

Horasis China Meeting

5-6 November 2017, Sheffield, United Kingdom

a Horasis leadership event

Co-hosts:

Sheffield City Region

China Federation of Industrial Economics

Report



inspiring our future

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Upcoming Horasis events:

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| Horasis Asia Meeting | Kolkata, India, 26-27 November 2017 |
| Horasis Global Meeting | Cascais, Portugal, 5-8 May 2018 |
| Horasis India Meeting | Malaga, Spain, 24-25 June 2018 |

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Horasis China Meeting

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■ **Co-hosts:**

Sheffield City Region

China Federation of Industrial Economics

■ **Co-chairs:**

Lord Alderdice	Member of the House of Lords, United Kingdom
Anson Chan	Chairman, Bonds Group of Companies, Hong Kong SAR
Guan Jianzhong	Chairman, Dagong Global Credit Rating, China
Jiang Zili	Vice Chairman, Beijing Automotive Group, China
Emmanuel Justima	Chief Executive Officer, Modricenir, Haiti
Lu Yuebing	Chairman, TsingRay Investment Management, China
Lucy Niu	Executive Director, Research Center of Pacific Studies, China
Pierce Riemer	Director General, World Petroleum Council, United Kingdom
Sun Shengming	Vice Chairman, Ginwa Investments Holding Group, China
David Wright	Senior Advisor, Barclays International, United Kingdom
Deborah Wince-Smith	President, United States Council on Competitiveness, USA
Yuan Mingli	Co-founder and Chief Technology Officer, Caiyunapp.com, China
Zhao Jiasheng	Vice Chairman, China Nonferrous Metals Industry Association, China
Zhi Peng	Executive Vice President, Tsinghua Asset Management Group, China

■ **Co-organizers:**

China Fortune Media

EU-China Municipal Development Commission

■ **Academic Partners:**

University of Sheffield

Sheffield Hallam University

Tourism Partner:

Visit England

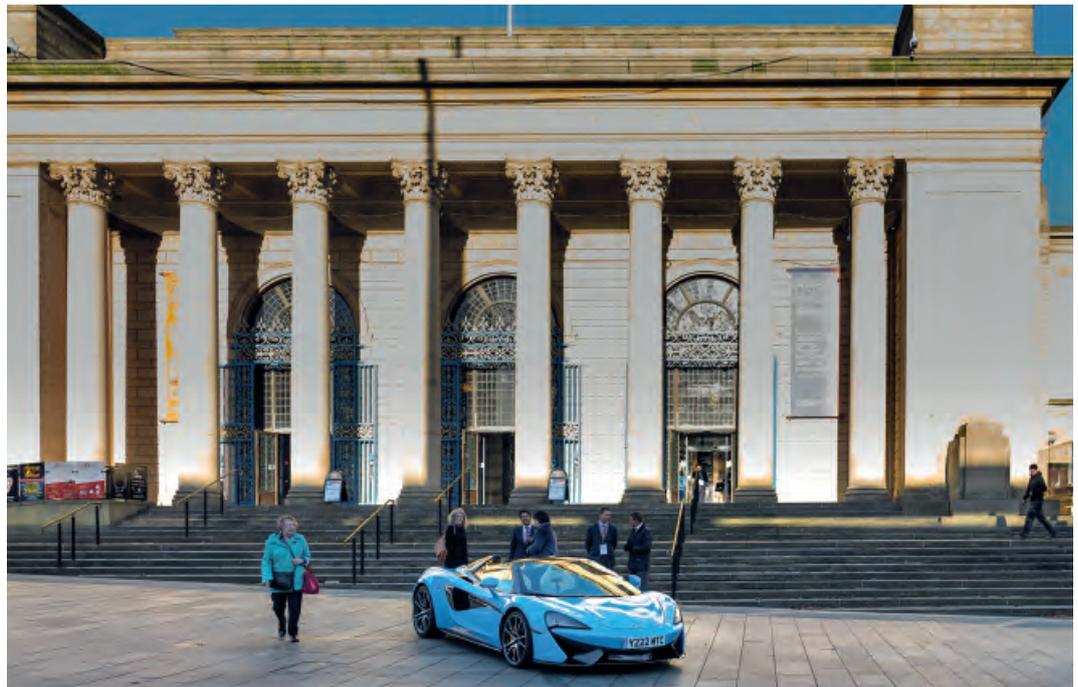


The 13th annual Horasis China Meeting took place in Sheffield

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Sheffield City Hall, venue of the meeting

Foreword

By Frank-Jürgen Richter,
Chairman, Horasis, Switzerland

The 13th Horasis China Meeting took place in Sheffield, UK over 5–7th November, 2017 – hosted by the Sheffield City Region and the China Federation of Industrial Economics.

Marian Sudbury, Northern Powerhouse Director of Exports and Investment, Department for International Trade, UK opened the meeting and welcomed the delegates. ‘The United Kingdom is delighted to host this Horasis China Meeting,’ she said. **Nigel Knowles**, Chairman, Sheffield City Region, UK mentioned how many global firms were coming to the rejuvenated Sheffield, once a high-tech steel works centre but now presenting as a materials science region. ‘We are a can-do centre able to add value to a wide variety of ventures,’ he said.

The location of the Horasis China Meeting rotates annually and in recent years has been held in Interlaken (2016), Cascais (2015), Como (2014), The Hague (2013), Riga (2012), Valencia (2011) and Luxemburg (2010). With these meetings Horasis aims to present a systemic view of activities affecting the drivers of China’s economic success and how Chinese businesses interact globally within other nations. According to **Xu Jin**, Minister Counsellor, Embassy of China to the United Kingdom, the event has become one of the foremost annual global business gatherings on China.

In the 2017 Horasis China Meeting there were over 300 delegates focussing on how the interactions of political and commercial policies combined to develop China’s present and future well-being, and how the



Nigel Knowles, Chairman, Sheffield City Region, welcoming participants

result of the BREXIT discussions might affect Chinese investments – both in the UK and in Europe. Also, discussions noted how the continued development of the Belt and Road initiative was helping develop innovations hubs in Asia, Africa, and the Middle East and into Europe’s fringes, including the UK. Perhaps the most notable event concerning delegates at this meeting was the 19th National Congress of the Communist Party of China held in Beijing over October 18th – 24th, 2017.

On accession, five years ago, President Xi Jinping moved on creating new directions for China. Now, in the fifth year of his Presidency a set of decisive aims could be defined for the nation. Over decades China has concentrated successfully on raising its economy to become a world leader in many sectors and it has developed a rich middle class wishing to buy goods ‘Made in China’ thus mitigating the effects of an economic slow-down in the West. According to **Alan X. Chen**, Chief Executive Officer, Zailairen Valeon Information Technology Inc., ‘China’s many firms have developed, and new policies have evolved just as global growth is seen to be increasing; many are now venturing overseas by M&A or by initiation of green-field sites.’



Virtual ribbon cutting ceremony

Xiong Meng, Vice Chairman, China Federation of Industrial Economics, China stressed China's new development concept of 'innovation, coordination, green, openness and sharing', leading to a revision of the 'new normal' of economic development as it moves to a more efficient, fair and sustainable economy. Integral to this strategy are the Belt and Road initiative, the 'Made in China 2025' and the 'Integrated Development of Beijing, Tianjin and Hebei' strategies. **Allen Qu**, Chief Executive Officer, Netconcepts China, went on to state that Sino-British trade structure could be further optimized: China's exports to Britain could be extended from traditional labour-intensive products to high-end manufacturing and infrastructure and other high level industries – noting how the Northern Powerhouse and especially the Sheffield City Region development might be conjointly integrated in China's investment planning. Following dinner a discussion was led by **Kristel Van der Elst**, Founder and Chief Executive Officer, The Global Foresight Group, Switzerland debating how a new generation of Chinese entrepreneurs are shaping industries and business processes locally and globally.

Many of the discussions at this Horasis meeting would not have taken place without China's decades of growth. 'And growth is to be continued,' as stated by **Kai Hu**, Founder, EverGreen Academy, China – stressing China's path towards harmony between humans and nature during President Xi's address to the Party Congress. **Vincent Zheng**, Managing Partner, Capital First Partners, China, explained that President Xi's 'Thought on Socialism with Chinese Characteristics for a New Era' shall ensure and improve living standards through development, and it derives from his focused, determined and committed leadership. 'Overall China is aiming towards its Two Centenary Goals,' said **Doris Fischer**, Chair of China Business and Economics, University of Wuerzburg, Germany. The first goal is to end poverty and double Gross Domestic Product (GDP) and per capita income from 2010 levels, and to complete the building of a moderately prosperous society by 2020 which will be one year before the 100th anniversary of the 1921 founding of the Communist Party of China (CPC). The second centenary goal is to become a 'prosperous, strong, democratic, culturally advanced and harmonious modern socialist country' by 2049 to celebrate 100 years of



Marian Sudbury, Northern Powerhouse Director, Department for International Trade, on behalf of the UK Government



Barry Piper, Chairman, The British Chamber of Commerce Shanghai and Bill Thomson, Founding Partner, Sino-Scot

the founding of the People's Republic of China in 1949. These two goals with their intermediary sub-goals were discussed in one panel session chaired by **Pieter Perrett**, Professor, University of Applied Sciences Northwestern Switzerland, Switzerland coming to the general conclusion '... these are ambitious plans.'

