Neusoft Xikang Healthcare Technology (TBC)

Xikang is currently building a mobile healthcare management platform. The cloud-based platform aims to provide a vast range of community practitioners and clinics with diagnostic and treatment support, and also offers healthcare services to patients. This innovative concept brings medical services directly into people's homes and will change conventional diagnostic and treatment approaches.

The visit includes a tour through Xikang's facilities and an exchange with the company's executives.

08:00-16:00 **BMW • Daonong Cup Golf Tournament 2015**



China Green Companies Summit
中国绿公司年会
推动商业可持续