

2024 CMG Europe-China Conference Shenzhen (ECCS)

10-13 November 2024

At a glance

What is it?

Compact business learning conference curating high-value contextual / macro content for learning and engaging in China to support HQs in times of strategic decision-making regarding China

What it is not?

Business matchmaking, sector-specific program (e.g. medical device)

Target group?

European business/government, ca. 50-70 managers across sectors and functions

Key benefits?

Strategic intelligence, networking and personal growth, EUCCC-CMG co-issued certificate

Programming priorities?

Economy/business/entrepreneurship in China, policy, technology, geopolitics and society/culture

Where/when?

Shenzhen, 10-13th November 2024

Impact on your work week?

3 full days, running Sunday noon till Wednesday noon – using 2.5 days of working week, leaving 2.5d for personal business trip domestically in China after conference

Price?

EUR 2'750.- per participant (incl. conference, meals and local transport, excl. hotel, flights and visa)

Registration deadline?

2nd half of July 2024

For queries email us at conference@chinamacro.ch or join one of our two online introduction events, cf. www.chinamacro.ch/2024-eccc-conference



CMG's conference mission

Curate high-value learnings and engagements on-the-ground in China to equip the target group from European organizations with relevant strategic intelligence, network, cross-cultural analytics and empathy, and act as a trusted reflection partner and advisor on this journey and beyond



Target participants:

- Holding a management position in corporate, investment or public sector
- Affiliated to a European institution
 - Based in its global, regional (e.g. APAC) or China headquarter
- In need of compact, relevant and up-to-date strategic intelligence on the Chinese market

Participant's key benefits



Strategic intelligence

Gain relevant strategic “China intelligence” from diverse lenses incl. **market, policy, technology** and **geopolitics**, delivered **with high-quality curation and top-speakers**



On-the-ground

Encounter **Shenzhen** and the **Greater Bay Area** by visiting **leading tech firms**, engaging with **local entrepreneurs** and the **European business community**