'The initial massive push by China to eradicate poverty was within China's many commitments to the UN Millennium goals when millions of Chinese people were raised over the poverty line,' said **Wang Chengxi**, Co-founder and Vice President, Emergent LLC. 'To eradicate poverty completely is a harder task,' added **Herbert Chen Wu**,



Xiong Meng, Executive Vice Chairman, China Federation of Industrial Economics

Editorial Director, The Economist Global Business Review, China. **Stanley Loh**, Chief Executive Officer, World Capacity Builders, Canada, held that 'over the past decades a vast new infrastructure has been built for transport, agriculture and water delivery as well as new towns completed (with their own detailed eco-infrastructures) to house the rural migrants that flow as wealth increases – these achievements will support and aid future growth.' These points of Chinese development were mentioned through the meeting in panels and plenary sessions. For instance, reflecting on the massive growth of Chinese tourism by people who are now wealthy enough to afford holidays, **Rafael Cascales**, Pre - sident, Spain China Tourism Association, Spain noted the massive scale presented difficulties, even in Spain, which is Europe's largest holiday venue counting visitor numbers; '... it is a new model, and we have to come to a new understanding of how to give value to the rapidly increasing numbers of visitors'.

The 19th Party Congress noted the election of six new members to the Standing Committee of the Political Bureau of the CPC Central Committee and President Xi opined the CPC will continue efforts to accomplish



Opening Plenary 'China and World Economic Outlook'



Song Minwang, Vice-Chairman, Fujian Tea Society, China

all the tasks laid down in the 13th Five-Year Plan: to develop new blueprints for China's future, and to see the flourishing of all the endeavours, especially to establish a moderately prosperous society across all metrics by 2020. President Xi said the Party must remain committed to a people-centred philosophy of development to make steady progress toward enhancing the people's sense of fulfilment and to realize a common prosperity for everyone. Importantly for foreign observers, he said China will work with other nations to build a global community with a shared future, and make new and greater contributions to the noble cause of peace and development for all humanity.

The latter points encapsulate how President Xi's goals absorb President Trump's early decision to abandon the Trans-Pacific Partnership – further emphasised at the November 2017 APEC meeting in Vietnam when President Xi stressed globalisation and harmony while President Trump stressed US inward isolation. However, in contrast to the current US views, China has long considered the redevelopment of the old Silk Road – but as a modern forward-looking initiative crossing Central Asia by land, and by re-developing ancient sea routes from China to Europe.

President Xi Jinping's official announcement of his One Belt One Road plan in November 2013 came as a surprise... to connect 65 countries with a combined population of 4.5 billion to boost long term global growth. President Xi stated that the Belt and Road (B&R) as it is now known, is predicated upon building a future for mankind that improves global governance and shared benefits. In this Horasis China Meeting we heard plenary speakers and panel discussants who considered the commercial opportunities presented by the B&R, not only for end-to-end trade but also within the hubs en-route. The current terminals of the B&R, such as the Wapping, London freight depot that



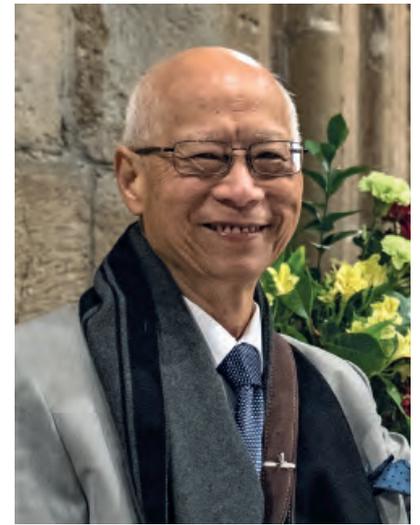
Guan Jianzhong, Chairman, Dagong Global Credit Rating, one of the co-chairs



*Zhao Jiasheng, Vice Chairman,
China Nonferrous Metals Industry Association*



*Herbert Chen Wu, Editorial Director,
The Economist Global Business Review*



*Stanley Loh, Chief Executive Officer,
World Capacity Builders, Canada*

received its first train-load of containers from China in January 2017 represents, in effect, the potential for joint development across a wide range of enterprises, opined **Rza Aliyev**, Deputy Secretary General, Nizami Ganjavi International Center, Azerbaijan. And **Stiphan Beher**, Advisor to the President of the Kyrgyz Republic, Kyrgyzstan even stressed that China is building-out ‘the one road, one belt and one ring’ initiative as its trade routes encircle the globe.

For many Chinese executives BREXIT is but one uncertainty in a world preoccupied by change. The elections throughout Europe have seen political alliances usurped by new populist parties: for instance, in October



David Wright, Senior Advisor, Barclays International

2017 Catalanian people voted to secede from Spain; the future Italian elections are potentially worrying for EU bureaucrats as severance arguments are being mooted. Further, the relations of the UK and the EU with the US are uncertain given President Trump and his Administration has been slow to create policy statements. Even so, the China-Britain Business Council finds Chinese firms in the UK are broadly confident up to the point of the UK leaving the EU; and also afterwards, as new opportunities for trade will open up. Chinese delegates, like **Chen Liang**, Managing Director, China Civil Aviation Investment Fund Management, China, noted that the UK is a good place to be: it has fair land and office prices, and for incoming Chinese manufacturers the UK’s financial system is open, its people well trained, and the logistics infrastructures are in place for materials supplies as well as finished good dispersal throughout Europe and the globe. According to **May Liu**, Chairman, May Group International, China, there will be initial difficulties while new rules, regulations and customs and taxation rules settle down, but most importantly, the governments of China and the UK have stated their intent to achieve a smooth transition and increase two-way investment.



*Florence Biot, Co-Founder
and Executive Director,
Asia Centre, France*



*Jarvous Chen, Managing Director,
Sinda Corporation*



James Kynge, Emerging Markets Editor, Financial Times, chairing the opening plenary



Chen Liang, Managing Director, China Civil Aviation Investment Fund Management



Xu Jin, Minister Counsellor, Embassy of China to the United Kingdom, speaking on behalf of the Chinese Government

The agreement in 2016 by the IMF to include the Chinese RMB into its basket of currencies has created a more resilient global investment climate. The IMF designated a new Special Drawing Right valuation basket to include the RMB as a fifth currency allowing it to become a freely useable currency world-wide. 'With this comes a new responsibility for Chinese bankers which is borne out by comments during the 19th People's National Congress as President Xi continues to press for development all levels,' opined **Alastair Campbell**, Chairman, Bridger, Hong Kong. Following the People's Congress and just after this Horasis meeting China has offered to open up its Banks to foreign investors up to a limit of 51%, a change hinted at by **Xu Qingen**, Group Chairman, Shanghai Capital Group, China.

The Opening Plenary upon 'China and World Economic Outlook' noted the risks at the top of the global agenda in 2017-2018, including commentary on the roll-out of the Chinese economy was chaired by **James Kynge**, Emerging Markets Editor, Financial Times, United Kingdom. **Guan Jianzhong**, Chairman, Dagong Global Credit Rating, China noted how credit rating in general needs to be developed

(perhaps offering a hint of the latest moves by the Finance Ministry to open up foreign investment in Chinese banks) which will bring in new expertise to the Chinese systems. **Pierce Riemer**, Director General, World Petroleum Council, United Kingdom reminded us of the very strong commitment by China to become more 'green' as it has repeatedly strengthened its decarbonisation and low-carbon energy targets. For instance it plans to reduce 'emissions intensity' (the volume of emissions produced relative to economic activity) by more than other major economies. 'The largest challenge is to meet these targets with its huge population that will demand more and more electrical energy,' said **Zhao Jiasheng**, Vice Chairman, China



Pierce Riemer, Director General, World Petroleum Council



Deborah Wince-Smith, President,
United States Council on Competitiveness



Jiang Zili, Vice Chairman,
Beijing Automotive Group



Emmanuel Justima, Chief Executive Officer,
Modricenir, Haiti

Nonferrous Metals Industry Association, China. **David Wright**, Senior Advisor, Barclays International, United Kingdom also noted how the liberalisation of the RMB would lift global growth through better trading fundamentals. **Jiang Zili**, Vice Chairman, Beijing Automotive Group, China was sure that the Chinese automotive industry would expand: incorporating electric vehicles and even with increased levels of autonomy – but level 4, fully automatic, will be some years away. He was cautious, suggesting some ‘black swans’ might be circling: we all have to pay attention.

