

# Trade in Services: A New Driving Force for World Economic Recovery

## **The 2<sup>nd</sup> CHINA TRADE IN SERVICES CONGRESS**

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Nov 24-25, 2009

Beijing, China

### **Communication • Cooperation • Opportunities • Development**

Host: Ministry of Commerce, P.R.China

Organizer: People's Government of Beijing Municipality

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## Foreword

Approved by State Council of China, hosted by the Ministry of Commerce and supported by the Beijing Municipal Government, the **2<sup>nd</sup> China Trade in Services Congress**(hereinafter referred to as the Congress) will be held at China National Convention Center in Beijing on Nov 24-25, 2009. The congress is one and only authoritative international conference for developing trade in services in China.

Currently, service industry and services trade have become the commanding heights for global economic development. Service sector accounts for an average of 69% in global GDP, 72% in developed countries and 54% in developing countries. China's service industry is comparatively undeveloped with service sector contributing only 40% in the national GDP, 14% less than the level of developing countries. Statistics indicate that service industry in China has a promising future and trade in services has a great potential.

Hosted by the Ministry of Commerce, the 1<sup>st</sup> China Trade in Services Congress was successfully held at Shanghai in 2007. Mr. Harsha V. Singh, Deputy Director-general of WTO, delivered a speech at the opening ceremony. More than 400 officials, entrepreneurs, scholars and experts from around the world attended the Congress.

Compared with the first congress, the 2<sup>nd</sup> China Trade in Services Congress covers more fields with a larger scale and richer content. The theme of the Congress is "Trade in Service: A New Driving Force for World Economic Recovery". Apart from comprehensive meetings section, specialized trade talks consists the newly-planned section of the 2<sup>nd</sup> Congress. Featuring participating enterprises from China and abroad, the specialized trade talks section functions as the platform for service products displays, business matching and trade negotiation. The Government is going to promulgate policies that support enterprises' development. Specialized trade talks cover seven sectors namely design services, advertising, digital animation and game, financial services, environmental services, cultural services and technology. We welcome officials, agencies, scholars, experts, service providers and consumers to Beijing to exchange services trade

information, explore international projects, expand international trade in services and seek common development approach.

China Trade in Services Congress is going to be held annually and is developing into the platform for communication and trade in services between China and other countries in the world.

## **Part I Congress Framework**

### **1. Congress name**

Full name in Chinese: 第二届中国服务贸易大会

Full name in English: The 2<sup>nd</sup> CHINA TRADE IN SERVICES CONGRESS

### **2. Time**

Nov 24-25, 2009

### **3. Venue**

China National Convention Center (No.7, Beichendonglu Road, Chaoyang District, Beijing)

### **4. Organizations**

Hosted by: Ministry of Commerce

Organized by: Beijing Municipal Government

Supported by: Ministry of Science and Technology

Ministry of Environmental Protection

Ministry of Culture

People's Bank of China

State Administration for Industry and Commerce

State Administration of Radio, Film and Television

General Administration of Press and Publication

China Banking Regulatory Commission

China Securities Regulatory Commission

China Insurance Regulatory Commission

China Council for the Promotion of International Trade

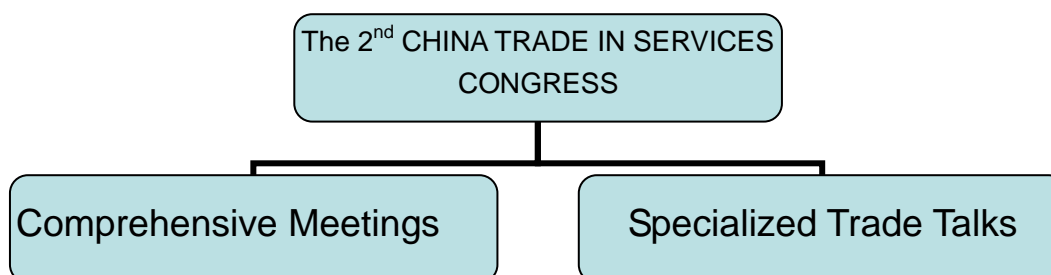
### **5. Media Coverage**

Xinhua News Agency, CCTV, People Daily Press, China National Radio, International Business Daily, Economic Daily News, Science and Technology Daily, Beijing Daily and BTV.

