

EUROPEAN CHAMBER



中国欧盟商会



EU-CHINA BUSINESS
ASSOCIATION

2 September 2008

EU BUSINESS IN CHINA: TRENDS AND CHALLENGES 2008/2009

TUESDAY, SEPTEMBER 16TH 2008, 14:30 – 18:00
BUSINESSEUROPE
AVENUE DE CORTENBERGH 168
1000 BRUSSELS

BUSINESSEUROPE, the European Union Chamber of Commerce in China (EUCCC) and the EU-China Business Association (EUCBA) have the great pleasure of inviting you to **“EU Business in China: Trends and Challenges 2008/2009”** at **14:30 on Tuesday September 16th 2008 at BUSINESSEUROPE’s offices.**

The European Union Chamber of Commerce in China (EUCCC) is the independent voice of European business in China. The European Chamber is a member driven non-profit fee-based organisation with a core structure of 30 Working Groups and Forums representing European business in China. It is recognised as a Foreign Chamber of Commerce with the Ministry of Commerce and China Council for the Promotion of International Trade and has over 1400 European companies active in China in eight chapters.

On Tuesday, September 16th 2008, the EUCCC will be presenting its eighth annual Position Paper to the European business community at BUSINESSEUROPE’s offices in Brussels. The Position Paper lays out the main challenges faced by European business in China, and makes constructive recommendations to the Chinese leadership regarding how best to reform and improve the Chinese business environment.

EUCCC representatives:

- Mr. Joerg Wuttke, EUCCC President, Chief Representative and Managing Director, BASF China
- Mr. Oliver Brinkmann, EUCCC Banking & Securities Working Group Chair, Managing Director, Deutsche Bank China
- Dr. Xavier Chen, EUCCC Energy Working Group Chair, Vice-President for Energy Market and Strategy, BP China
- Mr. Patrick Horgan, former EUCCC IT&T Working Group Chair, Managing Director EMEA (Europe, the Middle East and Africa) -Asia Business, APCO Worldwide Brussels

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- Mr. Charles Lagrange, EUCCC Petrochemicals, Chemicals and Refining Working Group senior representative, Project Development Director, Total Petrochemicals China
- Mr. Guillaume Lesage, EUCCC Petrochemicals, Chemicals and Refining Working Group Chair, General Manager for Strategy and Project Development, Total Petrochemicals China
- Mr. Enrico Perlo, EUCCC SME Forum Chair, General Manager, Guala Closures
- Ms. Constanze Picking, EUCCC Automotive Working Group Vice-Chair, General Manager Government Affairs & Corporate Affairs, Daimler Northeast Asia
- Dr. Qi Yan, Scientific and Regulatory Affairs Director, L'Oréal China
- Mr. Paul Ranjard, EUCCC IPR Working Group Chair, Chief Representative, Unifab
- Mr. Juha Ronkainen, EUCCC IT&T Working Group Chair, Director Technology Officer (China Corporate Strategy), Nokia China
- Mr. Camon Sin, EUCCC Healthcare Equipment Working Group Chair, Director, Medtronic China
- Dr. Sven Wehser, EUCCC Standards & Conformity Assessment Working Group Chair, Head of Licensing & Transactions, Siemens China
- Mrs. Elaine Yang, EUCCC Insurance Working Group Vice-Chair, Chief Representative, AXA Group China
- Mrs. Marianne Friese, EUCCC Secretary General
- Mr. Adam Dunnett, EUCCC Senior Business Manager



Agenda:

14:30 - 15:30: General session with

- Opening remarks by Mr. Philippe de Buck, Secretary General, BUSINESSEUROPE; Mr. Stephen Philips, Chairman, EUCBA
- Presentation "EU Business in China: Trends and Challenges 2008/2009" Mr. Joerg Wuttke, President, EUCCC.
- Presentation by Mauro Petriccione, European Commission, Director at DG Trade responsible for bilateral trade relations with the Far East, the Americas, trade in services and investment

15:30 - 15:45: Coffee break

15:45 - 16:15: Introduction of Working Groups by Marianne Friese, followed by short presentations by following working groups (with Q&As)

- Intellectual Property Rights
- Small- and Medium-Sized Enterprises

16h15 – 17h15: Separate sessions on industry and services

Industry:

- Automotive
- Cosmetics
- Energy & Utility
- Petrochemicals, Chemicals and Refining
- Healthcare Equipment

Services:

- Banking & Securities
- Insurance
- IT & Telecommunications
- Human resources

17:15 - 18:00: Q&As in the separate sessions