‘The Chinese automotive industry will further expand, incorporating electric vehicles’
Jiang Zili, Vice Chairman,
Beijing Automotive Group, China

After lunch we heard panel members of the second plenary considering how we would ‘Embrace China’s New Normal’ a phrase capturing China’s new development which would pass through a transition from an ‘investment driven development strategy that propelled three decades of growth to one of highly knowledge-intensive growth,’ as **Yuan Mingli**, Co-founder and Chief Technology Officer, Caiyunapp.com, China put it. This plenary was chaired by **Baron Jean-Christophe von Pfetten**, Fellow at Emmanuel College, Cambridge University, UK. **Lord Alderdice**, Member of the House of Lords, UK suggested that China needs geo-political stability that can be achieved through strong leadership based on an understanding of history – a worry is of a 3rd global conflict based in cyberspace wherein there are, as yet, no Rules of Engagement. **Emmanuel Justima**, Chief Executive Officer, Modricenir, Haiti also stressed the need for political stability given the apparent lack of US weight in the international arena. FinTech is coming



Yuan Mingli, Co-founder and Chief Technology Officer,
Caiyunapp.com



Paul McNeill, Managing Partner,
Resonance, China



Lucy Niu, Executive Director,
Research Center of Pacific Studies, China



Lord Alderdice, Member of the House of Lords,
United Kingdom



Sun Shengming, Vice Chairman,
Ginwa Investments Holding Group – making globaliation work

to the fore as is an increasing intensity of knowledge-based resources development. **Lu Yuebing**, Chairman, TsingRay Investment Management, China suggested the old normal growth of 10% will decrease to 6% which may cause some concern.

Lucy Niu, Executive Director, Research Center of Pacific Studies, China noted that the desired inwards investing firms ought to research carefully as ill-directed investment was wasteful.

‘The liberalisation of the RMB will lift global growth through better trading fundamentals’

*David Wright, Senior Advisor,
Barclays International, United Kingdom*

A third plenary, before the closing dinner, was concerned with ‘Making Globalisation Work’ noting how the many threads of globalisation have raised living standards through wide-spread integration and trade but contrariwise ‘the West seems to be de-globalizing whereas China is advancing globalization,’ as **Sun Shengming**, Vice Chairman, Ginwa Investments Holding Group, China put it. This session was chaired by **David Schlesinger**, Founder and Managing Director, Tripod Advisors, Hong Kong. **Anson Chan**, Chairman,

Bonds Group of Companies, Hong Kong noted how voters were rebelling globally against the status quo, but that was ‘the old model’. We need a new model of behaviour to raise beliefs in leaders and mankind.

Deborah Wince-Smith, President, United States Council on Competitiveness, USA noted how large scale simulation models can advance pharmaceutical development thus massively reducing the duration of field trials. ‘China is the world’s new engine of globalization,’ concluded **Zhi Peng**, Executive Vice President, Tsinghua Asset Management Group, China.

The closing dinner speeches were concerned with ‘The New China Context’ noting that China, in the midst of sound



Zhi Peng, Executive Vice President,
Tsinghua Asset Management Group



Lu Yuebing, Chairman,
TsingRay Investment Management



Kristel Van der Elst, Founder and Chief
Executive Officer, The Global Foresight Group



Anson Chan, Chairman,
Bonds Group of Companies, Hong Kong

economic development, will shape the course of global business for the rest of the 21st century and its path might be supported by other nations. Chaired by **Nigel Knowles**, Chairman, Sheffield City Region, United Kingdom who briefly noted highlights from the day's panels and who introduced **Xiong Meng**, Executive Vice Chairman, China Federation of Industrial Economics, China to give his closing remarks. Mr Xiong suggested China and UK highly complemented each other in terms of industrial structure, international division of labour, R&D and innovation

capabilities, and with the competitive advantages of products. They also share similar visions, wide common interests, and a broad prospect of cooperation. And, given the many years of cooperation of CFIE and Horasis, he stated this meeting has gradually established its brand and increasingly gets known in the business circles in China and Europe – playing a positive role in strengthening economic and trade relations between China and UK, and China and Europe at large, and generates more cooperation opportunities for the world.



Olav Ermgassen,
Founder and Managing Partner,
Ermgassen & Co., UK



Opening dinner at the Cutlers' Hall



Plenary 'Boosting China's Private Sector'

Summary

By University of Sheffield

Introduced in 2005, Horasis China Meeting has become one of the foremost global business gatherings on China. The 13th Horasis China Meeting 2017 was convened on 5-6 November in Sheffield, the United Kingdom, co-hosted by the **Sheffield City Region** and the **China Federation of Industrial Economics**. The two universities in the Sheffield City Region – the **University of Sheffield** and **Sheffield Hallam University** acted as Academic Partners and provided academic, reporting and logistic support. More than 300 participants from businesses and governments joined an intense two-day programme designed for senior decision makers from China and the world to identify business opportunities and innovative approaches to economic development.



Andreas Hube, Vice President, SAP, Germany

The meeting was held in the background that China's economy is in a critical stage of transformation and upgrading, while still faced with a number of challenges and obstacles. China is making headway in optimising its economic structure, improving

the quality of its economy and accumulating momentums for new growth. Under the guidance of the new development concept of 'innovation, coordination, green, openness and sharing', China actively adapts itself to and leads the new normal of economic development on its way to a more efficient, fair and sustainable economy.

'China and UK highly complemented each other in terms of industrial structure, international division of labour, R&D and innovation capabilities, and with the competitive advantages of products'

Xiong Meng, Executive Vice Chairman, China Federation of Industrial Economics, China

In 2016, Chinese economy has made new progress. China's Gross Domestic Product (GDP) reached 74.4 trillion RMB, up by 6.7% year on year, contributing over 30% to the global economy growth. China ranked the world's largest exporter and the second largest importer for 8 consecutive years while its total volume in service trade ranked second in the world. Its foreign investment came second in the world with a substantial increase of 44% in 2016 while its foreign direct investment (FDI) inflow ranked third globally. While the quality and



Peng Hongsen, Co-founder, Techbridge Innovation, China

efficiency of the development have been markedly improved, the development of new technologies, new types of business and new economic patterns have also been accelerated.

As **Xiong Meng**, Executive Vice Chairman, China Federation of Industrial Economics stated in his speech, China and UK share similar development visions, many common interests and a broad prospect in cooperation. Mr. Xiong addressed that China and Britain, ranking second and third respectively in the world service trade, have huge potential in cooperation in service trade which can be a new growth point for



Rajive Kaul, Chairman, Nicco Group, India



The China Federation of Industrial Economics welcomed by the Sheffield City Region

bilateral cooperation. He also suggested that China and Britain should strengthen the cooperation in financing platforms by fully tapping into the unique advantages of London as the leading global financial centre to better serve infrastructure construction along the routes of the ‘Belt and Road Initiative’. In addition, UK’s R&D and design capacity in high-end sophisticated industries such as bioscience and technology, low carbon and clean energy, high-tech materials, information and communication technology, aerospace, pharmaceuticals and transportation equipment can match up to ‘Made in China 2025’ strategy, especially in conducting joint scientific research with China.



Wang Chuntao, General Manager, Avic Automation Co., China

‘The UK wants to build on its relationship with China, which has strengthened significantly in recent years, and establish a sound post-Brexit dialogue’

Nigel Knowles, Chairman, Sheffield City Region, United Kingdom

‘The UK wants to build on its relationship with China, which has strengthened significantly in recent years, and establish a sound post-Brexit dialogue,’ said **Nigel Knowles**,



Roy Chan, Co-Managing Partner
Mainland China, DLA Piper



Paul Hardy, Brexit Director,
DLA Piper, United Kingdom



Alastair Campbell, Chairman,
Bridger, Hong Kong

Chairman, Sheffield City Region, United Kingdom. The UK could be central to China’s ‘One Belt, One Road’ initiative, with the UK developing into a hub for construction and design competencies as well as other professional services linked to China’s outbound plan.

With all the cooperation prospects in mind, conference participants discussed a wide range of issues related to China and its new economic leadership role. With the UK’s historic decision to leave the European Union, the summit also reflected on the implications for Chinese firms.



Christina Bastin, Portfolio Manager,
Muzinich, United Kingdom

Nigel Knowles also introduced Sheffield City Region, a region located in the centre of UK’s Northern Powerhouse, by emphasising its heritage, resilience and learning. He said: ‘We are proud of our heritage as a place at the heart of the Industrial Revolution. Our resilience has enabled us to emerge from the decline of large scale industrial production with industrial led research and collaboration through learning – both now at the heart of our economic future.’ ‘We are moving more into health care, advanced manufacturing techniques, material science, digital and media. We are a fast growing region with all the right ingredients to attract all the right people who want to establish their presences here ... Sheffield City Region is blessed with great advices, whether they are legal, financial, banking, everything you can possible want, is in this region.’ He added at the ‘Heritage Resilience and Learning’ session.

