

**stars Study Tour to Chongqing and Chengdu**  
**Go West – Business and Investment Opportunities in Southwest China**  
12-17 April 2015

**Participants**

- stars Alumni
- stars Partners and Stakeholders
- Friends of stars

**Objectives**

- Study the enormous Potential of the "Go West" Strategy of the Chinese Government and the Development Plans for the Yangtze River Economic Belt and the Silk Road Development Belt
- In-depth Discussion of the Business and Investment Opportunities for Foreign Companies
- Meetings with Top Representatives from Politics, Business and Academia

**Programme**

**Sunday, 12 April**

- during the day      **Individual Arrival in Chongqing**  
Airport Transfer will be provided
- Individual Check-in at Kempinski**  
2 Jiangnan Avenue, Nan'an District, Chongqing 400060
- 15:00 – 17:00      **Early Bird Programme: City Tour**  
Three Gorges Museum, People's Great Hall, Hu Guang Guild Hall  
Meeting Point: Kempinski, Hotel Lobby
- 18:00                **Cocktails** (Foyer of Kempinski, Ballroom I - 3F)
- 18:45                **Welcome Address** (Kempinski, Beijing & Chengdu Room – 3F)  
Dr. Toni Schönenberger, Executive Chairman, stars
- 19:00                **China – Quo Vadis?**  
Josef Mondl, Director, China Competence Center & Sino-Swiss  
Training Program, University of St. Gallen, Switzerland
- 20:00                **Dinner** (Kempinski, Ballroom I – 3F)

## **Monday, 13 April**

- 08:00 – 09:00 **Swiss Industrial Park SIP** (Kempinski Beijing & Chengdu Room – 3F)
- Zhenhua Zhou, Investor, Swiss Industrial Park, Owner, Century Reliance Group, Chongqing
  - Dominik Widmer, Vice President, SinoSwiss Holding AG, Chongqing
- 09:30 **Departure**  
Meeting point: Kempinski, Hotel Lobby
- 10:30 – 13:00 **Chongqing Liangjiang New Area**
- Top Leadership of Chongqing Municipality
  - Visit of the Planning Exhibition and Discussion about the Investment Opportunities for Foreign Companies
- Lunch** offered by SIP
- 14:00 – 15:30 **ABB Transformer**  
James Zhao, General Manager
- 17:00 **Walking Tour in Chongqing City Center**  
Hongyadong and Jiefangbei
- 18:30 **Cocktails** (Westin, Lobby Lounge, 51<sup>st</sup> Floor)
- 19:00 **Foreign Companies doing Business in Southwest China** (Westin, Redbud Room I, 7<sup>th</sup> Floor)
- **Doing Business in Southwest China – Facts and Fiction:** Ulrich O. Birch, Senior Consultant, Consenec Ltd, and Chairman of the Board, Southwest China, European Union Chamber of Commerce in China, Chongqing
  - **First-hand Insights into the Challenges and Opportunities for Foreign Companies doing Business in Southwest China:** Jens Drewes, President and CEO, North Asia Pacific, Kühne + Nagel International AG, Shanghai
- Panel Discussion and Q&A including European Entrepreneurs and Managers in Chongqing
- 20:00 **Dinner** (Westin, Jin Yao Xuan Restaurant, 54<sup>th</sup> Floor)

## **Tuesday, 14 April**

- 08:30 **Departure**  
Meeting Point: Kempinski, Hotel Lobby

- 10:00        **Sapa Chalco Aluminium Products (Chongqing) Co Ltd**  
Torbjorn Sternsjo, CEO
- 12:00        **Departure for Chengdu, Sandwich Lunch on the Bus**
- Check-in at Shangri-La**  
9 Binjiang Dong Road, Chengdu 610021
- 18:00        **Cocktails** (Shangri-La)
- 18:30        **China – a Political and Economic Superpower in the 21<sup>st</sup> Century:  
a US Perspective** (Shangri-La, Ping Le Room)  
Michael Barbalas, Member of the Board of Governors, American  
Chamber of Commerce in China, Beijing
- 19:30        **Dinner** (Shangri-La, Le Shan Restaurant)

### **Wednesday, 15 April**

- 08:00        **Departure**  
Meeting Point: Shangri-La, Hotel Lobby
- 09:00 – 11:00 **FAW-Volkswagen Automotive Co Ltd**  
Dr. Klaus Schroeer, Head of Logistics
- 12:00        **Buffet Lunch** (InterContinental)
- 13:30        **Tianfu Software Park: Pinguo Technology**
- Hao Xu, CEO
- 15:30        **Tianfu New Area**
- Top Leadership of Sichuan Province
  - Visit of the Planning Exhibition and Discussion about the  
Investment Opportunities for Foreign Companies
  - Tour
- 19:00        **Dinner and Sichuan Opera**

### **Thursday, 16 April**

- 08:00        **Departure**  
Meeting Point: Shangri-La, Hotel Lobby
- 09:30        **SUNFOR Light Co Ltd**
- Ming Zhang, Owner and President, SUNFOR Light Co Ltd, Vice  
Chairman, Chinese Association of SMEs

- Ben Zhang, Owner and CEO, Lights & Effects

12:00 **Lunch** (Crowne Plaza)

**Lunch Speech: Tahota Law Firm**  
Tian Kui Zhang, Attorney

14:30 – 16:30 **GE China Innovation Center**  
Godfrey Firth, General Manager

18:30 **Cocktails** (Shangri-La)

19:00 **How to Read the Political and Economic Faultlines in a Fast Changing China** (Shangri-La, Ping Le Room)

- Joerg Wuttke, Chief Representative China, BASF, and President, European Union Chamber of Commerce in China, Beijing

Panel Discussion and Q&A including:

- Ulrich O. Birch, Senior Consultant, Consenec Ltd, and Chairman of the Board, Southwest China, European Union Chamber of Commerce in China, Chongqing
- Paul Sives, General Manager, Proton Products Chengdu Ltd, and Vice Chairman, Southwest China, European Union Chamber of Commerce in China, Chengdu
- One or two General Managers/CEOs from Chengdu

20:30 **Dinner** (Veranda Bridge Restaurant Jinjiang)

### Friday, 17 April

**Individual Departure from Chengdu**  
Airport transfer will be provided

#### **Optional Programme**

- Individual Meetings
- New Century Global Center
- Chengdu Research Base of Giant Panda Breeding

## Programme Directors

- Dr. Toni SCHOENENBERGER, Executive Chairman, stars [toni.schoenenberger@ubs.com](mailto:toni.schoenenberger@ubs.com) / +41 71 663 56 40
- David ERNE, Director Strategic Relations, stars [david.erne@the-stars.ch](mailto:david.erne@the-stars.ch)

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## Knowledge Tour Guide

- Josef MONDL, Director, China Competence Center and Managing Director, Sino-Swiss Management Training Program, University of St. Gallen

## Local Partner

- Sichuan Provincial People's Association for Friendship with Foreign Countries

## Local Support Team

- Dominik WIDMER, Vice President, Sinoswiss Holding, Consultant Century Reliance Group, Chongqing
- Calvin XU, General Manager, Chongqing Branch, Beijing Forise Assets Management Co. Ltd, Chongqing
- Ping WANG, Senior English Tour Guide, Yangtze International Travel Agency, Chongqing

as of 17 March 2015 – subject to change

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**Strategic Partner**