Expand your network

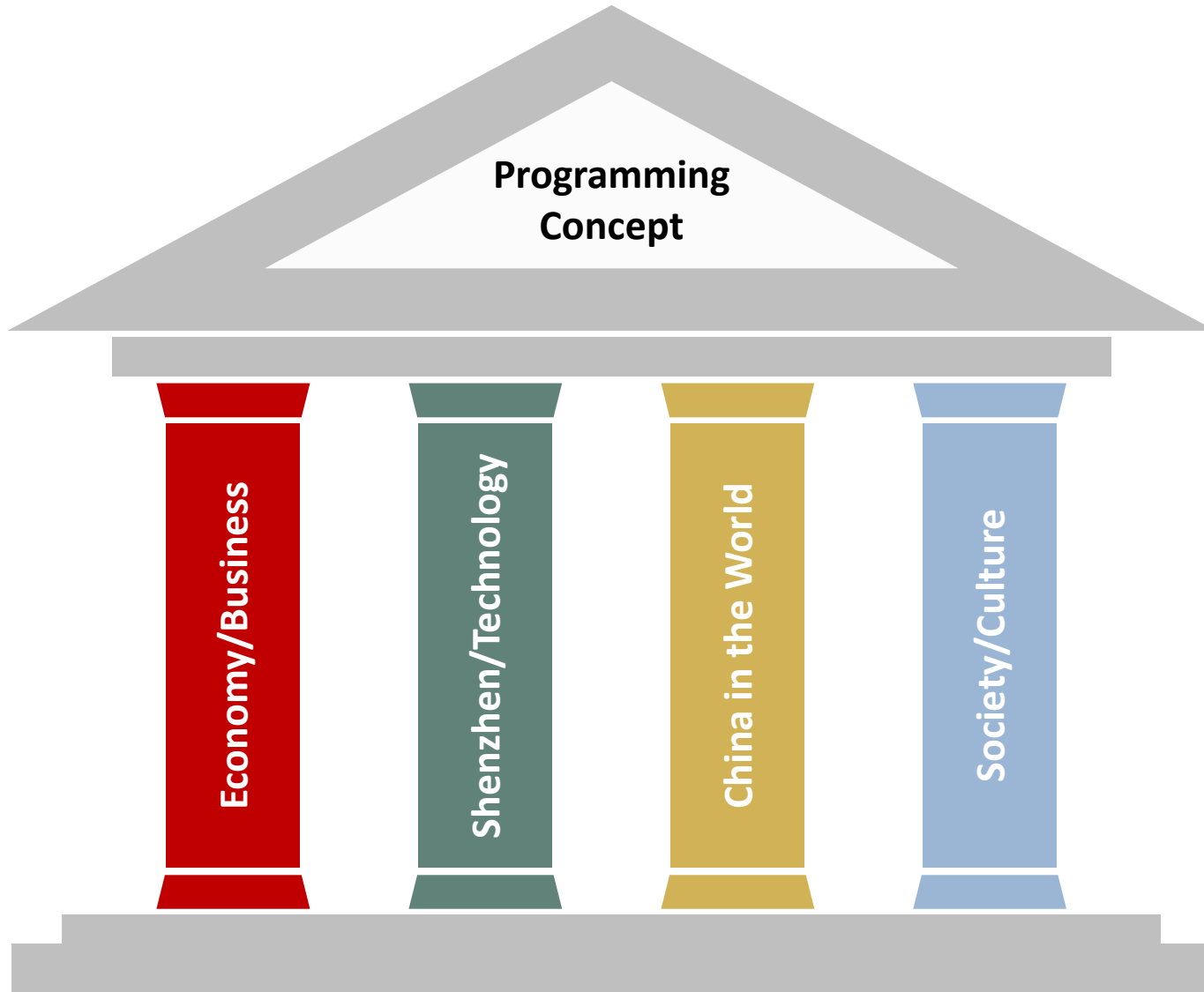
Meet **60+ peers** in European **business** with very diverse backgrounds, **KOLs/speakers** as well as **local contacts** to support your future work with and on China



Personal growth

Join this intercultural **dialogue exposing you to Chinese viewpoints** broadening your **horizon** and obtain a EUCCC South China-CMG co-issued **certificate** to confirm your engagement on China topics

Four key programming pillars



Four Programming Pillars

I. Economy/Business

- Macro economy and policy reforms
- Foreign business in China
- China's developmental model / challenges
- Entrepreneurship in China and leadership

II. Shenzhen/Technology

- Shenzhen's vibrant VC ecosystem
- Company visits (e.g. Tencent, BYD, Ping'an)

III. China in the World/Geopolitics

- Beijing's view of the world
- Geopolitics and evolving multipolarity?
- China-ASEAN connectivity

IV. Society/Culture

- Shenzhen through the lens of architecture
- Journalism in China

Shenzhen – convening in China’s youngest metropolis, a globally competitive economy and tech powerhouse



Location: Greater Bay Area, 20min train from Hong Kong, 2h 20min flight from Shanghai, 3h 25min from Beijing



