

**The Horasis Global China Business Meeting**  
10 – 12 November 2013, The Hague, The Netherlands

## PROGRAMME

### a Horasis leadership event

**Co-hosts:**

City of The Hague  
Netherlands Council for Trade Promotion  
China Federation of Industrial Economics

**Co-organizers:**

CEO Clubs Network  
China Entrepreneur Magazine  
Committee 2005  
International Chamber of Commerce - Hong Kong, China  
Pacific Basin Economic Council (PBEC)  
Young Presidents' Organization (YPO)  
World Eminence Chinese Business Association

**Co-chairs:**

Alan Hassenfeld, Chairman, Hasbro, USA  
Huang Nubo, Chairman, Zhongkun Investment Group, China  
David K.P. Li, Chairman, Bank of East Asia, Hong Kong SAR  
Liu Changle, Chairman, Phoenix Satellite Television Holdings, Hong Kong SAR  
Liu Jiren, Chairman, Neusoft Corporation, China  
John M Neill, Chairman and Group Chief Executive, Unipart Group, United Kingdom  
Ben Noteboom, Chief Executive Officer, Randstad Holding, The Netherlands  
Liang Xinjun, Chief Executive Officer, Fosun Group, China  
Vachara Phanchet, Chairman, Sittipol Holdings, Thailand  
Cherie Nursalim, Executive Director, GITI Group, Indonesia  
Alfonso Vegara Chief Executive Officer Fundacion Metropoli, Spain  
Wilfred Wong Ying-Wai, Chairman, Hsin Chong Construction Group, Hong Kong SAR  
Levin Zhu, Chief Executive Officer, CICC, China

**Knowledge Partner:**

Baker & McKenzie  
E&Y  
TMF Group

**November 10, 2013**

**13.00-16.30 Registration** (Steigenberger Kurhaus Hotel, Gevers Deynootplein 30, 2586 CK Den Haag-Scheveningen)

**from 17.00 Registration** (location, to be decided)

**17.30-19.00 Welcome Reception**

- **Jozias van Aartsen**, Mayor of The Hague, The Netherlands
  - **Jochum Haakma**, Chairman, Netherlands Council for Trade Promotion, The Netherlands
  - **Liu Haiyan**, Executive Vice Chairman, China Federation of Industrial Economics, China
- Chaired by*
- **Frank-Jürgen Richter**, Chairman, Horasis, Switzerland

**Virtual Ribbon Cutting Ceremony, with the co-hosts and co-organizers**

- **Jozias van Aartsen**, Mayor of The Hague, The Netherlands
- **Anthony Chan**, Executive Committee Member, International Chamber of Commerce Hong Kong, Hong Kong SAR
- **Frank-Jürgen Richter**, Chairman, Horasis, Switzerland
- **Jochum Haakma**, Chairman, Netherlands Council for Trade Promotion, The Netherlands
- **He Zhenhong**, President, China Entrepreneur Magazine, China
- **Anil Kumar**, Director, YPO; Chief Executive Officer, Ransat, United Kingdom
- **Liu Haiyan**, Executive Vice Chairman, China Federation of Industrial Economics, China
- **Vachara Phanchet**, Chairman Emeritus, PBEC; Chairman, Sittipol Holdings, Thailand
- **Xia Lingsheng**, Vice President, World Eminence Chinese Business Association, China
- **Xu Xiaoping**, Founder, ZhenFund, China

**19.00-21.30 Welcome Dinner: Global Implications of China's Transformation**

China has been contributing to global economic recovery and stability. The country's leadership transition is well underway. What is next for China? How can the Netherlands position itself as partner for China?

- Representative of the Government of China, China

*Comment by*

- **David K.P. Li**, Chairman, Bank of East Asia, Hong Kong SAR

*Chaired by*

- **Frank-Jürgen Richter**, Chairman, Horasis, Switzerland

**from 21.30 Shuttle service back to the hotel**

**November 11, 2013**

from 07.30 Registration (Steigenberger Kurhaus Hotel)

**07.30-08.45 Breakfast Sessions ()**

**China, *Chan* and Entrepreneurship**

As many Chinese citizens show renewed interest in the country's rich cultural heritage, how will Chinese philosophy and customs shape the fabric of society and economy? How can *chan* (zen) help entrepreneurs to reach their goals?

