

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, 51st Floor)
- 19:00 **Foreign Companies doing Business in Southwest China** (Westin, Redbud Room I, 7th 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, 54th 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 21st 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 / +41 71 663 56 40
- David ERNE, Director Strategic Relations, stars
david.erne@the-stars.ch
Office +41 52 540 00 24
Mobile +41 78 718 60 30

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

Strategic Partner