Population: 17.66 M (2022), compared to 314 K (1979), +5'541%



GDP: 482 B USD (2023), 3rd city in China after Shanghai and Beijing



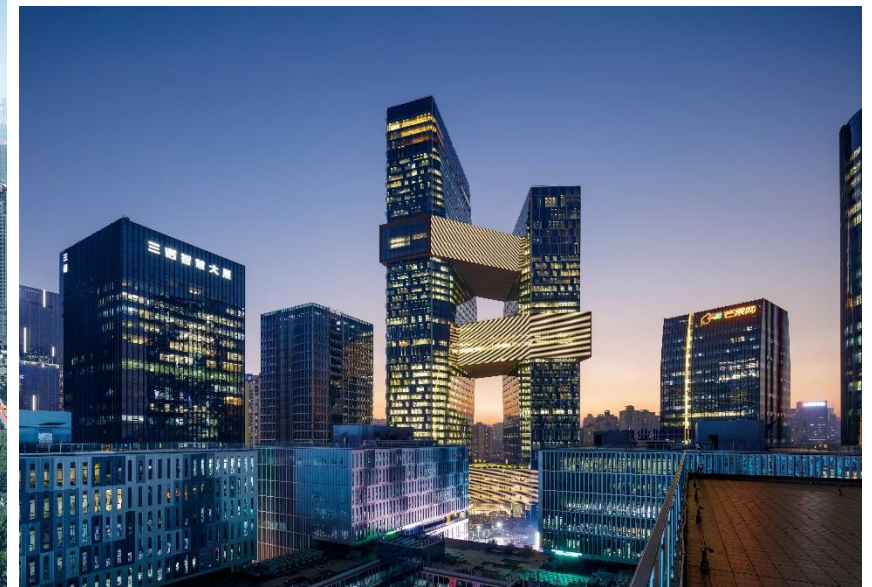
Tech-hub: home to tech giants such as Tencent, Huawei, DJI and BYD



Ping An Finance Center



Shenzhen Civic Center and the City's Skyline



Tencent Global Headquarter

Reference: 2023 “Re-Engaging with China – Business Opportunities and Challenges” program

22nd October / «Day 1»
Sunday

1) Shenzhen sightseeing

GAO Yan 高岩
(Ass. Professor of Architecture,
University of Hong Kong)



2) Welcome addresses

Toni Schönenberger, stars
Klaus Zenkel, EUCCC
Markus Herrmann, CMG

Zhang Lin 张林, Director Shenzhen
S&T Innovation Committee



3) China's demographic challenges

PENG Wensheng 彭文生
(Chief Economist, CICC)



4) Opening keynote speech

XIAO Geng 肖耿
(Founding Director of Tsinghua
Brookings program)



5) Post-Covid - Reconnecting with world?

Philippe Praz
(Swiss Consul General in Guangzhou)



Jan Rudolph
(German Consul General in
Guangzhou)



23rd October / «Day 2»
Monday

6) Economy – Recovery or Recession?

WANG Dan 王丹
(Chief Economist, Hang Seng Bank)



WANG Yong 王勇
(Ass. Prof. of Economy, PKU)



7) Venture capital / Shenzhen's ecosystem

Chen Mo 陈默
(Director, Dept of Funds and PM,
Shenzhen Angel FOF)



8) Engineering meets Entrepreneurship

LIU Hongjie 刘洪杰
(Founder Reexen, AI processors and chips)



Kathy GONG 龚晓思
(Co-founder Stealth Startup and WafaGames)



ZHU Hong 朱虹
(Co-founder of Enabot)



9) Site visits I & II

Tencent

Tencent 腾讯

Ping'an

中国平安
PING AN
专业·价值

10) Evening address

Ivan Gonzalez
(Swiss Re CEO Reinsurance China
and China Country President)



24th October / «Day 3»
Tuesday

11) Daring to win – BASF's Mega-Investm.

Jörg Wuttke
(ex President EUCCC, BASF China
Rep)



12) Being strategic in China

Matilda Ho
(Serial Entrepreneur and Investor)



13) Foreign business sentiment

Francine Hadjisotiriou-Tersiguel
(GM - South China at EUCCC)



Jayne Plunkett
(Group Chief Risk Officer at AIA)



Joe ZHENG
(Head External Alliance, China
Innovation Center at Roche)



14) Site visit III

Shenzhen Stock Exchange

15) Journalists@dinner

FANG Kecheng
(Assistant Professor of Journalism and
Communication, CUHK)



ZHENG Wei
(Senior Correspondent, SCMP)



25th October / «Day 4»
Wednesday

16) BRI After 10 Years

Zhang Jianyu 张建宇
(Executive Director, BRI Green
Development Institute, Beijing)



17) China's foreign policy

HAO Yufan 郝雨凡
(Professor, Chinese University of
Hong Kong, Shenzhen)



18) Navigating a more multipolar world

HAO Yufan 郝雨凡



Harley Seyedin
(President AmCham South China)