## Part II Congress content, characteristics and highlights

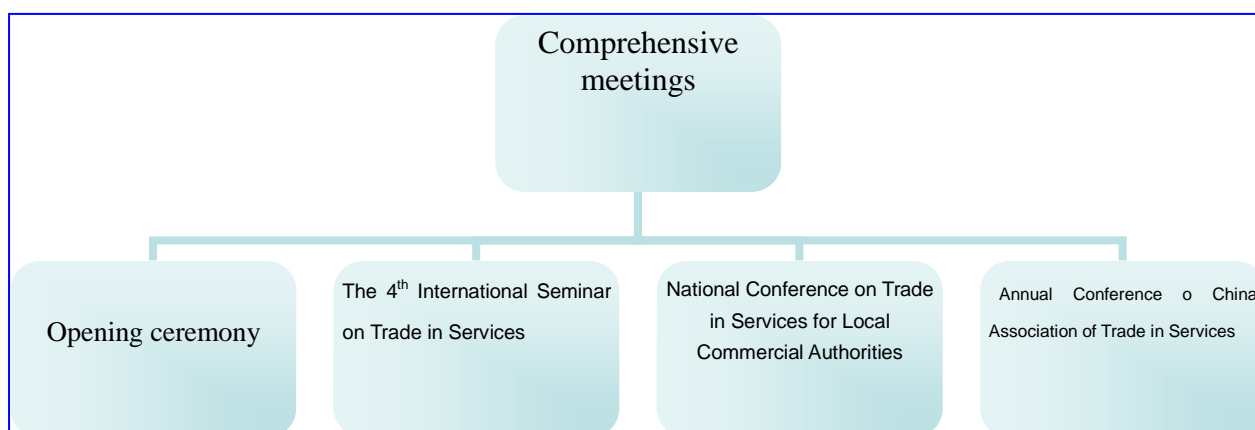
### 1. Congress content: Two sectors and seven fields

The 2<sup>nd</sup> CHINA TRADE IN SERVICES CONGRESS comprises comprehensive meetings and specialized trade talks.