‘China will work with other nations to build a global community with a shared future’

Hu Liyong, Chairman,
Juru Asset Management Group, China



Andrew Storer, Chief Executive
Officer, Nuclear AMRC, UK



Hu Liyong, Chairman, Juru Asset Management Group



Plenary session on globalization

A major theme for discussion was the 19th National Congress of the Communist Party of China (NCCPC) held in late October 2017 where president Xi Jinping unveiled China's path towards the future. According to **Hu Liyong**, Chairman, Juru Asset Management Group, China, interpreting the results of the NCCPC, 'China will work with other nations to build a global community with a shared future.' 'China's economic development is shifting from high-speed growth to a higher-quality development stage,' said **Guan Jianzhong**, Chairman, Dagong Global Credit Rating, China. 'Modernisation would be more multifaceted than just GDP growth, incorporating greater concern for social

well-being,' added **Jiang Zili**, Vice Chairman, Beijing Automotive Group, China. Still, 'there won't be dramatic fluctuations in economic growth in the coming period,' as **Deborah Wince-Smith**, President, United States Council on Competitiveness, USA put it. **Wince-Smith** also stated that China's macroeconomic environment remains favourable, with low inflation, high savings rates and moderate levels of debt.

'China's macroeconomic environment remains favourable, with low inflation, high savings rates and moderate levels of debt'

Deborah Wince-Smith, President, United States Council on Competitiveness, USA



Sheffield Master Cutler Kenneth Cooke

Already now, 'China makes impressive strides in innovation,' pinpointed **Lord Alderdice**, Member of the House of Lords, United Kingdom. 'The international community places high hopes on China to further liberalise its capital market,' **David Wright**, Senior Advisor, Barclays International, United Kingdom, said. 'China is making prominent progress in terms of market efficiency, technological readiness, and higher education,' **Peng Hongsen**, Co-founder and Chief Executive officer, Techbridge Innovation, China, added.



During a networking break



Jerry Zhang, Chief Executive Officer, Neocomm Broadband

China's Investment in the UK and the world, and the Implications of Brexit for Chinese Firms



Zhang Ying, Associate Dean, Rotterdam School of Management, The Netherlands

China's outbound investment has been higher than inbound for the last few years. This momentum is beginning to create new market leaders, breaking the dominant positions of Western multinationals. The session 'China's Global Expansion' discussed the opportunities and challenges Chinese firms are facing today in their investment in the Globe.

Roy Chan, Managing Partner Mainland China, DLA Piper, China believed Chinese companies are now more confident of buying foreign assets, and the acquisition has always topped the headlines in the national newspapers. 'Things have changed. They have become very strong.' Mr. Chan said.

Zhi Peng, Executive Vice President, Tsinghua Asset Management Group, China, provided a perfect example of Chinese hi-tech companies in Zhongguancun Science & Technology Zone, the Silicon Valley of China, investing in the world. Ms. Zhi highlighted two strengths of the investment – global experiences and local teams. 'We have a very strong team in North



Paul Taylor, Chief Advisor, Zhuzhou CRRC Times Electric

America and we have a strong education background in North America with strong industry experience ... We also have very solid local services and local teams in Europe who are European people', she stated. 'Historically, people invested using cash, whereas nowadays people use foreign currency to do foreign investment,' she added.

Zhi Peng's example partly provided a solution to the challenges that was put forward by **Jerry Zhang**, Chief Executive Officer, Neocomm Broadband, China :

- How do Chinese investment companies effectively communicate with their local partners, especially cross-culturally.
- How to ally with the interests of the local partners, and do the local partners share the vision?
- How do Chinese investment companies measure the performance of local partners and executive teams?

When asked 'With the increase of Chinese investment abroad, the Chinese government begins to examine foreign projects seriously. At the same time, European countries have stepped up their censorship of Chinese investment. With the pressure of such double challenges, will investment in the Europe from China maintain its



Paul Xie, Founder, Kunpeng Online



Julie Kenny, Board Member, Local Enterprise Partnership, Sheffield City Region



Henry Shterenberg, Chief Executive Officer, UGTI Inc, Ukraine

trend of expansion?’ **Guan Jianzhong**, Chairman, Dagong Global Credit Rating, China responded: ‘Strict review is not a bad thing. It just needs to be more standardised. Chinese companies should not invest without considerations ... it must fit the national interests and future capital market demands. This is part of the adjustment of the economic structure. Such control makes the direction of investments more accurate and the investment value more significant.’

Other challenges included rebranding China’s image in the world. Mentioned by **Thomas Eymond-Laritz**, Managing Director, Mercury, United Kingdom, China is the only country with higher percentage

of distrust than trust. This raises a massive problem for the expansion of China. ‘Trust is what we know, and distrust is what we don’t know ... Do US and European people know about China? Very little’. He added. Mr. Eymond-Laritz suggested that public diplomacy could help overcoming the negative image. Other than that, China should also:

- present itself to the world and share experiences, and
- let more people to learn about Chinese culture. ‘If more people know about Taichi and Acupuncture, the images would change.’



Stiphan Beher, Advisor to the President of the Kyrgyz Republic, Kyrgyzstan

It was concluded that China as a global power will continue to expand their foreign investment in the near future with standardised government control. More work should be done to rebrand the image of China in the world. Additionally, China also needs to look wider and allow more countries to be part of the China Dream. So, what are the impacts of Brexit on Chinese investments?

In his opening dinner speech, **Xiong Meng**, Executive Vice Chairman, China federation of Industrial Economics, China stated: ‘though the future of Brexit is uncertain, it



Zhou Lu, Executive President, Confederation of Chinese Business UK



May Liu, Chairman, May Group International and Kevin McCabe, Chairman, Scarborough Group International



Wang Shaojin, Deputy General Manager, Shanxi Coking Coal Group

did not shake China and UK's determination and confidence for closer cooperation.' According to Mr. Xiong, in 2016, bilateral commodity trade volume basically remained stable, showing resilience and vigor against the backdrop of a weak global economy. Meanwhile, despite the financial market volatilities and uncertainties in the wake of Brexit, Chinese enterprises have maintained a good momentum in investing in the UK. China's investment in the British nuclear power plant at Hinkley Point offers a great example.



Urs Lustenberger, President, Swiss Asian Chamber of Commerce, Switzerland

In the next morning's Boardroom Dialogue session 'Investing in the UK', Mr. Xiong's opinion was echoed by the panelists. According to **Julie Kenny**, Board Member, Local Enterprise Partnership, Sheffield City Region, and **Zhou Lu**, Executive President, Confederation of Chinese Business UK, United Kingdom, Brexit is a golden opportunity for Chinese investors to invest in the UK. All panelists believed that UK is an international country, Brexit won't restrict its openness and internationalisation.



Kai Hu, Founder, EverGreen Academy, China

In the same session the panelists indicated a need for a transition time to allow UK and its business connections with other countries to adapt to new rules after Brexit.

Meanwhile they were also concerned about the uncertainty brought by Brexit, which would in term slow down small business investment decision making process. However, they pointed out that even so, the collaborative investments would still be powerful in the UK due to UK's strong brand awareness in the world.

Jeffries Briginshaw, Chief Executive Officer, British-American Business Council, United Kingdom summarised: 'I think the cases for investing in the UK has been established many many years, centuries, and is deeply rooted, and I have no doubt what so ever, that the route would continue



Jeffries Briginshaw, Chief Executive Officer, BritishAmerican Business



Anny Gao, Managing Partner, C-Bridge International Trading



Stacy Kenworthy, Chief Executive Officer, HellaStorm, USA, on the power of Chinese innovation

sustain growth for the years to come ... I think what we acknowledged, from the panel, is that Brexit is not a good thing ... But overall, we remain optimistic about the case for investing in the UK.'

The Implication of China's political environment – 'One Belt One Road' and the 19th National Chinese Communist Party Congress

China's recent political environment implies that China's economy is facing a series of transformations. The session



Adnan Akfirat, Chairman, TUCEM Turkish-Chinese Business Matching Center, Turkey

China's Grand Trade Strategy focused on China's Belt and Road Initiative and its impact.

The Chinese government proposed the One Belt One Road Initiative (BRI) in 2013. It is an initiative to encourage the communication of business, culture and economy among the countries along the new silk road. In recent years, China has also signed many Free-Trade-Agreements (FTA) with countries all around the world to let both sides reap benefits from it. The Central Government proposed that they encourage innovation to create more trade opportunities.