- **George Betz**, Director, Fortune International Real Estate Investments, United Kingdom
  - **Stefan Dahlbo**, President, Svendborg, Sweden
  - **Steven Feng**, Managing Partner, Sapientia Capital Partners, China
  - **Jose Maria Muñoz**, Founding Partner, MCH Private Equity, Spain
  - **Yuri Podnebes**, Director, International Fund of Spiritual Diplomacy, Ukraine
  - **Gour Saraff**, Director, Europe India Chamber of Commerce, Spain
  - **Jacques Tourel**, President, World Trade Centre Warsaw, Poland
  - **Michael Yeoh**, Chief Executive Officer, Asian Strategy & Leadership Institute, Malaysia
- Chaired by*
- **Lou Marinoff**, Professor of Philosophy, The City College of New York, USA

**Women Hold up Half the Sky**

An ancient Chinese proverb says that women hold up half the sky. How is the role of female entrepreneurs shaping China's economy? How can women be empowered to achieve gender equity?

- **Christina Boutrup**, Journalist, Denmark
  - **Deborah Chien**, Principal, Stamford Privée, Singapore
  - **Cai Shiyin**, Chief Executive Officer, Dialogue In the Dark China, China
  - **Liga Mengelsone**, General Director, Employers' Confederation of Latvia, Latvia
  - **Cherie Nursalim**, Executive Director, GITI Group, Indonesia
  - **Annie Zhan**, Chief Executive Officer, SkyBridge, China
  - **Lulu Zhou**, President, Friendship Across Frontier, China
- Chaired by*
- **Jackie Hong**, Founder, China Future Society, China

**China's New Role in the Global Arena ()**

China's role in the global arena is evolving. What are the strategic objectives that China intends to achieve globally? To what extent will China evolve as economic and political superpower?

- **Rajiv Biswas**, Senior Director and Asia Chief Economist, IHS, Singapore
- **Adnan Akfirat**, Chairman, TUCEM Turkish-Chinese Business Matching Center, Turkey
- **Maja Bacovic**, Professor, University of Montenegro, Montenegro
- **Matthias Heimerl**, Head of Strategic Analysis, Airbus, France
- **Huan Guocang**, Founding Partner, GCS Capital, Hong Kong SAR
- **Michael A. Johnson**, Chief Executive Officer, Kokoda Capital Group, Australia
- **Luo Keren**, Dean, Institute of Overseas Chinese Studies, Huaqiao University, China

- **Valentin Romanov**, Executive Director, SUN Capital Partners, Russia
  - **Daniele Schilirò**, Professor, University of Messina, Italy
- Chaired by*
- **Philip Bowring**, International Columnist, Hong Kong SAR

### **Mapping Risks: Analyzing the Chinese Context ()**

The global economic crisis showed that risks can manifest themselves at any time. What economic, political and social risks might threaten the Chinese economy in the coming years? How to mitigate those risks?

- **Martin Avetisyan**, Chief Executive Officer, iMALL.EU, United Kingdom
  - **Timothy Beardson**, Chairman, Albert Place Holdings, Hong Kong SAR
  - **Hans Bruning**, Executive Director, Netherlands Institute for Multiparty Democracy, The Netherlands
  - **Colin Hill**, Chairman, CDH Group, Hong Kong SAR
  - **Maxmilian Martin**, Founder & Global Managing Director, Impact Economy, Switzerland
  - **Alex Polynov**, Founder, Mnemologic, Russia
  - **Iurii Seniuk**, Chief Executive Officer, Global Strategy Centre, Ukraine
  - **Joseph D. Shwartz**, Executive Vice President, First International Resources, USA
- Chaired by*
- **Katarzyna Nawrot**, Assistant Professor, Poznan University of Economics, Poland

### **09.00-10.00 Plenary: China and World Economic Outlook ()**

The global economic outlook for 2014 remains uncertain despite China's continued economic success. What kind of recovery can we expect in 2014 in a global economic landscape that has been fundamentally changed by the crisis? What is China's impact on global growth?

