



## FORUM 2012 PROGRAM

Tuesday 30th October 2012, at 9.30 am

- 8.30 am      **Registration**
- 9.30 am      **Institutional welcome**  
**Eugenia Bieto**, Director General of ESADE  
**Yan Banghua**, Consul General of China in Barcelona  
**Xavier Trias**, Mayor of Barcelona  
**Jaume Giné**, Secretary General of Casa Asia
- 10.00 am    **Presentation of the ESADE China Europe Club**  
Moderated by **Angel Saz**, Director of ESADEgeo  
Speakers:  
**Javier Solana**, President of ESADEgeo  
**Yang Lei**, President of the ESADE China Europe Club and Managing Director at Cosco Iberia
- 10.40 am    **The Map of Chinese Investment in Europe**  
Moderated by **Ivana Casaburi**, Director of the ESADE China Europe Club  
Speakers:  
**Josep Moragas Freixa**, CEO of ACCIÓ  
**Pang Liang**, Deputy General Manager of ICBC  
**Borja Velón**, Communications Director Southern Europe at Lenovo
- 11.20 am    **Group photograph and coffee break**
- 11.50 am    **Workshops:** parallel working sessions led by ESADE faculty members and business experts from Chinese companies
- W1. Supply-Chain Management from China to Europe  
Speakers:  
**Cristina Giménez**, Associate Professor at ESADE and Coordinator of the Innovation and Networking Research Group  
**Emma Cobos**, Director of Business Development at the Port of Barcelona  
**Vicente De Angelis**, Deputy Managing Director at Cosco Iberia
- W2. Introduction to European Markets: The Role of M&As  
Speakers:  
**Xavier Mendoza**, Associate Professor at ESADE and Director of the Observatory of Spanish Multinational Companies  
**César Delgado**, Sales Director at Lenovo  
**Jaime Espejo**, Partner at Roca Junyent

Sponsors:



Collaborator:



Media partner:





W3. Spain as a Bridge to Latin America

Speakers:

**Javier Santiso**, Associate Professor at ESADE and Vice President of ESADEgeo  
**Margaret Chen**, Corporate Director at Telefónica and President of the China Club  
**Li Jun**, General Manager at ZTE

W4. Building Chinese Brands in Europe

Speakers:

**Oriol Iglesias**, Assistant Professor at ESADE and Academic Director of the ESADE Brand Institute  
**Ivana Casaburi**, Associate Professor at ESADE and Director of the ESADE China Europe Club  
**Santiago Belenguer**, General Manager at Haier

W5. China-Europe Business: Can Culture Make or Break a Deal?

Speakers:

**Roger Bell**, Lecturer at ESADE  
**Minkang Zhou**, Lecturer and Director of the EU-China Master at the Autonomous University of Barcelona (UAB)  
**Yu Shanmei**, General Manager at KeewayMotor

1.30 pm **Lunch and networking**

2.30 pm **Identification of Top-Priority Subjects for Future Research and Workshops**

Chair: **Alfons Sauquet**, Dean of ESADE Business School

Speakers:

**Cristina Giménez**, Associate Professor at ESADE and Coordinator of the Innovation and Networking Research Group  
**Xavier Mendoza**, Associate Professor at ESADE and Director of the Observatory of Spanish Multinational Companies  
**Javier Santiso**, Associate Professor at ESADE and Vice President of ESADEgeo  
**Oriol Iglesias**, Assistant Professor at ESADE and Academic Director of the ESADE Brand Institute  
**Roger Bell**, Lecturer at ESADE

3.30 pm **Institutional farewell**

**Carlo Maria Gallucci**, Corporate Director and Director of International Affairs at ESADE  
**Joan Sureda**, Director-General of Industry, Government of Catalonia