



CBO Partners



The Economic Development Office of the Republic and State of Geneva, Switzerland, China Federation of Industrial Economics, and Shang-Dao are pleased to invite you to attend a

## China Business Opportunity VIP meeting

Chinese Companies Becoming Global Player: Strategies for Success

where you will have the opportunity to meet a delegation of business leaders from China

on Tuesday 9th of September 2008

at the Ramada Park Hotel in Geneva, Switzerland

14:30 – 15:00 Registration

15:00 – 18:00 Welcome address: Ms. Isabel Shuping MU, President, Shang-Dao

CBO session: Facing soaring energy, material and labor costs, Chinese enterprises are no longer in the comfortable position of maintaining their competitive advantage as “the world’s manufacturer” while at the same time achieving their profitability target.

There is now a clear trend towards Chinese companies investing abroad. As this is the case, how do Chinese companies create and sustain a new vitality and competitiveness with a wider horizon? How do Western counterparts in a similar situation tackle this problem? What are the best practices for moving forward? What are current perceptions of Western multinationals towards Chinese companies which went global in the past?

Together with our guest speakers, the CBO VIP meeting will offer you the opportunity to explore all these questions in three dimensions: Strategies, Opportunities and Challenges.

*Keynote* Dr. Thomas Borer, former Swiss Ambassador to Germany

*Speakers* Mr. Jianyi XU, Chairman, China First Automobile Works Group Corporation

Mr. Keliang JI, Chairman of China Kweichou Moutai Co.

Mr. Xiangming WU, Chairman of Shanghai Maglev Transportation Development Co.

Dr. François Carrard, former Director General of the International Olympic Committee

18:30 – 19:00 Networking cocktail

19:00 – 21:30 Gala Dinner

*Closing Speech* Mr. Pierre-François Unger, Minister of Economy and Health, Republic and State of Geneva

*Vote of*

*Thanks Speech* Mr. Jianyi XU, Head of Chinese Delegation of China Federation of Industrial Economics

*The CBO VIP meeting will be of interest to companies who do, or wish to do, business with Chinese companies.*

*P.S. The above programme may be subject to change. Shang-Dao reserves the right for final revision.*

Hosted by the Economic  
Development Office



REPUBLIC  
AND STATE  
OF GENEVA

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