ESADE China Europe Club Forum 2012

Tuesday 30th October 2012, at 9:30 am

ESADE China Europe Club, an association of Chinese companies investing in Europe, promoted by ESADEgeo and led by ESADE, will hold its first annual event on 30th October 2012.

The 2012 Forum (by invitation only), will be the basis for developing business relationships between Chinese companies investing in Europe and western companies with interests in China. It will also be the starting point for a series of reflections and discussions on global business issues.

Agenda

9.30am  Institutional opening address delivered by Eugenia Bieto, Director General of ESADE, and the Ambassador of China to Spain, Zhu Bangzao (pending confirmation)

10.00am  Presentation of the ESADE China Europe Club by Javier Solana, President of ESADEGeo and Yang Lei, President of ESADE China Europe Club and General Director of Cosco Iberia

10.40am  The map of Chinese investment in Europe and European investment in China: A basis for discussion, moderated by Ivana Casaburi, Director of ESADE China Europe Club

11.10am  Coffee Break

11.30am  Workshops: Parallel working sessions, directed by ESADE faculty and business experts from Chinese companies

    W1. Managing the supply chain from China to Europe
    W2. Entering European Markets: the role of M&As
    W3. Spain as a bridge to Latin America
    W4. Building Chinese Brands in Europe
    W5. China-Europe Business: can culture make or break a deal?

1.30pm  Lunch and Networking

2.30pm  Identification of priority topics for research activities and future work sessions.
    Chair: Alfons Sauquet, Dean of ESADE Business School

3.30pm  Official closing address delivered by Artur Mas, President of the Generalitat de Catalunya
For further information please contact:
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Venue

ESADEFORUM
Av Pedralbes, 60-62
Barcelona
Spain

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