



欧盟中小企业年会 How to Tackle a Changing China

2016 年 5 月 31 日 | 13:00 - 18:30
31st May, 2016 | 13:00 - 18:30

北京朝阳威斯汀酒店朝阳宴会厅
Beijing Chaoyang Westin Hotel Chaoyang Ballroom

主办单位 / HOST
欧盟中小企业中心 EU SME CENTRE

政策平台 / ADVOCACY PLATFORM
中国欧盟商会 EUROPEAN UNION CHAMBER OF COMMERCE IN CHINA

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Agenda

13:00-13:30	Registration
13:30-13:40	Opening Remarks – Adam Dunnett, Chair of the Board of EU SME Centre & Secretary General of European Union Chamber of Commerce in China
13:40-14:00	Keynote Speech – Bojan Pavlek, DG Grow, EU Delegation
14:00-14:20	Keynote Speech – Zhang Xiaofeng, Deputy Director General, ProSME China
14:20-14:40	How to understand the changing China – Alexander van Kemenade, Director of Consulting, Asia, The Economist Intelligence Unit
14:40-15:40	Panel Discussion: Managing SMEs in a changing China European and Chinese SMEs executives will share their experiences in tackling with the challenges from a constantly changing China.
	The Economist Intelligence Unit, Alexander van Kemenade, Director of Consulting, Asia,
	Fortune Park, Jay Xu, Managing Director
	Geapower, Gianluca Ghiara, Managing Director
	Blueair, Bobo Xie, Chief Representative
	EU SME Centre, Rafael Jimenez, Business Development Advisor
	Flexbo – MFG Solutions, Gabriele Castaldi, Managing Director
15:40-16:00	Coffee Break
16:00-17:40	How to deal with the challenges in China: Experts will present and offer solutions to key challenges that SMEs face in China.
16:00-16:25	HR Strategy: Amanda Ou, Director of Global & Strategic Accounts, LinkedIn China
16:25-16:50	Legal Issues: Rogier van Bijnen, R&P China Lawyers
16:50-17:15	Intellectual Property Right: Reinout van Malenstein, China IPR SME Helpdesk
17:15-17:40	Internet Plus – Opportunities for SMEs, Martina Gerst, Advisor of EU SME Centre
17:40-18:00	Q&A and Discussion
18:00-18:10	Closing Remarks – Massimo Bagnasco, EU SME Centre Expert & State Representative of European Union Chamber of Commerce in China
18:10-18:30	Networking

会议日程

13:00-13:30	注册
13:30-13:40	贺词 – Adam Dunnett, 欧盟中小企业中心董事会轮值主席, 中国欧盟商会秘书长
13:40-14:00	主旨演讲 – Bojan Pavlek, 欧盟驻华使团, 一等秘书
14:00-14:20	主旨演讲 – 中华人民共和国工业和信息化部中小企业发展促进中心副主任——张晓峰先生
14:20-14:40	如何应对变化中的中国 – Alexander van Kemenade, 经济学人智库, 亚洲区, 咨询总监
14:40-15:40	中小企业总经理对话: 在变化中的中国经营中小企业 主持人: Alexander van Kemenade, 经济学人智库亚洲咨询总监
	参与嘉宾:
	Jay Xu, 总经理, 中国财富广场(北京)投资贸易有限公司
	Gianluca Ghiara, 总经理, 意大利 Geapower 再生能源技术咨询有限公司
	Bobo Xie, 首席代表, 瑞典博露雅迩(上海)商贸有限公司
	Rafael Jimenez, 商务拓展顾问, 欧盟中小企业中心
	Gabriele Castaldi, 总经理, 弗英(天津)物流系统科技有限公司
15:40-16:00	茶歇
16:00-17:40	如何应对在中国面临的挑战
16:00-16:25	人力资源 – 领英中国
16:25-16:50	法律 – R&P 律师事务所
16:50-17:15	欧盟中小企业知识产权保护工作组
17:15-17:40	产业升级带来的机遇—欧盟中小企业中心法律顾问
17:40-18:00	答疑及讨论
18:00-18:10	结束致辞 – Massimo Bagnasco, 欧盟中小企业中心, 中国欧盟商会高级代表
18:10-18:30	自由交流