



CHINA AT BARCELONA SUMMIT

China Meets the Mediterranean Barcelona, October 19th to 21st, 2011

Organizers



Cambra de Comerç
de Barcelona



A new initiative around China Foreign Direct Investment in Southern Europe and the Mediterranean, organized in the area's flagship city, Barcelona.

A program **designed exclusively for Chinese firms in a globalization process** and related institutions.

A practical agenda, including visits, information sessions and one to one meetings + **a top level conference** about China OFDI in Southern Europe and the Mediterranean.

Full **government and institutional** support (local, regional and state level).

Institutional Partners

invest
IN CATALONIA

Generalitat de Catalunya
Government of Catalonia
Ministry of Enterprise and Labour



CASA ASIA

Supporting Institutions



INVESTIN
SPAIN



IEMed.
European Institute of the Mediterranean



Knowledge Partners

ESADE
Business School

IESE
Business School
University of Navarra

China at Barcelona Summit - Program

Wednesday

19th Oct.

Introduction Day

8.45 Welcome

Brief welcoming from the event organizers

Location: Casa Llotja de Mar, Passeig d'Isabel II, No 1

Greeting & quick review of the agenda

- **Elisabet Coll-Vinent**, Director, International Department, Barcelona Chamber of Commerce
- **Ignasi Such**, Area Manager, CaixaBank
- **Jordi Martí**, General Manager, Mazars China Desk

09.30 Barcelona Business City Tour

An exclusive tour to introduce potential investors to the city

- **9:30 to 10:30: Port of Barcelona**
- **11:00 to 12:00: Barcelona Activa**

12.30 Lunch offered by Mazars

Location: Mazars Offices, C/ Aragó, 271

Hosted by **Antonio Bover**, President and Partner, Mazars Spain

14.30 Info Sessions at the "Aula II of the CaixaForum"

Location: CaixaForum, Av Francesc Ferrer i Guàrdia, 6-8

These sessions will introduce and discuss important aspects of investing in Barcelona, the economic hub of the Southern Europe and the Mediterranean.

14:30 - 14:45: Welcome and Introduction to the Info Sessions

- **Joan Rosàs**, Head of International Financial Institutions, CaixaBank
- **Josep Maria Cervera**, International Director, Barcelona Chamber of Commerce

14.45 - 15.45: Why Barcelona?

This panel will present why Barcelona, Catalonia and Spain are the perfect landing platforms for Chinese firms wishing to establish themselves in Europe, and especially in Southern Europe and the Mediterranean:

- **Jordi Sacristan**, Director of Marketing and International Economic Promotion, Barcelona City Council
- **Claudia Danesi**, Director of the International Promotion Division, Invest in Catalonia – Government of Catalonia
- **Ignacio Mezquita**, Chief Strategy Officer, INVEST IN SPAIN - Spanish Ministry of Industry, Tourism and Trade

15.45-16:15: Coffee Break

16.15- 16.45: Legal, Tax & Finance Update

A quick review of key aspects to take into account when investing in Spain from a Legal, Tax, and Financial point of view

- **Danni Cheng**, Director of the Representative Office of CaixaBank in Shanghai
- **Bryan Chen**, Partner, Mazars Shanghai

16.45-17:30: An Economic and Logistical Outlook on the Mediterranean:

A Market Brief Introduction on the economic

potential of the Mediterranean area and the Port of Barcelona as the gateway between Europe, the Mediterranean and China.

- **Javier Albarracin**, Director of Socioeconomic Development, European Institute of the Mediterranean (IEMed)
- **Santiago García-Milà**, Deputy General Manager, Port of Barcelona (APB)

Presentations will be given in English or Chinese; simultaneous translation will be provided in Chinese and English.

17:30 Understanding Barcelona Past, Present & Future through a Visit to CaixaForum

CaixaForum is the Social and Cultural Centre of "la Caixa" Community Projects in Barcelona. With this centre "la Caixa" recovered an architectonic treasure of Modernism in Barcelona. The building was a textile factory designed by the architect Josep Puig i Cadafalch in 1911.

18.10 Departure to the Barcelona City Council

19:00 Welcome Networking Cocktail offered by the Barcelona City Council

Location: Barcelona City Council

Hosted by **Mario Rubert**, Managing Director of International Economic Relations, Barcelona City Council.

Thursday

20th Oct.

China at Barcelona Summit Reception & Conference

Location: Llotja de Mar, Passeig d'Isabel II, No 1

8:45 Official Opening & Welcoming Speeches

- **Miquel Valls**, President, Barcelona Chamber of Commerce
- **Juan José Herrera de la Muela**, General Director, Casa Asia
- **Patrick de Cambourg**, President and CEO, Mazars Group
- **Juan María Nin**, Deputy Chairman and CEO, CaixaBank
- **Xavier Trias**, Mayor of Barcelona
- **Artur Mas**, President of the Government of Catalonia

9:30 Panel - A geopolitical approach to China OFDI in Southern Europe and the Mediterranean Region and Barcelona playing a potential central role in this context

- **Jaume Ribera**, Professor of Production, Technology and Operations Management, "Port de Barcelona" Chair of Logistics, CEIBS, Shanghai
- **Santiago García-Milà**, Deputy General Manager, Port of Barcelona (APB)

10:00 Panel - China OFDI in Europe: the view from leading Provinces Investment Promotion Agencies (Part I)

- **Dong Tao**, Assistant President, Shanghai Foreign Investment Development Board
- **Yunbin Xia**, President, Shandong International

