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**EXCLUSIVE
LOCATION**

Swiss Re Center for
Global Dialogue

**27
OCTOBER
2017**

PRICES

Members:
100 CHF
Non-members:
130 CHF

Join our seminars and panel discussions to discover the newest digital developments in the Chinese markets, the interaction between the two economies and deep dive into practical aspects of doing business in China.

A unique opportunity for Swiss and Chinese companies to learn more about a number of Chinese Industrial/Technology Parks & Free Trade Zones and their benefits.

CONFIRMED SPEAKERS & ORGANISATIONS

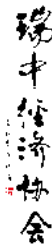
Alain Graf, Switzerland Global Enterprise
Andy Kollegger, UBS Switzerland AG
Andreas Herzog, Bühler Management AG
Bernhard Stefan, Nestlé S.A.
Bryan Qin Xue, China Ministry of Commerce
Christine Büsser Mauron,
Head of Section, Bilateral Economic Relations
Asia/Oceania, SECO
Christophe Weber,
President SCCC Geneva Chapter, BCGE
Daniel Küng, CEO Switzerland Global Enterprise
Daniela Gschwend, Swiss Re
Dominik Widmer, SSTP
Dr. Christian Etter, SECO
Dr. Martin Liebi, PWC Switzerland
Dr. Paul Thaler, Wenfei Attorneys-at-Law Ltd.
Dr. Ralf C. Schlaepfer,
Vice-President SCCC, Deloitte

Esther Naegeli, Naegeli Rechtsanwaelte
Fanyang Chen, Wenfei Attorneys-at-Law Ltd.
Felix Sutter, President SCCC, PwC Switzerland
Frank Brinken, Starrag Group Holding AG
Fred Kleiterp, Swiss Re Corporate Solutions
Hans Hess,
Hanesco AG/SWISSMEM/economiesuisse
Jason Liu, TDB
Joachim Rudolf, China Intelligence AG
Juerg Hobi,
China Construction Bank Zurich Branch
Kurt Härrli, Schindler Group
Lukas Huber, GZA
Lukas Züst, Vischer AG
Markus Boehm, SIG Combibloc Group Ltd.
Michael Bornhäuser, Sallfort Privatbank AG
Michael Knecht, Credit Suisse
Paavo Oestberg, PwC Switzerland

Patrik Wermelinger,
Switzerland Global Enterprise (S-GE)
Philipp Boksberger, CEIBS
Qin Huang, Danaher Corporation
Raphael Tschanz, Switzerland Innovation
René Forster,
President Swisscham Guangzhou, China
Richard Wuermlin, Tax Expert International AG
Roger Wehrli, economiesuisse
Tim Bethge, Zurich Insurance Company Ltd.
Thomas Christ, DHL Logistics (Switzerland) Ltd.
Ursula Siegfried,
Swiss Federal Institute of Intellectual Property
Vincent Subilia,
Vice-President SCCC Geneva Chapter, CCIG
Yu Bo, PwC China
Zhang Yu, Infront

**REGISTER
TODAY!**

Participant fee
includes access to
all seminars, booth
area and catering
services.



PROGRAM DETAILS

08.30 – 09.00 Registration and Welcome Coffee

09.00 – 09.45 Welcome by Officials & Host

09.45 – 10.00 Key Note Speech by Fred Kleiterp, Swiss Re Corporate Solutions

10.00 – 10.45 Grand Opening with Officials and VIP

Seminar Block 1
10.45 – 11.30

Digitalization

The Digital Area

Within 3 years China has changed from a cash economy to a non-cash economy. Digital Darwinism disrupted industries and global leading companies. What are the drivers and how can you become an exponential growth company winning in this new area?

Belt & Road – FTA

Financing

Belt and Road, or Silk Road 2.0 is the biggest undertaking of modern China in its history and of great importance for the entire world. What does it take to finance it, what are the risks involved and where are the opportunities.

Doing Business in China

Tax

The session will be focusing on corporate tax, the impact of the newly introduced social insurance agreement of secondees to and from China, as well as the European approach to claim VAT on Chinese operated digital platforms.

Seminar Block 2
11.35 – 12.20

Digitalization

Future of Mobility

China is looking for ways to address mobility, with similar wide range implications to its economy as e-payment solutions. Learn how mobility will have far wider implications to organisations than only transport of people but will change behaviour and the way we work.

Belt & Road – FTA

Economic Impact

Belt & Road is intended to kick start economies in parts of Asia that are in developing stage or lack behind. What is the economic impact that Swiss companies can expect? Are there opportunities to access low cost production platforms while entering new markets?

Doing Business in China

Legal

The complexities of business between Switzerland and China have not decreased. How to find your way through legal challenges and address hot topics? The session aims to shed light and find answers.

12.20 – 14.00 Lunch & Fair

Engage with the experts on China at their booth, while enjoying a lunch break.

14.00 – 15.00 Key Note Speeches

Topical experts will share their view with the audience after lunch and kickstart the afternoon with thought provoking insights or outlooks that will energize you for the afternoon and beyond.

Seminar Block 3
15.00 – 15.45

Digitalization

Industry 4.0

Digitalisation is driving many aspects of the modernisation of the Chinese economy. How can Swiss companies participate and benefit from the rapid shaping of the manufacturing environment in China? What do companies need to do in order to be fit for the digital area? What are the impacts of exponential technologies to operations and how can we innovate for the future?

Belt & Road – FTA

Update on FTA

In 2017, a meeting with regard to possible further detailed negotiations of the FTA took place. What is new and which parts need our attention to make trade run smoothly as silk? Experts will share their insights.

Doing Business in China

Operations

What can companies learn from others that have been operating in China for decades? What are the current operational challenges and what are the ones that are new or on the horizon? A lively discussion can be expected in that session and lessons to be learned.

Seminar Block 4
15.50 – 16.35

Digitalization

From Product to platform

The digital platforms in China are 'winners take it all'. How can Swiss companies participate, promote, sell, and distribute their products? : How can they be recognized and differentiate themselves in that world? What are the new digital ecosystems evolving and how to adapt/profit from a drastically changed competitive environment?

Belt & Road – FTA

Intellectual Property Panel

Swiss brands are strong and well recognized, Chinese brands start to develop and find their place. IP plays an important role and rules need to be applied. What can be learned from the last China-Swiss dialogue in that regard? A first hand info sharing by experts.

Doing Business in China

Cyber Security Law

Since June 1, 2017 a new law is in place regulating the internet and IT. VPNs are blocked, websites taken down and blogs shut down. Companies need to understand the expectations and new rules. The law challenges and disrupts processes that are designed to operate globally.

16.45 – 17.00 Closing Remarks by Felix Sutter, Lukas Huber, René Forster

17.00 – 18.30 Aperó & Fair