Adnan Akfirat, Chairman, TUCEM Turkish-Chinese Business Matching Centre, Turkey stated: 'BRI is not just for trade cooperation but it is a tool for establishing a more equal and stable society. It is a good chance to keep the peace.' 'It is a tool to bring countries together, unite forces and share competitive advantages,' he added. **Lu Yuebing**, Chairman, TsingRay Investment Management, China, suggested: 'BRI brings opportunities to the UK from China. We will see how Chinese work with developers and to collaborate in areas such as innovations, technologies, researches, and IT.' **Anny Gao**, Managing Partner, C-Bridge



Georges Sudarskis, Founder and Managing Director, Sudarskis & Partners



Tan Peitao, Managing Director, CUKCN



*Doris Fischer, Professor, University of Wuerzburg, Germany
and Liu Jingyi, Editor-in-Chief, Global China Insights*



John B. Kidd, Research Fellow, Aston Business School

International Trading, China, mentioned: ‘The Government is not trying to dictate the BRI; it is trying to discuss and hear different opinions.’ ‘However, there are also some countries where BRI has had negative effects. For example, in India, BRI caused confusion so India proposed its own maritime links to Africa and to Japan’ said **John B. Kidd**, Research Fellow, Aston Business School, United Kingdom.



*Vincent Zheng, Managing Partner,
Capital First Partners, China*

China also signed many FTAs with other countries. Benefitted from the FTAs, **Anny Gao** commented: ‘with FTA regulations in place, we can give our customers better prices. We need more FTAs between different countries so that business can benefit from them,’ she suggested. The critics came from **Alex Russin**, Partner, Marina LLC, United Kingdom: ‘When China implement these programme, they do it with complete independence and isolate themselves from local communities ... they cannot reach out (because of lack of knowledge of local language and cultures) and inevitably encounter obstacles.’



*Luigi Gambardella, President,
ChinaEU, Belgium*

It was concluded that the ‘One Belt One Road Initiative’ can bring benefits to all countries along the route. Everybody can impact others when BRI gets deeper and

deeper and impacts will be for the majority. It is about a peaceful development and will bring more opportunities to international trade. In addition, the panelists also agreed that although during the enforcement FTAs encountered obstacles because of cultural and language barriers. An open approach to forward its own ambitions can help other countries to reach their own goals.

The 19th National Chinese Communist Party Congress (NCCPC) was also a popular topic in various sessions. **Lucy Niu**, Executive Director, Research Centre of Pacific Studies, China suggested: ‘Foreign companies have to study the NCCPC report



Ninel Seniuk, Lecturer, MGIMO University, Russia

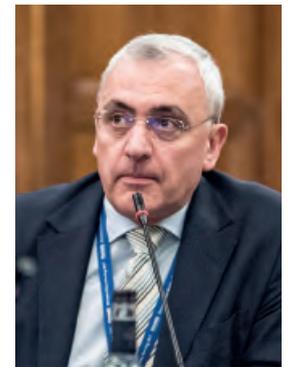


Reflecting on the trends shaping the future of China's capital markets

to understand China's economic transition and industrial reform.' The 19th NCCPC highlighted that China's economy has been transitioning from a phase of rapid growth to a stage of high-quality development – New Normal. Recognising the transition, **Lu Yuebing**, Chairman, TsingRay Investment Management China commented: 'in the future, we should have new thinking of new normal. The UK has a very strong innovating ability, and China has a big domestic market ... The China market will grow even bigger because Chinese government will encourage increase of per capita income and domestic market driven

growth.' Mr. Lu added: 'In the UK or Europe, it takes about half a year to find all the suppliers to make a product. In the US, ... it takes probably 3 months. But in China, probably 2 weeks because the intensity of the competition is much higher. It is very good for technologies to be commercialised, to scale up in a very short time. So that's why I came up the idea: China plus UK equals to US.'

Emmanuel Justima, Chief Executive Officer, Modricenir, Haiti, commented on the New Normal: 'We understand that China's economic shift is based on technology exportation as the foundation, of competitive advantage.' 'We need to build technology based plans. That's what China is doing well today, understanding that the technology based planning is the source of competitive advantage,' he added.



*Alexander Batchvarov,
Managing Director, Merrill Lynch*



*Martin Haemmig, Visiting Professor, Renmin University, China,
asking a question*

We need to build technology based plans. That's what China is doing well today, understanding that technology based planning is the source of competitive advantage'

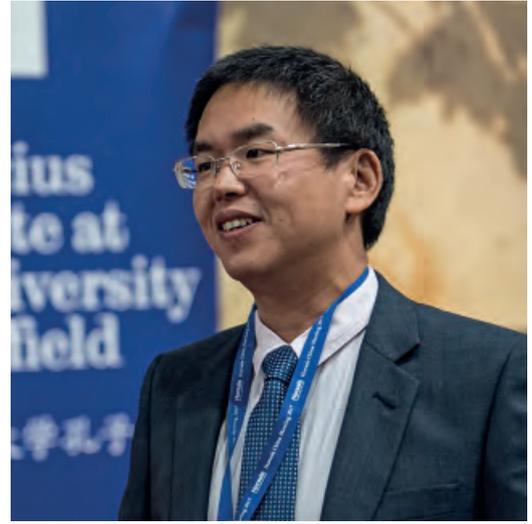
*Emmanuel Justima,
Chief Executive Officer, Modricenir, Haiti*



George Iliev, Director, Association of MBAs, United Kingdom, making a point



Deepak N. Lalwani, Chairman, Lalcap, United Kingdom



Shi Wenjie, Associate Professor, Central University of Finance and Economics

The 19th NCCPC also highlighted that China will continue to open its door to the world, and it will become more and more open. China will significantly ease market access and protect the legitimate rights and interests of foreign investors.

Welcoming the policy, the session ‘Foreign Firms in China’ concluded that if the foreign industry knows China and follows all its rules and practices, they will be able to find and seize many opportunities. The most important thing to remember is that China always welcomes foreign investment. **Bill Thomson**, Founding Partner, Sino-Scot, United Kingdom discussed China’s social and environmental conditions for foreign investment opportunities. He said: ‘The Chinese government is doing a lot about air and water pollution, but not much about cleaning up the land. UK companies have technologies for that ... Food safety is a major issue in China, as the people are richer this problem is more evident. Imports of food are growing ... Healthcare is also a growing industry, as well as education ... One interesting area for investors is ageing care.’

At the session Reforming China’s Capital Market, **Du Yuejin**, Member of the Board, China Fortune Media Group, China also discussed the 19th NCCPC’s implication on China’s capital market. He said: ‘In the 19th NCCPC, president Xi presented three steps to improve China’s capital markets. The first step is to further expand and open, this is becoming an essential trend for the development of Capital market. We should improve the existing interconnections (Shanghai-London), and open securities for financing to foreign investors and improve the global service network to develop One Belt One Road Initiative for the world.



Anne-Marie Martin, Chief Executive, COBCOE, UK



James R. Lee, Managing Partner, Lee & Partners, Denmark



Alan X. Chen, Chief Executive Officer, Zailairen Valeon Information Technology Inc.



Zhang Ting, Founder and Chief Executive Officer, Crayfish.io



Panellists of plenary 'Joining Hands for Innovation' with Frank-Jürgen Richter

The second step is promoting China's capital market reform, such as further improving the multi-level market system, promoting market-oriented distribution, pricing mechanisms and building more effective market listing mechanisms. Finally, the third step is improving the financial supervision system in order to prevent systemic risks from happening.'

Participants also discussed the risks and challenges to China's flourishing growth of economy, and the potential solutions at the political level. **Guan Jianzhong**, Chairman, Dagong Global Credit Rating, China, gave his insights on China's debt at the



Edgar Bullecer, Co-Founder and Managing Trustee, The Paglas Group, Philippines

Opening Plenary: China and World Economic Outlook: 'From 2008-2016, China's debt growth increased at an average of 21.4% per year, while economic growth is 8.4% per year. China needs to establish a national and global debt management model and we can not completely allow the market to operate it.'

'China's economic development is shifting from high-speed growth to a higher-quality development stage'

Guan Jianzhong, Chairman, Dagong Global Credit Rating, China

When he was asked to elaborate on the idea of 'global debt management model', Mr. Guan responded: 'This model of debt management sets up a system based on the source of the debt and the macroeconomic aggregate. To consider the main body of the debt sources of the countries, and the ability of debt repayments for each of them, a sustainable scientific evaluation system is needed. It should be elevated to the height of state governance, and a statistical system of state credit information and debt information should be established, and enforced by law.'



Li Ruoran, Vice President, EIF Financial Leasing, China



Angie Hobbs, Professor of Philosophy, University of Sheffield, chairing a panel on China's youth

Education, Entrepreneurship and Innovation



Metin Guvener, Chairman, Triangle Group, UK

'China is no longer aiming only at the GDP growth. They are focusing on quality growth. To realise that goal, China will have to develop all kind of industries, innovation and creative industry in particular.' **Alexander Wan**, Former Senior Advisor, China Daily Asia Pacific, Hong Kong suggested in session 'Joining Hands for Innovation'.

