



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**

on Tuesday 9th of September 2008 at the Ramada Park Hotel in Geneva, Switzerland where you will have the opportunity to meet a delegation of business leaders from China

Chinese Companies Becoming Global Player: Strategies for Success

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 Mrs. XIE Qihua, Chairwoman, Baosteel Group Corporation

Speakers Mr. ZHU Jimin, Chairman, Shougang Group

Mr. XU Jianyi, CEO, China FAW Group Corporation

Dr. Thomas Borer, former Swiss Ambassador to Germany

18:30 – 19:00 Networking cocktail

19:00 – 21:30 Dinner

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

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.

Participation fee is CHF 240.- per person.

Please send your registration to info@shang-dao.com or via fax 0041 22 301 5588

Your registration will be confirmed by email. If you have any questions, please contact Mrs. Miao TIAN, Managing Director, Tel: 0041 22 548 1588

Title/Name	Position

Company & Address	

Tel No.	Email
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Payment will be made by:

<input type="checkbox"/>	Telegraphic Transfer in CHF to Banque Cantonale de Geneve Swift: BCGECHGGXXX Account name: Shang-Dao Account No. : A 3305.81.56 IBAN: CH04 0078 8000 A330 5815 6
<input type="checkbox"/>	Credit card: Card No (16 digits): _____ <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard Expiry Date: _____
	Name of card holder: _____ Date: _____

Hosted by the Economic Development Office



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