



AGENDA

AS OF 8 JUNE 2018

14 OCT 2018, SUN

10:00 - 14:00	Onsite Registration
14:00 - 17:00	YPO Meets Xi'an: Best Practices from Locals on Doing Business Successfully in China Join us for an engaging one-hour moderated debate on whether China provides or withholds opportunities from the rest of the world. The deep dive session will be followed by two 50-minute industry roundtable discussions hosted by local specialists who will provide perspectives on specific industry market updates. Questions on how to grow your business successfully in China are welcome.
17:00 - 18:00	Free Time
18:00 - 21:00	Opening Social

15 OCT 2018, MON

08:45 - 09:00	Welcome Remarks
09:00 - 09:45	Latest on China-US Trade and Its Impact on Global Trade The global trade agreement has been a hot topic but what does this mean to you? Come hear from US Congressman Robert Pittenger, who is intimately involved in the China-US trade legislation with Congress and the Trump administration, on opportunities and points of disagreements between the two super powers.
09:45 - 10:30	China Global Trade Strategy: Next Steps on One Belt One Road Initiative The panel discussion moderated by Karim Alwadi (YPO Beijing), will focus on how the One Belt One Road Initiative will impact the global trade agreements, market industry and your business. Come prepared with questions to see how the initiative can help your business.
10:30 - 10:50	Tea Break
10:50 - 11:35	Tourism: What's Next on the Itinerary? The World Tourism Economic Trends Report shows that China will continue to top global tourist rankings for number of tourists and overall tourism spend, maintaining its position as the largest tourist nation. Indications show that Chinese travellers have outgrown the "hop on / hop off bus" trend. What are they looking for next?
11:30 - 12:10	Healthcare: China's New Consumer Trend The Chinese government approved a blueprint called "Healthy China 2030", pledging to build a healthy China in the next 15 years. By 2030, the size of the healthcare market is expected to reach \$2.3 trillion. From pharmaceuticals to medical products to consumer health, China is one of the most attractive markets in the health industry and the fastest growing among large emerging markets. Hear from our speaker on this latest consumer trend.
12:10 - 14:00	Lunch

14:00 - 17:00	<p>Panel Breakout Sessions</p> <p>Join two out of three engaging 80-minute sessions where local experts will answer your questions on the following topics:</p>
	<p>Panel Breakout Session 1:</p> <p>Changes in the Business Environment - Legal, Tax and Government</p> <ol style="list-style-type: none"> 1) Accounting and Taxation 2) Legal and Registration 3) Government Regulations and Relations
	<p>Panel Breakout Session 2:</p> <p>Best Deal Practices - Dos, Don'ts and When to Play Your Cards</p> <ol style="list-style-type: none"> 1) How to Identify Real Deals 2) Find the Right Partners 3) Learn the Tricks of the Trade
	<p>Panel Breakout Session 3:</p> <p>Manufacturing - What Else is China Making?</p> <ol style="list-style-type: none"> 1) Reality Check 2) Opportunities and Challenges
17:00 - 18:30	Free Time
18:30 - 21:00	<p>Networking Dinner</p> <p>Not only will there be a unique opportunity to network with 12 of your peers - a local adviser will also facilitate an interactive discussion on doing business in China.</p>

16 OCT 2018, TUE

08:45 - 09:30	<p>Industry Transition: New Era Through New Technology and Development</p> <p>China continues to dominate the steel industry in the global market. Hear Li Xin Chuang, Vice Secretary General, China Iron & Steel Industry Association, speak on the transformational journey of the steel industry in China; from a traditional steel industry to an era driven by rapid modernisation in the construction, infrastructure and manufacturing industries, and technology advancements.</p>
09:30 - 10:15	<p>Marketing: The Fastest Channel to Your Consumers</p> <p>With over 850 million Chinese now connected online, China boasts the largest online community in the world. The phenomenal success of digital marketing has toppled traditional marketing. Majority of marketing campaigns are completely online now, simply because this offers the best exposure, reach, influence and return on investment. Listen to experts speak on the available platforms and which one would be the fastest channel to your consumers.</p>
10:15 - 10:30	Tea Break
10:30 - 11:15	<p>Agriculture: A Field of Opportunities</p> <p>The Chinese government has always given top priority to the development of agriculture. Now the country has built up agricultural exchange and cooperation relations with major international agricultural and financing organisations across the globe. Harvest at the field of opportunities in agricultural material and technology development, modern agriculture in livestock, forestry, fishery and ecological conservation.</p>
11:15 - 12:00	<p>Energy: China's Impact on Global Energy and Environment</p> <p>China's energy demand is voracious. It is the world's largest energy consumer, importer of fossil fuels, nuclear installations and renewable energy. And they're not planning to slow down anytime soon as they are investing heavily in energy technology and growing international supply. What are China's plans to enable its economy to meet its energy needs? Can it avoid an international supply crunch? What are the investment and business implications? Once</p>

	again, energy supply, security and cost are becoming global concerns and China is on the leading edge.
12:00 - 12:15	Closing Remarks
12:15 - 14:00	Lunch
14:00 - 17:00	<p>Site Visit:</p> <p>Discover Xi'an and Learn the "Marco Polo" Path to Success</p> <p>What does Marco Polo's journey and the new One Belt One Road Initiative have in common? Join us on a cultural tour of Xi'an and unravel the secrets to the path of success.</p>
17:00 - 18:00	Free Time
18:00 - 20:30	<p>Closing Social</p> <p>The China Business Summit event officially closes at the conclusion of the Closing Social.</p>

N.B. The agenda is a work in progress. Updates will be available on the event website www.ypo.org/ChinaBizSummit2018.