Ken Hu, President and Chief Executive Officer, HKE Technology, USA commented: 'I believe the real innovation is to empower and engage the spirit of modern Chinese entrepreneurs ... I believe the future of real innovation with Chinese entrepreneurs spirit is to transfer and translate local idea, to something that is with much big impact, to the max.'

So, how to cultivate Entrepreneurship? The panelists at the session 'Cultivating Entrepreneurship' the Role of Youth had a heated discussion. It was agreed that passion, confidence and resilience are the most important factors when it comes to youths building their own entrepreneurship. **Liu Chenchao**, Chief Executive Officer,



Diana Skelton, Deputy Director General, ATD Fourth World, France

Silreal, Germany concentrated on the importance of resilience: 'if you fail, it doesn't mean you did anything wrong, your resilience should come from it.' Mr. Liu also added: 'A sense of responsibility is very important. Every Chinese youth should keep their confidence and responsibility in order to achieve success.' **Harrace Lau**, Co-founder of eOneNet.com, Hong Kong insisted 'Passion with persistence is very important.' **Zhang Ting**, Founder and Chief Executive Officer, Crayfish.io, United Kingdom believed that enjoying the journey of entrepreneurship is just as important as the result.



Liu Chenchao, Chief Executive Officer, Silreal



*Keith Burnett, Vice-Chancellor,
University of Sheffield, UK*



*Harrace Lau, Co-founder, eOneNet.com,
Hong Kong SAR*



*Ken Hu, Chief Executive Officer,
HKF Technology, USA*

It then comes to the question that was asked by **Keith Burnett**, Vice-Chancellor, the University of Sheffield, United Kingdom at the session ‘Educating for a New Age’: ‘In the future, do we need universities anymore? These days people are encouraged to be more entrepreneurial.’ Increasingly globally disruptive technologies demand constant lifetime education to return people to work. And being entrepreneurial requires being interdisciplinary, as **Han Tianqi**, Founding President, China APEC Youth Delegates Network, China stated. Han argued it is the interdisciplinary quality of young Chinese entrepreneurs that westerners focus on the most, and ‘being interdisciplinary will create more interesting ideas.’



*Han Tianqi, Founding President,
China APEC Youth Delegates Network, China*

The panelists at the session ‘Educating for a New Age’ agreed that universities are needed as ‘universities have a key role in preparing agenda for students in adapting to this new world.’ Stated by **Timothy Nichol**, Dean, Liverpool Business School, United Kingdom. Nichol added: ‘the two main purposes of universities are that we must look after the interests of the students and the implementation of technologies to help overcome barriers.’ Nichol then put forward three suggestions: First, universities need to look at the attitudes and attributes, see how they are adaptable in the future. Second, the universities should provide life-long learning opportunities in subjects including science, technology, mathematics, and from a business perspective, management. Third, universities need to lower the barriers to ensure knowledge is being created every day, and continuously engage with the community.



*Matthias Kamp, Correspondent,
WirtschaftsWoche, Germany*

A different voice came from the session ‘Reading China’s 13th Five-Year Plan’. **Peter Helis**, Vice Chair, European Union Chamber in South China, China argued: ‘We need to convince the Chinese that we need vocational trainings for blue collars ... Innovation and entrepreneurship doesn’t just come out of universities but from vocational training.’



*Brian J. Grim, President,
Religious Freedom & Business
Foundation, USA*



Session chair Alexander Wan, Former Senior Advisor, China Daily Asia Pacific

How can British and other global educational institutions develop the skills that China needs to adapt to the technologically fast moving world? **Keith Burnett**, Vice-Chancellor, University of Sheffield, United Kingdom has his answer. Burnett stated that university degree level study can be combined with vocational training by introducing Sheffield's two universities' degree-level apprenticeship programme. The programme helps plug a vital engineering skills gap in industry and provide an alternative route into higher education for young people. The programme uses the expertise of the University of Sheffield's highly successful Advanced Manufacturing Research Centre (AMRC) Training Centre and Hallam University's multi-disciplinary Materials and Engineering Research Institute (MERI), offering young people the opportunity to pursue study at university alongside real-life work experience. Burnett showed the audience a photo of a group of apprentices and said proudly: 'They just started their study at the AMRC this September.' This model can be used to train the next generation of Chinese young people in research, engineering and manufacturing.

believed the most important element of education is the people. Mr. Jin set up his company to recruit foreign teachers for Chinese universities and schools. 'one million well-trained English teachers are needed in China.' He claimed. However, he admitted that foreigners need to have certain qualifications to work in China and the policy to restrict foreigners working in China has been tightened recently.

Filling the Cultural Gap

Along with the rapid increase of economic growth in China, Chinese companies are now going through transformation and



Ali Osman Ozdilek, Member of Board of Directors, GD Holding A.S, Turkey



Yves Decadt, CEO, BioLingus, Switzerland



Steve Haake, Professor, Sheffield Hallam University, UK



Liu Hongchuan, Partner, Broad & Bright, on China's global trade



Timothy Nichol, Keith Burnett and Jin Yuxian

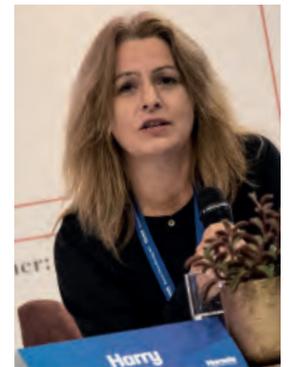
upgrading to accommodate international business markets. Foreign firms are also stepping into the Chinese market. However, problems lead by differences on culture, language, law, philosophy of life, etc. are critical challenges for both sides. These difficulties exist on both business level and individual level.

Many participants have already recognised the cultural and language challenges in doing business with China. At the 'Navigating China's Geopolitics' session, **Chitra Narayanan**, Associate Fellow, Geneva Centre for Security Policy, Switzerland



Roberto Dona, Professor, International Business School Suzhou

advised companies: 'we should deal with the 'culture crossover' and cultural difference.' 'Know your market, it was easier 20 years ago, now it is very selective, even in the consumer market, you need to be sure that there is a demand for your product and how to deliver it' said **Bill Thomson**, Founding Partner, Sino-Scot, United Kingdom during the 'Foreign Firms in China' session. At the same session, **Roberto Dona**, International Business School Suzhou, China suggested 'We can't evaluate China by our own parameters: it's an emerging country but also its already developed, it depends from what side you look at it.' The list goes on.



Deborah Harry, Chief Finance and Planning Officer, Sheffield Hallam University

Another critical issue foreign investors are facing is the Chinese company's organisation culture. China opens its doors to everyone who wishes to do their business there, but they must follow the Chinese rules. However, as a famous lawyer, **Liu Hongchuan**, Partner, Broad & Bright, China pointed out at the 'Reshaping Corporate Governance' session that Chinese company law emphasises the role of the outsider, meaning supervision and investigation on behalf of shareholders and society. The system is not well developed, and it currently facing many practical difficulties. Meanwhile,



Pieter Perrett, Professor, University of Applied Sciences Northwestern Switzerland, chairing a panel



Chitra Narayanan, Associate Fellow, Geneva Centre for Security Policy

Tuck Seng Low, Member of Board, Swiss-Asian Chamber of Commerce, Switzerland proposed that ‘China must realise there are other channels of communication, not just boardrooms. Currently a non-Chinese stakeholder will not be aware of going ons outside of the boardroom, due to the business culture within China now.’ A large concentration of shareholders at present may also lead to manipulation and colluding without the knowledge of these foreign shareholders.



Hao Yabin, Executive Vice Chairman, China Video Industry Association, China

Recently, security laws and regulations has been strengthened in China, but the traditional way of governing need some new consideration. **Deepak N.Lalwani**, Chairman, Lalcap, United Kingdom, concluded that all companies should have good corporate governance. ‘Good corporate policies will be beneficial to China’s expansion and give investors confidence about their funding’s security.’ Mr. Lalwani noted Warren Buffett said: ‘It takes 20 years to build a reputation and 5 minutes to ruin it.’ Reshaping corporate governance can be a good way for a company to protect its brand.



Philippe Monnier, Member of the Board, WayRay, Switzerland

Talking about brand, China has strong brands in the market. How can these be promoted – so as to boost economies of scale but

without damaging the authentic image of what customers wish to perceive as typical Chinese? During the ‘Chinese Brands – Creating Awareness of A Rich Variety’ session, **Louis Houdard**, Founder, Creative Capital, China pointed out the big issue of many companies in China have is that their trademark is famous, but people are not able to describe the products. ‘Technology brands are different to consumer brands, there is a lot of room for improvement in the consumer brands market. When you have a brand, you don’t need to learn what a brand represents, it comes automatically.’ In the same session,



Roger Eccleston, Pro Vice-Chancellor, Sheffield Hallam University, UK



Dina Ding, Founder, Elephant Luxuries Co.



