



International Business Lab – China

Course schedule:

Friday, 14 July 2006

8:30 - 10:00 session I:

Chinese financial and banking system (Prof. Yin, Fudan University, China)

10:00 – 10:30 refreshment break

10:30 -12:00 session II:

Chinese stock market (Prof. Yin, Fudan University)

12:00 – 13:00 lunch break

13:00 -14:30 session III:

How to protect trademark in Chinese market (Dr. Blasek, Universität zu Köln)

14:30 – 15:00 refreshment break

15:00 - 17:00 Session IV:

Direct Foreign Investment and Joint Venture in China (Prof. Schweinberger, University of Konstanz)

Saturday, 15 July 2006

8:30 - 10:00 session V:

Evolving Chinese Business Environment and MNCs' Marketing in China (Prof. Xue, Fudan University, China)

10:00 – 10:30 refreshment break

10:30 - 12:00 session VI:

China's industrial development (Prof. Yin, Fudan University)

Place: Zentrum für Weiterbildung
Schaffhauserstr. 228
8057 Zurich

Fee:
1250.00 CHF/ person
This fee includes participating six session (one-and-half-day) courses, course materials, and refreshments during breaks.

Registration:

Please send an email by no later than 8 July 2006 to wittmann@isb.unizh.ch