PROGRAMME

8.30am **Registration and networking**

9.30am **Opening remarks**

Zanny Minton Beddoes, editor-in-chief, ***The Economist***

9.45am **Welcome**

Mary Boyd, director, Shanghai, **The Economist Corporate Network**

9.50am **China and the global economy**

What is the outlook for the global economy, and how will China's deceleration affect world markets?

Speaker
Simon Baptist, chief economist, **The Economist Intelligence Unit**

Moderator
Mary Boyd, director, Shanghai, **The Economist Corporate Network**

10.40am **Networking coffee break**

11.05am **China's next steps**

The slowdown in China's manufacturing sector is causing increasing concern to businesses. What can they expect from the next Five-year Plan and other templates for industrial upgrades? How varied is the economic growth pattern? What regions and sectors are sprouting new shoots?

Speakers
Qian Liu, director, global economics unit and director, Access China, **The Economist Intelligence Unit**
Tom Rafferty, editor and Asia economist**, The Economist Intelligence Unit**

Moderator
Mary Boyd, director, Shanghai, **The Economist Corporate Network**

11.55am **Finance in China – the good, the bad and the bumpy?**

After a decade of dithering, Beijing has quietly embraced financial-sector reform. The cost of credit has long been artificially low, yet looser control over interest rates and an opening of the capital market have introduced new dynamism to the sector. The yuan is gradually becoming more flexible; it seems only a matter of time before it is a genuinely global currency. Local governments will be given more leeway to levy taxes, which should alleviate their often burgeoning debt.

Access to new sources of finance has helped China's new breed of entrepreneurs flourish. In turn, these entrepreneurs are creating new financial products that enable growth in other sectors. China is leapfrogging the rest of the world in e-commerce, online payments and mobile commerce.

PROGRAMME

Yet China's growth rate is slowing. Beijing still controls too much of the economy, and significant sectors are locked up by state-sanctioned oligopolies. Recent roller-coaster rides for Chinese stock markets suggest that the path to real structural change will be far from smooth. There is plenty of good in China's finance sector, but also some bad.

- How real and wide-ranging are Beijing's finance-sector reforms? What impact will they have on local businesses and MNCs operating in China?
- How is China's corporate bond market evolving? What might a Chinese municipal bond market look like? What are the opportunities for business?
- How are China's largest companies financed? What new financial products will underpin the growth of the next crop of start-ups? What opportunities exist for MNCs?

Speakers
Wang Han, chief economist, **Industrial Securities**
Zhu Ning, deputy dean, **Shanghai Advanced Institute of Finance**
Fredrik Hahnel, country manager, **Skandinaviska Enskilda Banken**

Moderator
Simon Rabinovitch, Asia economics editor, ***The Economist***

12.40pm **Networking lunch**

1.40pm **In conversation: Business in China special report**

Zanny Minton Beddoes, editor-in-chief, ***The Economist***
Vijay V. Vaitheeswaran, China business editor and Shanghai bureau chief, ***The Economist***

2.00pm **A new silver age? The future for multinationals in China**

China's growth rate may be slowing, but it is still the world's largest market and increasingly its most dynamic. The opening of the services sector could provide a $12 trillion bonanza over the next decade. MNCs experienced in dealing with sophisticated and demanding customers are poised to take advantage of this boom, but now need to compete with a diverse field of innovative local companies. For the most nimble, it will be an opportunity to hone their offering to suit the rapidly developing Chinese market. The "golden age" for foreign businesses operating in China may have come to an end, but a new "silver age" is beginning—more complex and perhaps even more rewarding.

- What new opportunities will China's maturing consumer market create for MNCs? In which areas of the services sector are foreign firms best positioned to grow?
- Can MNCs outshine local rivals in meeting the fast-evolving desires of sophisticated and digitally savvy Chinese consumers?
- What are the key corporate governance issues for MNCs operating in China, and how are smart companies navigating them?
- How will the regulatory environment for inbound foreign direct investment evolve over the next five to ten years?

PROGRAMME

Speakers
Sam Fischer, China president, **Diageo**
Joerg Wuttke, president, **European Union Chamber of Commerce in China**
Bethwyn Todd, president, Asia, **FMC Corporation**
Gordon Orr, senior adviser, **McKinsey**

Moderator
Vijay V. Vaitheeswaran, China business editor and Shanghai bureau chief, ***The Economist***

2.45pm **Networking break**

3.10pm **Chinese companies going global**

Three of the world's ten largest companies are Chinese; all of these are state-owned energy firms. Yet tech giants Alibaba, Baidu and Xiaomi dominate the hype and the headlines. A new breed of Chinese entrepreneur is going global, and in the process rewriting the popular view that Chinese companies' key strength is in copying others.