Lou Marinoff, Professor of Philosophy, The City College of New York and Wang Chengxi, Co-founder, Emergent LLC

Song Minwang, Vice Chairman, Fujian Tea Society, China, mentioned another major issue for Chinese brands is its quality. There have been many brand image damages due to fake products and bad quality. Besides, if you want to establish a brand image, you must have an innovative spirit. ‘Innovation and being trustworthy is very important. The railway road in China is the strongest brand in China right now. Chinese tea is also a strong brand which is a heritage brand that can have an international presence.’

Dina Ding, Founder, Elephant Luxuries Co., France, believes that ‘foreign countries, due to their lack of knowledge, are struggling



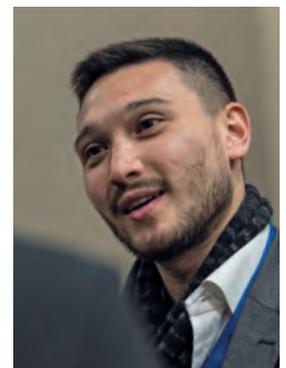
Rafael Cascales, President, Spain China Tourism Association

to develop their businesses in China. China, on the other hand, is quickly getting a foot in the global market.’ Her current job requires her to help French brands enter the Chinese market, and creates international mixed culture brands. One way suggested by **Emmanuel Justima**, Chief Executive Officer, Modricenir, Haiti is to teach people how to use the Chinese products, he quote a word from Bill Gates ‘the more he does for others, the more he does for himself.’

Cultural related issues are also taking place at an individual level. There is no doubt that China is now the biggest source of international travel. **Rafael Cascales**, President, Spain China Tourism Association, Spain, pointed out in the ‘Making sense of China’s booming tourism’ session, ‘Chinese tourists need to learn to respect the Spanish law and culture while they are traveling in the country.’ Moreover, in the ‘Joining Hands for Innovation’ session, **Zhang Xiaodong**, Chairman, Winhops Investment Co., China said: ‘A lot of Chinese students suffer failure when they wish to establish their own business after graduating from overseas universities, as there is still a wide gap between Chinese and Western development. Those who suffer, would need those



Richard Li, Managing Partner, Success Mark, Hong Kong



James Kong, Assistant Secretary General, The World Federation of Confucius Descendants



Toomas Danneberg, Vice Rector, Estonian Business School, Estonia, making a point on branding



Colin Sirett, Chief Executive Officer, AMRC, UK, chairing a panel



Olive Yanli Hou, Managing Director, Olive's Choice Creative

entrepreneurs who equip with wider global sense, to advice on how they should localise their ideas.'

From all the examples above mentioned by the participants, it's safe to say that general misconceptions between the East and West still exist today. Chinese business is becoming more adaptable to different cultures, though there is still a long way to go. Western countries cannot evaluate China by looking at it through a western-centred perspective. China, in all its complexity, must be deeply understood by whoever wishes to have any kind of relationship with it.

breakfast session to talk about different political ideologies, as well as how businesses can influence and overcome cultural hesitations. **Lord Alderdice**, Member of the House of Lords, UK pointed out that an increasingly powerful China is accompanied by an increasingly weak west, who are an inward looking set of nations. Democracy is arguably under greatest threat for long time, but this period of instability opens up the possibility for its substantial development.

Julia Häusermann, Founder & President, Rights & Humanity, Switzerland looked at the tensions from the point of view of the



Oltmann Siemens, Member International Advisory Board, International Finance Forum, China

China, the Future Leader of the World?

Undoubtedly China has become a global economic giant today. In turn it starts to play a decisive role in responding to recent political disputes. This has increased the tensions between China and the West. The discussion of whether we can find a win-win situation in the future became one of the talking points at the meeting.

Lou Marinoff, Professor from the City College of New York, USA, facilitated a



Olga Godinho, Chairman, Safe Deposit Bank of Norway



Zhang Xiaodong, Chairman, Winhopes Investment Co., China



Plenary 'Embracing China's New Normal', chaired by Baron Jean-Christophe von Pfetten

US, EU and the UK. She argued that it is inevitable that when a country like US feels their dominance is under threat, it feels insecure. Their fear of communism is still there and deep rooted in western psyche. Obama reached out to China as a partner, but in contrast, taking Trump's tweet that said climate change was a myth created by China as an example, this attitude and his withdrawal from the Paris Agreement, has opened up a space for China – China is becoming a world leader.

'As far as the EU is concerned, negative relations have been improved through cooperation. Human rights dialogues have



Julia Häusermann, Founder and President, Rights and Humanity, Switzerland

been held twice a year. As well as the Chinese investments in the UK, such as in Sheffield.' She also pointed out that contributions of China to sustainable development goals have been adopted by the UN. Main global players have worked together in order for development, such as the 'One belt, One Road' initiative. UN see this as a way of fast tracking success for sustainable development.

As a culture adviser, **Chitra Narayanan**, Associate Fellow, Geneva Centre for Security Policy, Switzerland stressed the importance of acknowledging that China is now a political, economic and military superpower. In order to deal with the new world, 'You should avoid causing offence in China, otherwise a company might find themselves in a difficult and hard to resolve situation.' The panelists concluded that the world is desiring a strong leadership, and China could fulfil this role.

The recognition of China as the future global leader was also strengthened at one of the afternoon Boardroom Dialogue Sessions 'China's Grand Trade Strategy', chaired by **Yu Hailing**, China Business Adviser, China-Britain Business Council, United Kingdom. The Panelists agreed that by proposing the One Belt One Road Initiative (BRI) in 2013,



Andrew Bate, Chief Executive Officer, Safely, USA



Louis Houdart, Founder, Creative Capital, China



Bryan Yang, Chief Executive Officer, Inspiration



Abdulaziz A. Albakr, President, Business Management Technology, Saudi Arabia



Yu Hailing, China Business Advisor, China-Britain Business Council

China took the initiative to encourage the communications of business, culture and economy among the countries along the new silk road. **Adnan Akfirat**, Chairman of a Turkey-Chinese Business Matching Centre, Turkey commented: ‘BRI is not just for trade cooperation but it is a tool for establishing a more equal and stable society. It is a good chance to keep the peace, a good solution in preventing World War.’ He then added: it ‘creates a new model for promoting an amicable relation instead of one that is dominating.’ Mr. Akfirat’s opinion was echoed by **Bryan Yang**, Chief Executive Officer, Inspiration Inc., China. He said: ‘China acts as a benevolent big brother ... sets strategies to reach out to other countries by offering assistance, such as rebuilding new water systems, roads, and train lines.’

Abdulaziz A. Albakr, President, Business Management Technology, Saudi Arabia commented that when China implements these programmes, they do it with complete independence (in Chinese, bringing in Chinese labours), and isolate themselves from local communities. They are inadvertently creating a little bit of tension between who they are and the assistance they are providing in the country. They cannot reach out because they don’t speak the local language. Therefore, obstacles will be encountered.

In addition, **Guan Jianzhong**, Chairman, Dagong Global Credit Rating, China put



Cheng Ichin, Co-founder, Sustainable Innovation Lab

‘The Sino-British trade structure could be further optimized – China’s exports to Britain could be extended from traditional labour-intensive products to high-end manufacturing and infrastructure and other high level industries’

Allen Qu, Chief Executive Officer, Netconcepts China



Thomas Eymond-Laritz, Managing Director, Mercury, United Kingdom



Allen Qu, Founder, Netconcepts China



Fred Wang, Chairman, Salon Films Group of Companies, Hong Kong, asking a question



Plenary 'Building the Start-up Nation'

forward an interesting point in the Opening Plenary that the United States no longer has the capacity to create wealth in the future. The Euro also may not necessarily be able to undertake the international liquidity carriers, not to mention the Yen. However, RMB could assume such a role, 'under the impact of One Belt One Road, (RMB) replacing the US dollar is just around the corner.'

'The West needs to deepen its understanding on different history and culture and politics of China'

Lord Alderdice, Member of the House of Lords, United Kingdom

So what both China and the west should do to adapt to this new normal? At the Plenary: Embracing China's New Normal, **Lord Alderdice**, Member of the House of Lords, United Kingdom summarised: 'the west needs to deepen their understanding on different history and culture and politics of China, and understand that China probably is not going to be the west. It's also important for China to understand the same things of the west. The west is not homogeneous ... It has different history and perspectives. And those things need to be respected as we engage with each other. If we don't engage, the future is difficult and probably conflictual. If we do engage, there's much to gain.'