Marjut Hannonen
(Head of Trade Section of the EU
Delegation to the PRC)



19) A conversation with Dr. Uli Sigg

Uli Sigg
(Art Collector, Former Swiss
Ambassador to China)



20) M+ alumni event

Visit of M+ museum in
Hong Kong



Testimonials by 2023 participants (1/2)



Stephan Wyssbrod
UBS

“*The China Symposium was very well organized and it unfolded an **outstanding** program which illuminated the **power** of the Greater Bay Area, the Chinese economics as well as the political collaboration – all presented by **very relevant** speakers.*”



**Lukas Studer
Bertschi**

“*The China Symposium has an **outstanding** moderation, **perfect** organization and good mix of speakers. These were **excellent** 4 days, since I have not been in China since Covid – the symposium embraced its theme of ‘**Re-engaging with China**’ very well.*”



Mark Dittli
Financial Journalist

“*The China Symposium gave **a series of top level insight** into current economic, social and political issues in China as well as an in-depth look at the prospects of the **Greater Bay Area around Shenzhen**. The lineup of speakers was **brilliant**, and the organization and curation of the event by China Macro Group was **impeccable**.*”

Testimonials by 2023 participants (2/2)



Peter Hinder
Abifor

*“The China Symposium gave me a broad and exciting insight into Chinese business, politics and culture, coupled with **highly valuable** networking contacts. It was very well organized. We had the pleasure to listen to some **top-class speakers** and follow exciting panel discussions.”*



Patrick M. Renz
ADB

*“Participating in the China Symposium 2023 was **an extraordinary journey** for me, filled with **invaluable learning and inspiring encounters**...I am profoundly grateful for the experience and would **earnestly recommend** the China Symposium to anyone looking to broaden their horizons and gain a deeper understanding of China's role in the contemporary world. The knowledge and perspectives I gained are **invaluable**.”*



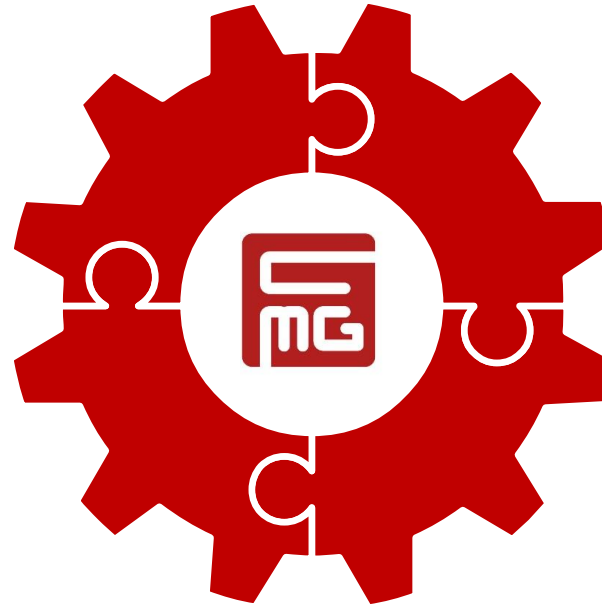
Graziella Leite Piccoli
ICRC

*“I feel very lucky to have been among so many **knowledgeable, talented, and successful colleagues**. The China Symposium offered a great programme with **high caliber speakers** and a very good balanced mix of topics. The event also gives you valuable networking possibilities...Spotless organization. I **would not hesitate** doing it again.”*

Why CMG?

Deep and varied **curatorial experience** regarding China related discussions, dialogues, events and a specific track record of delivering a post-Covid China symposium in October 2023

Extensive and trust-based **network** in China among local and foreign business, academia, think-tanks, international organizations and media



Cross-cultural **vantage point** enabling a critical yet empathetic «China analysis» relyig on policy, market, business and international affairs lenses

Professional service DNA, focused on **adding-value** to conference participants and understanding key questions and intelligence needs of European headquarters

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[China Macro Group \(CMG\)](#)