The internet sector in China is loosely regulated, but other industries are dominated by protected state-owned enterprises (SOEs). Beijing has signalled that it wants to make these other sectors more competitive, and plans to reform the country's SOEs. Can these companies also become world-class?

- Can China reform its SOEs effectively within the next five years? How will this affect the industries they operate in?
- What can the experiences of China's tech giants teach businesses in other sectors that are looking to grow globally? Who will be the next Alibaba?
- How do China's global businesses interact with the world?

In a series of one-on-one interviews, we ask senior executives to share their stories and experiences, and to reflect on what they see as the greatest challenges and opportunities for Chinese companies going abroad.

This session will be conducted in Mandarin Chinese with simultaneous translation to English.

Speakers
Wang Jun, partner, **BGI**
Angela Wang, senior vice-president, **Neusoft**
Stephanie Shao, senior vice-president, **Trina Solar**

Moderator
Wu Chen, editorial director, Global Business Review, ***The Economist***

PROGRAMME

3.50pm **Debate: Is Shanghai China's most innovative city?**

China has rapidly become an innovation superpower. The state still dominates the most sclerotic sectors of the economy, but those that are lightly regulated (such as technology) have fast become a coliseum where only the strongest survive.

Shenzhen, home to giants such as Huawei and relative newcomers such as drone-maker DJI, is often seen as China's innovation hub. This year, the city took top spot in the Chinese Academy of Social Sciences' annual ranking of Chinese cities most favourable to business, edging out neighbouring Hong Kong. Yet Shanghai is nipping at Shenzhen's heels. The city hopes to be China's main financial hub and a centre of entrepreneurship. In May, the provincial government announced a framework that would make the city a centre of technological innovation by 2020. Shanghai hopes its pilot free-trade zone will facilitate foreign investment in the tech sector. Is Shanghai China's real centre of innovation?

Motion for debate: Shanghai is China's most innovative city

For the motion
Kerry Brown, director, China Studies Centre, **University of Sydney**

Against the motion
Yasheng Huang, international program professor in Chinese economy and business, **MIT Sloan School of Management**

Moderator
Vijay V. Vaitheeswaran, China business editor and Shanghai bureau chief, ***The Economist***

4.30pm **In conversation**

Xiang Bing, dean, **Cheung Kong Graduate School of Business**

Moderator
Zanny Minton Beddoes, editor-in-chief, ***The Economist***

4.50pm **Keynote interview**

Feike Sijbesma, chairman and chief executive officer, **DSM**

Moderator
Zanny Minton Beddoes, editor-in-chief, ***The Economist***

5.15pm **Closing remarks**

Zanny Minton Beddoes, editor-in-chief, ***The Economist***

日程

8.30am **注册及交流**

9.30am **开场致辞**

Zanny Minton Beddoes **《经济学人》** 全球总编辑

9.45am **欢迎辞**

Mary Boyd **经济学人企业组织** 上海 总监

9.50am **中国及全球经济预测**
全球经济未来走势如何，中国经济又将如何影响世界？

演讲嘉宾
Simon Baptist **经济学人智库** 首席经济学家

主持人
Mary Boyd **经济学人企业组织** 上海 总监

10.40am **茶歇交流**

11.05am **中国经济的下一步棋**
中国的制造业日渐式微，难免带来对整体经济的担忧。未来五年中国经济将会经历怎样的发展，产业升级是否能够成功？经济发展模式将经历怎样的变化，哪些地区和领域正孕育着新生机遇？

演讲嘉宾
Qian Liu **经济学人智库** 全球经济研究部总监兼中国研究总监
Tom Rafferty **经济学人智库** 编辑/亚洲经济学家

主持人
Mary Boyd **经济学人企业组织** 上海 总监

11.55am **中国金融——有进步亦有不足，在曲折中前行？**
经过10年的游移不定，中国政府悄悄开始了金融领域改革。借贷成本一度被人为地压低。如今，利率管理较过去宽松，资本市场亦逐步迈向开放，金融行业正酝酿着更大的力量。人民币兑换更加灵活，假以时日便能成为真正的世界货币。当地政府获得更多征税自主权，缓解不时高企的政府债务。
更多的融资渠道给中国新一代企业家增添了双翼。由此催生的新型金融产品带动其它行业的发展。从电子商务，到线上支付，再到移动商务，中国甩开世界，遥遥领先。

日程

然而，中国经济增速在放缓，政府依旧手握经济，重要行业仍被国企垄断。近期以来，股市频繁动荡。或许中国经济的结构调整远未有想象中顺利。中国的金融业有进步，也有不足。

- 政府在金融行业的改革能否真正大刀阔斧地推进？将对中国本地及跨国企业带来怎样的影响？
- 中国企业债券市场如何演变？政府债券又如何？企业能从中获得哪些机会？
- 中国最大的企业是如何融资的？新推出的金融产品是否给未来的创业公司提供了更广阔沃土？跨国公司又有哪些机会？