- **Liang Xinjun**, Chief Executive Officer, Fosun Group, China
  - **Ben Noteboom**, Chief Executive Officer, Randstad Holding, The Netherlands
  - **Cherie Nursalim**, Executive Director, GITI Group, Indonesia
  - **Wilfred Wong Ying-Wai**, Chairman, Hsin Chong Construction Group, Hong Kong SAR
  - **Levin Zhu**, Chief Executive Officer, CICC, China
- Chaired by*
- **Frank-Jürgen Richter**, Chairman, Horasis, Switzerland

### **10.00-10.30 Contact Break**

### **10.30-12.00 Boardroom Dialogue Sessions**

#### **Investing in The Netherlands ()**

Despite Europe's current economic woes, the Dutch economy is expected to grow in the years to come. What does the country's investment landscape look like? How can the Netherlands become a hub for Chinese investments?

- **Jochum Haakma**, Chairman, Netherlands Council for Trade Promotion, The Netherlands
- **Henk Kool**, Vice Mayor, City of The Hague, The Netherlands
- **Jacques Kemp**, Chairman, Intent, Netherlands
- **Tan Peitao**, Managing Director, CUKCN, China
- **Jerry Zhang**, Chief Executive Officer, Neocomm Broadband, China
- **Zhang Xiaodong**, Chairman, Winhopes Investment Co., China

### **Illustrating China's Entrepreneurs**

Chinese entrepreneurs have been using distinct models of managing their organizations. What are the best practices when comparing Chinese firms with their global counterparts?

- **Noel Akpata**, Chairman, Take The Lead Nigeria, Nigeria
- **Donald P. Kanak**, Chairman, Prudential Corporation Asia, Hong Kong SAR
- **Rodria Laline**, Chair, Intrabond Holdings Asia, Hong Kong SAR
- **Liang Xinjun**, Chief Executive Officer, Fosun Group, China
- **Mark Minevich**, President, Going Global Ventures, USA
- **Kristian Kaas Mortensen**, President, Baltic Institute of Corporate Governance, Lithuania
- **Sandra Wu**, Chief Executive Officer, Japan Asia Group, Japan

*Chaired by*

- **He Zhenhong**, President. China Entrepreneur Magazine. China

### **Envisioning Partnerships for Sustainable Urbanisation ()**

Sustainable urbanization is a prerequisite for China's modernization. What are the key infrastructure challenges and opportunities facing modern cities? How can Chinese and European cities join forces to meet the demands of the world's urban population?

- **Anson Chan**, Chairman, Bonds Group of Companies, Hong Kong SAR
- **Sergey Demin**, Chairman, Synergy Technologies, Russia
- **Datuk Vincent Lye**, Executive Director, Berjaya Assets Berhad, Malaysia
- **Huang Nubo**, Chairman, Zhongkun Investment Group, China
- **Thomas Sevcik**, Chief Executive Officer, Arthesia, Switzerland
- **Tan Sein-Way**, Chairman, Green World City Organisation, Australia
- **Karen Tang**, Executive Director, The Better Hong Kong Foundation, Hong Kong SAR
- **Alfonso Vegara**, Chief Executive Officer, Fundacion Metropoli, Spain
- **Wilfred Wong Ying-Wai**, Chairman, Hsin Chong Construction Group, Hong Kong SAR

*Chaired by*

- **Tan Chin Nam**, Chairman, Temasek Management Services; Senior Advisor, Singbridge, Singapore

### **Innovation and Technology ()**

Chinese firms are increasingly pursuing technology-driven innovation strategies. How can they leverage major shifts in the global economy to ensure that innovation and technology increase corporate performance?

