



Die Veranstaltung am 15.04.2019 (ab 9:00 Uhr, ca. 3 Stunden)

Worum geht es?

Themenkomplex: **Consumption Trend and New Sales Channels in China** mit den Unterthemen „Internationaler Handel“ und „Märkte für deutsche Konsumgüter in der Volksrepublik China“

Das Programm:

- **Ansprache: (ca. 15 Minuten)**

Herr Bingjin XU, *President of the China-Europe Association for Technical and Economic Cooperation*

Manfred Ockel, *Bürgermeister der Stadt Kelsterbach, Vorsitzender des Zweckverbandes Städtenetzwerk Fernost*

- **2. Rede: (ca. 30 Minuten)**
„CIIE, China's Transition from the Biggest Exporter to Importer“

Frau Hui CHEN, *Director of the China-Europe Association for Technical and Economic Cooperation (SH)*

- **3. Rede: (ca. 30 Minuten)**
„What products are in growing needs now in China: Trend analysis for consumption from Customs data“

Herr Bin HE, *Präsident der Shanghai Oujian Network Development Group Co., Ltd.*

- **4. Rede: (ca. 30 Minuten)**
„Hundred ways to sell: China's traditional retail way and the new emerging channels“

Herr Joshua WU, *General Manager of Silk Passage Business Consultancy Co., Ltd.*

- **5. Rede: (ca. 15 Minuten)**
„Logistic Demands in the 21st Century“

Thomas Heiler, *Managing Director of Cargo Movers GmbH*

- **6. Rede: (ca. 15 Minuten)**
„Cargo Dollars – A Best Practice Study on Ancillary Revenues from Cargo“

Stephan Wilde, *Director Business Development of Leisure Cargo GmbH*

- **Mittagsbuffet “Meet and Greet” – Gelegenheit zum Netzwerken**
(13:00 Uhr bis 14:00 Uhr)



中国欧洲经济技术合作协会
China-Europe Association for Technical and Economic Cooperation



Drei gewinnt.

Rüsselsheim | Raunheim | Kelsterbach

Die Veranstaltung am 16.04.2019 (ab 9:00 Uhr, ca. 3 Stunden)

Worum geht es?

Themenkomplex: **Sino-German Economic, Technical & Investment Cooperation** mit den Unterthematiken M&A für Finanzdienstleister, Banken, Investoren; Gesetzliche Bestimmungen und Rechtsschutz

Das Programm:

- **Ansprache: (ca. 15 Minuten)**

Frau Hui CHEN, Director of the China-Europe Association for Technical and Economic Cooperation Shanghai Office

- **2. Rede: (ca. 30 Minuten)**

„What do Chinese investors care about? Where else to find financial support?“

Frau Yan XU, Chairman of KR Capital; Vice President of Jiangsu Province Chamber of Commerce

- **3. Panel Discussion: (ca. 30 Minuten)**

„The important Chinese business norms and policies you should look into and take advantage of“

Herr Junyang DAI, Vice President of China-Europe Association of Technology and Economic Cooperation

Herr Bazhov E. Evgeny, Financial & banking Association of EuroAsian Cooperation in Greater China, Singapore and Malaysia's Regional Representative and Head of Government Relations, Senior Investor & Entrepreneur

Herr Dragan Cigoja: Director of foreign affairs of China-Europe Association of Technology and Economic Cooperation

- **4. Rede: (ca. 30 Minuten)**

„Practical methods to protect your intellectual property in your co-operation with China“

Herr Min HE, Vice President of China Law Association for Science and Technology; Consulting Expert of Shanghai Municipal People's Government Intellectual Property

- **Projects Road Show: German Projects (ca. 30 Minuten)**

- **Match Making Meetings & Social Time (ca. 30 Minuten)**

- **Mittagsbuffet "Meet and Greet" – Gelegenheit zum Netzwerken (12:30 Uhr bis 13:30 Uhr)**