演讲嘉宾
王涵 **兴业证券** 首席分析师
朱宁 **上海交通大学上海高级金融学院** 副院长
Fredrik Hahnel **瑞典北欧斯安银行** 中国区负责人

主持人
Simon Rabinovitch **《经济学人》** 亚洲经济编辑

12.40pm **交流午宴**

1.40pm **对话：中国经济特别报道**

演讲嘉宾
Zanny Minton Beddoes **《经济学人》**全球总编辑

主持人
Vijay V. Vaitheeswaran **《经济学人》** 中国商业编辑 上海分社社长

2.20pm **对话：新白银时代？跨国企业的中国未来**

中国经济增速放缓，却不妨碍其成为全球最大的市场，经济活动日益活跃。未来十年，服务业领域的开放将揭开12万亿美元的市场序幕。深谙消费者心理、擅长与消费者打交道的跨国企业虽摩拳擦掌、跃跃欲试，却不得不面对来自各具创意的本土企业的竞争。若公司灵活矫健，大可以稍加调整，抓住快速发展的中国市场。外国企业在中国的“黄金时代”也许已告一段落，新的“白银时代”则正在到来——更为复杂，却蕴含更大财富。

- 中国日益成熟的消费市场将给跨国企业带来怎样的机遇？哪些服务行业是跨国企业应该深挖的市场？
- 中国消费者需求多变，善用数字手段，跨国企业能否打败本土竞争者？
- 跨国企业在中国遇到了怎样的管治难题？又如何避开这些雷区？
- 未来五到十年间，进入中国的外国直接投资将面对怎样的监管环境？

日程

演讲嘉宾
Sam Fischer **英国帝亚吉欧公司** 中国区总裁
Joerg Wuttke **欧盟中国商会** 主席
Bethwyn Todd, **FMC Corporation** 亚洲区总裁
Gordon Orr **麦肯锡** 高级顾问

主持人
Vijay V. Vaitheeswaran **《经济学人》**中国商业编辑 上海分社社长

2.45pm **茶歇交流**

3.10pm **走向全球的中国企业**
位居全球规模前十的企业中，三家来自中国，并且清一色是国有企业。阿里巴巴、百度和小米三大科技巨头频现报端。新一代中国创业者正迈向世界舞台，打破“中国企业只擅长跟随”的固有印象。
中国的互联网行业监管较为宽松，而其它行业则多由保护伞下的国有企业占据。北京政府表示将推动国企改革，为这些行业引入竞争。它们是否也有望成为全球企业的领军者？

- 未来五年，国有企业改革能否有效推进？将对所在行业带来怎样的影响？
- 中国高新科技巨头的国际经验能否为其它行业的全球化所用？下一个阿里巴巴将会是谁？
- 中国的国际企业将如何与世界共舞？

在一系列的一对一访谈中，我们邀请企业高管分享故事、传授经验，探讨中国企业走向全球化中最重要的挑战和机会。
本环节将以中文进行，辅以英文同声传译

演讲嘉宾
王俊 **华大基因** 合伙人
王楠 **东软集团** 高级副总裁兼董事会秘书
邵阳 **天合光能有限公司** 高级副总裁

主持人
吴晨**《经济学人》**《全球商业评论》 主编

3.50pm **辩论：中国创新在上海？**
中国正迅速发展为创新大国。虽然某些经济领域仍可见到政府身影，在科技等监管较为宽松的领域中，快速发展的企业已经将弱小者挤出竞争舞台。

华为和大疆（最近崛起的无人机制造商）双双扎根深圳。今年，在中国社科院发布的中国营商环境排名中，深圳超越一河之隔的香港，登上榜首。上海并未坐以待毙，而是积极地发展成为中国的金融和创业中心。五月，广东省颁布发展框架，旨在2020年前将深圳变成技术中心。上海则希望借用自贸区先行优势，在技术领域引入更多外资。上海是否能真正成为中国的创新之地？

日程

辩题：上海是中国最具创新力的城市

正方
Kerry Brown **悉尼大学** 中国研究中心主任

反方
黄亚声 **麻省理工大学斯隆管理学院** 中国经济和商业国际讲座教授

主持人
Vijay V. Vaitheeswaran **《经济学人》**中国商业编辑 上海分社社长

4.30pm 对话

演讲嘉宾
项兵 **长江商学院** 院长

主持人
Zanny Minton Beddoes **《经济学人》** 全球总编辑

4.50pm 主旨对话

Feike Sijbesma **荷兰皇家帝斯曼集团** 董事长兼总裁

主持人
Zanny Minton Beddoes **《经济学人》** 全球总编辑

5.15pm 结束致辞

Zanny Minton Beddoes **《经济学人》** 全球总编辑