- **James Fierro**, Chairman, Recipco Holdings, Canada
- **Stan Fung**, Managing Director, FarSight Ventures, USA
- **Liu Jiren**, Chairman, Neusoft Corporation, China
- **Stacy Kenworthy**, Chief Executive Officer, OptiGlobal, USA
- **J.T. Li**, Associate Dean, The Hong Kong University of Science and Technology, China
- **Johnny Liu**, Chairman, TriStar Group, China
- **Thanos Mitrelias**, Chief Executive Officer, Cavendish NanoTherapeutics, United Kingdom
- **Scott E Rickert**, Chairman, Nanofilm, USA
- **Yat Siu**, Chief Executive Officer, Outblaze, Hong Kong SAR

*Chaired by*

- **Henry Birdseye Weil**, Professor, Sloan School of Management, MIT, USA

### **12.00-12.30 Plenary: Europe and China: Forging a New Growth Partnership ()**

While the European Union is experiencing an unprecedented economic crisis, China is dealing with the pressures of sustainable growth. How can China and Europe forge a new growth partnership?

- Representative of the Chinese government
- Representative of the Dutch government
- EU Commissioner

### **12.30-13.00 Plenary Session: Chinese Business Leaders of the Year ()**

Following a tradition of the Global China Business Meeting, we will celebrate outstanding entrepreneurs who have been building and leading successful Chinese global firms.

### **12.30-14.00 Networking Lunch (Foyer)**

An opportunity to share ideas and insights in an informal setting.

### **14.00-15.00 Plenary: Envisioning The China Century ()**

Europe's sovereign debt crisis and the US fiscal crisis leave their impact on the world's power equation. Meanwhile, China is rising as an economic super power. Are we on the cusp of The China Century?

- **Alan Hassenfeld**, Chairman, Hasbro, USA
- **Liu Changle**, Chairman, Phoenix Satellite Television Holdings, Hong Kong SAR
- **Vachara Phanchet**, Chairman, Sittipol Holdings, Thailand

*Chaired by*

- **Jean-Christophe Iseux Baron von Pfetten**, President, Royal Institute for East-West Strategic Studies, United Kingdom

### **15.00-16.30 Boardroom Dialogue Sessions ()**

#### **Forging a New Sustainable Growth Coalition ()**

Many Dutch and other global firms have embedded sustainability as key business driver. China increasingly invests in green energy projects and is moving rapidly on renewable technologies. How can Chinese firms and their global counterparts join hands to forge a sustainable growth coalition?

- **Peter Chen**, Chief Executive Officer, Forest Power & Energy Holdings, USA
- **Silvano Coletti**, Chief Executive Officer, Chelonia, Switzerland
- **Ron Kok**, Founder, ODME and OTB Group, The Netherlands
- **Ernst Ligteringen**, Chief Executive Officer, Global Reporting Initiative, The Netherlands
- **Luan Zhihao**, General Manager, Buddha Water Environmental Technologies, China
- **Nicholas Parker**, Managing Partner, Global Acceleration Partners, Canada
- **Rick Xu**, President, Beijing Energy Efficiency Technical Co., China
- **Felix Zhang**, Founder and Executive Director, Envision Energy, China
- **Zhang Xingsheng**, Managing Director, The Nature Conservancy China, China

*Chaired by*

- **Jan Peter Balkenende**, Former Dutch Prime Minister; EY Partner International Affairs & Sustainability, Professor of Governance, Institutions and Internationalization, Erasmus University Rotterdam, The Netherlands

#### **Going Global – The New Imperative ()**

China's foreign reserves have led to a huge outflow of Chinese overseas investments by means of acquisitions and sovereign fund investments. What new strategies can help Chinese firms to go global more successfully?