Bessie Lee, Founder, Withinlink, China



Plenary session on Sheffield's heritage, resilience and learning



Jason Jin, Chairman, iFuturaction Networks



Sophie Power, Chief Executive Officer, Airlabs, UK



Stan Fung, Managing Director, FarSight Ventures with Alf Erik Lundgren, Chairman, Nordic Invest, Latvia

Conclusion – Making Globalisation Work

The 13th Horasis China Meeting witnessed more than 300 participants discussing and debating on China’s economic and political impacts on global business, and its role in shaping the new economic world, where globalisation is the key. According to **Zhi Peng**, Executive Vice President, Tsinghua Asset Management Group, China, the many threads of globalisation have raised living standards through wide-spread integration and trade. Presently, the West seems to be de-globalising whereas China is advancing globalisation. The closing plenary discussed this core issue: how do we achieve the best mix of globalisation in China and the West?



Rza Aliyev, Deputy Secretary General, Nizami Ganjavi International Center, Azerbaijan

David Schlesinger, Founder and Managing Director Tripod Advisors, Hong Kong started the session by stating ‘For those of us who support and are benefited by globalization, the positive of the interconnected world seems benefit many people. We see opportunity, we see exchange, trade, understanding and excitement. But for those on the other side of it, the dark side of the globalization seems equally clear. They see rising inequality, they see jobs lose, and never replace.’ Globalisation is a double-edged sword. **Sun Shengming**, Vice Chairman, Ginwa Investments Holding



Paul Maidment, Managing Editor, Oxford Analytica

Group, China, added: ‘China has gripped benefited of globalization, and it will continue to do so.’

‘China has gripped benefits of globalization, and it will continue to do so’

Sun Shengming, Vice Chairman, Ginwa Investments Holding Group, China

Anson Chan, Chairman, Bonds Group of Companies, Hong Kong argued: ‘Institution need to change, if they don’t change, they would fail. We now come to a point that unless government can effectively address the losers who do not benefit ... unless we



David Schlesinger, Founder and Managing Director, Tripod Advisors, Hong Kong, chairing the closing plenary



Tsutomu Ishiai, London Bureau Chief and European Editor, The Asahi Shimbun



J.T. Li, Professor, Hong Kong University of Science and Technology, Hong Kong



Sunil Godhwani, Former Chief Executive Officer, Religare, India

address this issue, I think there will be many contradictions between the democratic form of government and the continuous of globalization.’ **Deborah Wince-Smith**, President, United States Council on Competitiveness, USA commented on Anson Chan’s point: ‘we are in a time where ... labour is arbitrage in real time 24/7. Anything that can be digitize, routined, standardized overnight, can be moved to another part of the world for it’s production. So that’s one of the things has costed huge change in how we live, work,

and where investment has made, where the capital goes ... the change is so rapid and is so accelerated that these institutions are very hard to keep up with the change.’

David Schlesinger closed the session by quoting President Xi Jinping from the 19th Party Congress: ‘no country alone can handle all the challenges a mankind faces, and no country can retreat from self-isolation. As a beneficiary of and contributor to economic globalisation, China’s development is the opportunity for the world.’



Song Peng, Vice President, Urban Development Consulting Institute, NDRC

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Lizhe Wang	President of China Scholars & Students Association, UoS	Clark Hanqiu Zhen	MA in Global Journalism, UoS
Yongchen Yang	Marketing Officer of China Scholars & Students Association, UoS	Shu Cheng	MA in Global Journalism, UoS
Inez Ying Tung Lau	BA in Journalism Student, UoS	Jiejun Zhou	MA in Global Journalism, UoS
Carman Leung	BA in Journalism Student, UoS	Xiangyi He	MA in Global Journalism, UoS
Sherry Shi	MA in Broadcast Journalism, UoS	Nicola Unwin	BA in Chinese Studies, UoS
Danyang He	MA in Global Journalism, UoS	Danielle Walsh	BA in Chinese Studies and Business Management, UoS
Yutong Wang	MA in Global Journalism, UoS	Nadia Aleo	BA in Chinese and Business Management, UoS
Jun Wang	MA in Global Journalism, UoS	Jessica Lum	BA in Chinese Studies, UoS
		Rebecca Yau	BA in Chinese Studies, UoS
		Sam Shepherd	BA in Chinese Studies, UoS



Winners of the Horasis China Business Awards with their prizes at the packed Sheffield Cathedral



An opportunity to share ideas and insights in an informal setting



Panellists on the changing conditions of foreign Firms in China



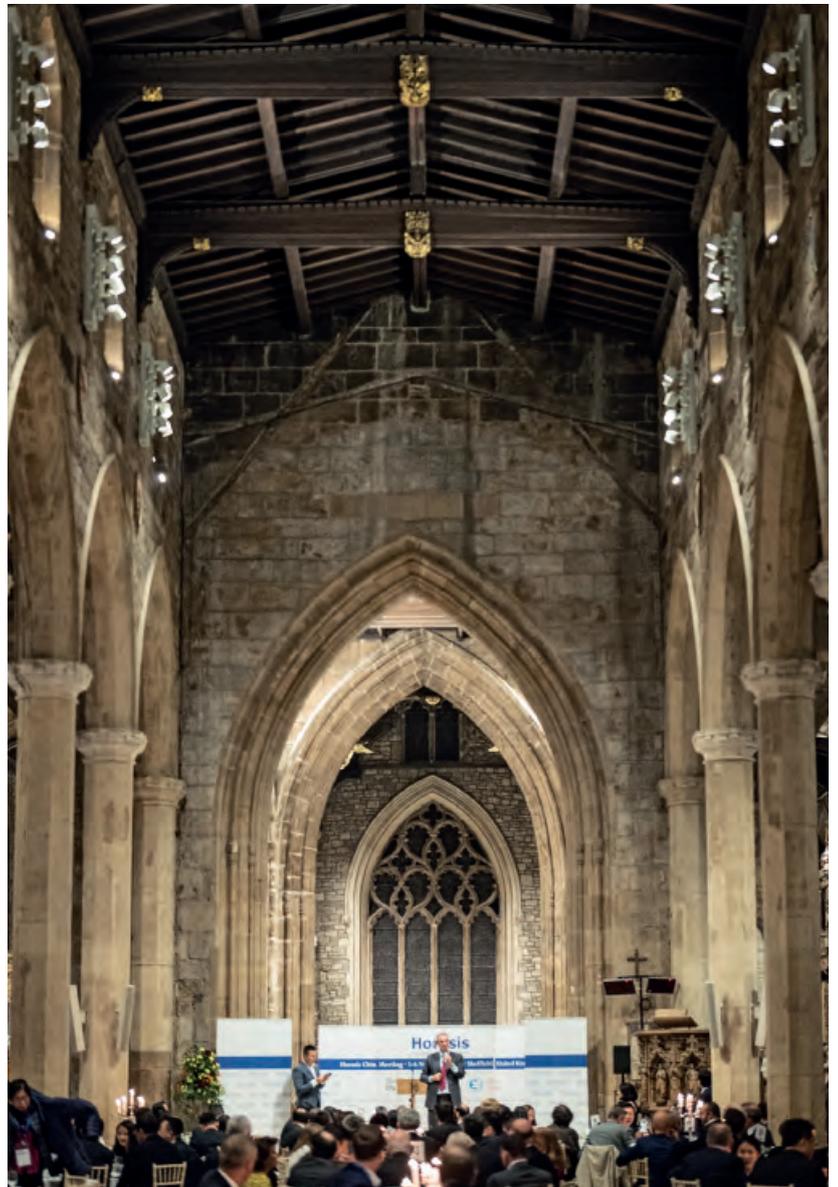
Participants sharing a light moment



Delegates meeting during a coffee break



... ask me anything you want to know about the Horasis China Meeting.



Closing dinner at Sheffield's Cathedral, the ancient heart of a great city



Visiting Chatsworth House which has been home of the Cavendish family since 1549.



Participants were invited to join a guided tour to explore Sheffield.



World-renowned musicians, from Shanghai Conservatory of Music, presenting an awe-inspiring performance.



Men's chorus during the opening dinner



How to Read a Cathedral with Richard Taylor



University of Sheffield student Emily Williams performing the song 龙文 (long wen)



Sheffield welcomes participants

How to get involved

Horasis meetings are supported by selected partner companies that contribute their expertise and resources to Horasis by setting the agenda of its meetings. Our partners share with us the belief that the future can only be inspired through joint efforts within a visions community.

The following partnership schemes are currently on offer:

	Global Partner	Strategic Partner	Knowledge Partner	Networking Partner
Duration	1 year	One meeting	One meeting	One meeting
Meetings (Global, Asia, India, China)	All of one year	One meeting	One meeting	One meeting
Logo	Main backdrop Alongside Horasis logo	Side backdrop	Side backdrop	
Booth	Booth in registration area			
Speaking slots	Introducing a politician Chairing a plenary session Chairing a dialogue session	Chairing a plenary session Chairing a dialogue session	Chairing a dialogue session	
Further offerings	Hosting of a reception	Presenting the Award		Hosting a coffee break
Delegates	10	5	3	2

Please contact Horasis for further information.



Horasis

The Global Visions Community

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