Investment Promotion Agency

10:15 Networking Break

11:00 Panel - Best practices in Chinese investments in Spain

- **Joan Vicenç Duran**, General Manager, Bluestar Silicones Spain
- **Yang Lei**, Managing Director, Cosco Iberia

11:45 Panel - China OFDI in Europe: the view from leading Provinces Investment Promotion Agencies (Part II)

- **Shui Yong**, Deputy Director, Beijing Investment Promotion Bureau
- **She Guizheng**, Deputy Manager of Investment & Service Department, Chongqing Investment Promotion Agency

12:00 Panel: A Hot Topic in China OFDI: branding of Chinese firms when going global

- **Ivana Casaburi**, Professor of Marketing and Director Executive Master in Marketing & Sales, ESADE Business School
- **Conrad Llorens**, Founder and CEO, SUMMA Branding

12:45 Closing Speeches

- **Josep Manuel Basañez**, First Vice Chairman, Barcelona Chamber of Commerce
- **Yu Yang**, General Consulate of the P.R. of China in Barcelona
- **Josep Moragas**, CEO, ACCIÓ, Government of Catalonia

13.00 Cocktail Lunch

Presentations will be given in English or Chinese; simultaneous translation will be provided in Chinese and English.

Thursday
20th Oct.

Investment Platform – Half day 1

14.30 Visiting Firms: One to One Meetings
Location: Casa Llotja de Mar, Passeig d'Isabel II, No 1

- Private meetings with the Spanish companies previously selected in the "Business Matching" process
- Private meetings with supporting institutions and service partners

15.30 Investing in China

Introducing Four Chinese Key Locations

Location: Cambra de Comerç's Auditorium, Av. Diagonal 452

This workshop will expose and promote the business opportunities for foreign companies in the cities of Beijing, Shanghai, and Chongqing and in the province of Shandong; our guests from these high level Chinese policy makers will provide policy updates and current state of play in areas of inbound investment.

15:30-15.45: Welcome and Opening Session

- **Josep Maria Cervera**, International Director, Barcelona Chamber of Commerce

- **Jordi Martí**, General Manager, Mazars China Desk
- **Amadeo Jensana**, Director, Economic and Cooperation Programs, Casa Asia

15.45- 16.45: Investment opportunities in the cities of Beijing, Shanghai, and Chongqing and in the province of Shandong

- **Shui Yong**, Deputy Director, Beijing Investment Promotion Bureau
- **Dong Tao**, Assistant President, Shanghai Foreign Investment Development Board
- **Yunbin Xia**, President, Shandong International Investment Promotion Agency
- **She Guizheng**, Deputy Manager of Investment & Service Dept., Chongqing Investment Promotion Agency

Presentations will be given in English.

16.45- 17.30: Interaction and Individual meetings with the promotion agencies' representatives

17.30 Departure to the FC Barcelona Stadium

18:00 **Camp Nou Experience** (Exclusive & Private Visit of the Museum and Stadium of FC Barcelona)
Location: Camp Nou, Av. de Joan XXIII s/n

20.00 **Casa Asia Visit and Networking Dinner**
Location: Casa Asia, Av. Diagonal 373
Hosted by **Anna Martínez**, Secretary General and **Carmen Pi-Sunyer**, Director of Institutional Relations of Casa Asia

Friday
21th Oct.

Investment Platform – Half day 2

9.00 Visiting Firms: One to One Meetings
Location: Casa Llotja de Mar, Passeig d'Isabel II, No 1

- Private meetings with the Spanish companies previously selected in the "Business Matching" process
- Private meetings with organizers

9.00 Visiting Investment Promotion Agencies: One to One Meetings

Location: Casa Llotja de Mar, Passeig d'Isabel II, No 1
• Private meetings with supporting institutions and service partners

13.00 Farewell Lunch
Location: Port Vell

What?

"China at Barcelona Summit" is a first in its kind initiative around Chinese Outbound Foreign Direct Investments (OFDI) in Southern Europe and the Mediterranean.

It is a special "investment bridge": a series of activities designed to give Chinese potential investing companies and China OFDI stakeholders (government, institutions, specialized media) the opportunity to know this key market and discover why Barcelona is the best option to locate investments in the area.

Who?

Chinese Potential Investing Firms & China OFDI Stakeholders

Chinese firms or investors with intention of expanding in Europe and with special interest in Southern Europe and the Mediterranean Region.

The Investment Promotion Agencies of four Chinese provinces will attend the Summit, each of them leading a group of companies with potential investment projects in Europe



Beijing Investment Promotion Bureau



Shanghai Foreign Investment Development Board



Chongqing Investment Promotion Association



The International Investment Promotion Agency of Shandong

Chinese Global Firms already in the region

The Summit invites as well the most representative Chinese firms already present in the region to participate in the conference and share their experiences.

Local community

State, regional and local administration and investment promotion agencies will support the potential investing firms. Selected local businesses will be present as industry contacts, key suppliers or potential partners.

Why?

To help Chinese firms with expansion plans (to Europe in general, to Southern Europe and the Mediterranean Region specifically) with a tool to understand this market and to know a potential location to operate in it.

To give Chinese visitors the chance to meet all their needs around a potential expansion in the area in just a few days: a well structured, practical program will allow visitors to get key insights, get to know the city, meet local businesses, interact with local administration.

To become a new source of information, analysis and knowledge generation around China Outbound Foreign Direct Investment (OFDI) in Europe and specifically in Southern Europe and the Mediterranean Region.

www.chinaatbarcelonasummit.com
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