- **Eli Braha**, President, Berkley Acquisitions, USA
- **Bob Li**, Senior Research Fellow, China Institute of Strategy and Management Research (CISM), China
- **Slawomir Majman**, President, Polish Information and Foreign Investment Agency, Poland
- **Vachara Phanchet**, Chairman, Sittipol Holdings, Thailand
- **Roger Parodi**, Managing Partner, VUE Concept, China
- **Hellen Song**, General Manager, La China Capital, China
- **Charles Tang**, Chairman, Brazil-China Chamber of Commerce & Industry, Brazil
- **Xu Xiaoping**, Founder, ZhenFund, China

- **Vincent Zheng**, Managing Partner, Capital First Partners, China  
*Chaired by*
- **Thomas Gilles**, Partner, Baker & McKenzie, Germany

### **The Future of Finance ()**

Financial services in China have reached a global level-playing field. What major trends and new models are transforming the financial industry landscape?

- **Fernando Freire**, Member of the Board, Aman Bank - BES Group, Libya
- **Mao Zhenhua**, Chairman, China Chengxin Credit Management, China
- **Przemyslaw Aleksander Schmidt**, Chairman, Trigon, Poland
- **Levin Zhu**, Chief Executive Officer, CICC, China
- **Guy Spier**, Chief Executive Officer, Aquamarine Capital, Switzerland
- **Michel Verlaine**, Associate Professor of Finance, ICN Business School, Luxembourg

### **Educating the Next Generation of Business Leaders ()**

China's education system is being made ready for the challenges of globalization. And how will the country's educational institutions nurture the talent resources necessary to sustain the next wave of economic growth?

- **Nasir Ali Shah Bukhari**, Founder Director, Evolvence Capital, United Arab Emirates
- **Harvey Z. Chen**, Chairman, First Light Academy, China
- **Faisal Hoque**, Founder & Chief Executive Officer, BTM Corporation, USA
- **Anil Kumar**, Chief Executive Officer, Ransat, United Kingdom
- **Jason L. Ma**, Founder and Chief Executive Officer, ThreeEQ, USA
- **Ben Noteboom**, Chief Executive Officer, Randstad Holding, The Netherlands
- **Kai Vettel**, Managing Director, Pack Performance, Germany
- **Wayne W. Wang**, Chairman, CDP Group, China
- **Yi Kuk**, Managing Director, Best Buy Capital, USA

## **16.30-17.00 Contact Break**

## **17.00-18.30 Boardroom Dialogue Sessions**

### **Best-in-Class: Agriculture and Food ()**

The agricultural and food sector is amongst the ten industries identified as key growth drivers by the Dutch government. How can China benefit from the Dutch experience? What partnerships are needed to redefine food systems in China?

- **Edgar Bullecer**, Co-Founder and President, The Paglas Group, Philippines
- **Luis Gómez Cobo**, Partner, SinoLatin Capital, China
- **Jan Siemons**, Managing Director, Netherlands Council for Trade Promotion, The Netherlands
- **Joel P. Wyler**, Chairman, Granaria Holdings, The Netherlands
- **Lisa Zhu**, Executive Chairman, Rare Vintage Group, China

### **Investing in China: Leveraging on the World's Growth Engine**

The business climate and policy environment is changing for foreign multinationals operating in China. How is doing business in China different? What can we learn from successful investors in China?

- **Süheyl Baybali**, Board Member, Turkish Association of Automotive Parts Manufacturers, Turkey
- **Nick Butler**, Professor, King's College, United Kingdom
- **Anthony Chan**, Executive Committee Member, International Chamber of Commerce - Hong Kong, Hong Kong SAR
- **Pierre E. Cohade**, Executive Director, Groupe Eurofor, France
- **Alan Hassenfeld**, Chairman, Hasbro, USA
- **Ho Punyu**, Managing Partner, Wabash Investment, USA
- **Joachim Reidiess**, President, Dr Wirth Group, Germany

- **Zdzislaw Sokal**, Member of the Board (ret.), National Bank of Poland, Poland

### **Getting Ready for Brands from China ()**

Ambitious Chinese firms want to leave behind the role of mere manufacturers to become branded players. What will it take to establish leading global brands?

- **Kimball J. Andrews**, Executive Chairman, Asia Star Capital, Australia
- **Diana Chow**, Managing Director, Sino Private Aviation, Hong Kong SAR
- **Liu Changle**, Chairman, Phoenix Satellite Television Holdings, Hong Kong SAR
- **Harald Einsmann**, Member of the Supervisory Board, Tesco, United Kingdom
- **Karine Hirn**, Founding Partner, East Capital, Hong Kong SAR
- **Jacek Olechowski**, Chief Executive Officer, Mediacap, Poland
- **Mirjana Perko**, Chairperson, InCon, Slovenia
- **Steve Varsano**, Chairman, The Jet Business, USA

*Chaired by*

- **Tariq Ahmed Nizami**, Founder & Chief Executive Officer, CEO Clubs Network Worldwide, USA

### **Scorecard on Logistics ()**

Ports, railways and other means of supply-chain oriented infrastructures are important drivers of economic growth. How can China benefit from supply chains offered by its global trading partners?

- **Claude Bégle**, Chairman, SymbioSwiss, Switzerland
- **Johannes Dyring**, Chief Executive Officer, SLU Holding, Sweden
- **Artis Kampars**, Chairman, Latvia China Business Council, Latvia
- **Roger King**, Member of the Supervisory Board, Orient Overseas (Int.), Hong Kong SAR
- **Wolfgang Lehmacher**, Managing Director, CVA, Hong Kong SAR
- **John M Neill**, Chairman and Group Chief Executive, Unipart Group, United Kingdom
- **Bogdan Vacusta**, Managing Director, Elco Construct, Turkmenistan

### **18.30-19.30 Closing Plenary: Internationalizing Chinese Firms ()**

The Chinese economy is rising in the age of the post crisis economic order. How do Chinese firms drive the next wave of internationalization?

- **Huang Nubo**, Chairman, Zhongkun Investment Group, China
- **Liu Jiren**, Chairman, Neusoft Corporation, China
- **John M Neill**, Chairman and Group Chief Executive, Unipart Group, United Kingdom
- **Alfonso Vegara**, Chief Executive Officer, Fundacion Metropoli, Spain

*Chaired by*

- **Frank-Jürgen Richter**, Chairman, Horasis, Switzerland

### **19.30-20.00 Networking Reception**

### **20.00-22.00 Closing Dinner: Exploring New Models of Growth ()**

The world is looking for ways of stimulating economic growth in the wake of the deepest economic crisis since generations. What is driving new models of growth in China and elsewhere? How to ensure competitiveness for long-term growth?

*Chaired by*

- **Henk Kool**, Vice Mayor, City of The Hague, The Netherlands

### **22.00-23.00 Nightcap: China Versus the West. The Global Power Shift of the Century ()**

China's impact on the global economy is on the rise. What is the scale and scope of the power shift from the West to China? Does China's ascend mean the West's descend?

- **Ivan Tselichtchev**, Professor, Niigata University of Management, Japan



## November 12, 2013

### **09.00-15.30 City Tours (To The Hague, Amsterdam or Rotterdam)**

Bus tours to the historical centres and outskirts of The Hague, Amsterdam or Rotterdam (Please chose which city you would like to visit and register by informing [kchan@nchnl.nl](mailto:kchan@nchnl.nl)). Meeting in the lobby of the Steigenberger Kurhaus Hotel at 08.50. The tour includes a lunch hosted by the (Vice) Mayor of the City you are visiting.

### **16.30-20.30 The Cathay Pacific China Business Awards Ceremony (Hotel Kurhaus)**

*Registration and welcome drinks from 16.30, followed by dinner at 18.00*  
Held for 17 consecutive years, the Cathay Pacific China Business Award was initiated by Cathay Pacific Airways and the China Business Council of the Netherlands Council for Trade Promotion (NCH). During the Cathay Pacific China Business Awards ceremony two awards will be presented to successful Dutch companies operating in China.