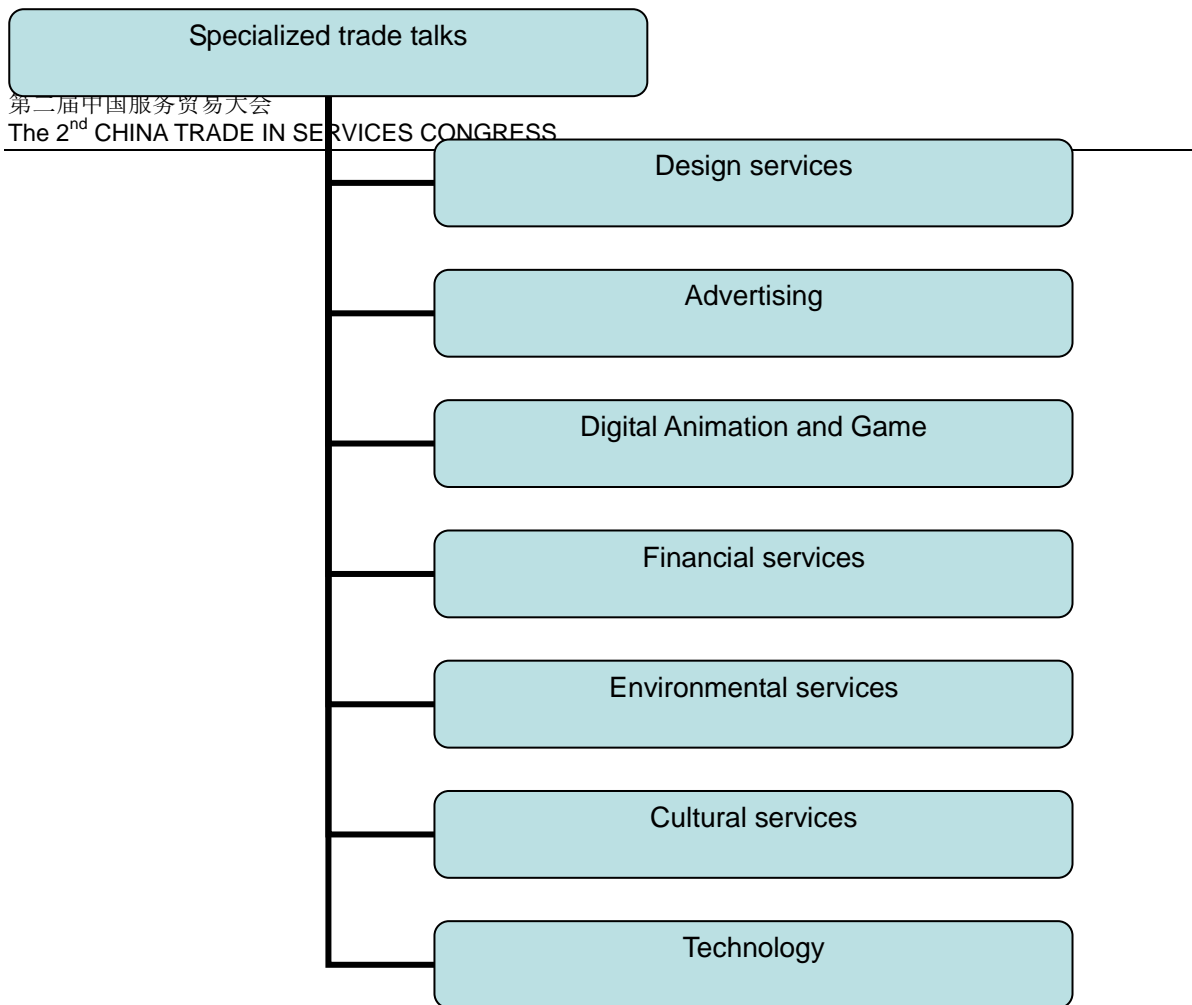


Comprehensive meetings include opening ceremony, the 4<sup>th</sup> International Seminar on Trade in Services, National Conference on Trade in Services for Local Commercial Authorities and Annual Conference of China Association of Trade in Services.

#### List of comprehensive meetings



Specialized trade talks covers 7 fields:



## 2. Characteristics: significant theme, clear target, and diversification

**Topic:** Trade in services: A New Driving Force for World Economic Recovery

**Target:** Communication, Cooperation, Opportunities, Development

**Diversification:** comprehensive conferences and specialized trade talks adopt diversified forms of communication, including forums and seminars, keynote speeches, entrepreneur dialogues, information disclosure, matchmaking negotiation and exhibitions.

## 3. Highlights: building three platforms

- **Information release platform:** releasing new policies, new technologies, new services and new trends.

- **Academic exchange and experience communication platform:** experts and scholars exchange opinions, forward prediction of international market, discussion on business models and service enterprise operation cases.

- **International trade platform:** service supply and demand matching for enterprises at home and abroad, international

cooperation for trade in services, international project intent signing.

#### 4 Congress activity agenda

<b>Date</b>	<b>Time</b>	<b>Major congress activities</b>
Nov 23	14: 00-18: 00	Journey of Beijing Design
Nov 24	9:00-11:30	Opening Ceremony
	14: 00-18: 00	The 4th International Seminar on Trade in Services
	14: 00-17: 00	Summit Forum for Development of International Design Services
	.13: 30-17: 30	2009 Summit Forum for Innovation and Development of China 's International Advertising Service
	13:30-14:00	Ribbon-cutting Ceremony of Digital Animation and Game sector
	.14: 10-16: 30	Business talks for Digital Animation and Game 1
	14: 00-17: 00	China International Cooperation Forum on Environmental Services
	14: 00-17: 00	China International Cooperation Forum on Financial Services
Nov 25	9:30-12:00	Annual Conference of China Association of Trade in Services
	9:00-12:00	International Forum on Technology Trade 1
	9:00-15:00	International Forum on Technology Trade 2
	9:30-12:00	Business Talks for Cultural Services
	9: 30-11: 30	Information release of design enterprises
	9: 30-11: 30	Business talks for Digital Animation and Game 2
	.9: 00-11: 30	Projects matching for environmental and financial services

	PM	Annual Conference on Trade in Services for Local Commercial Authorities
	15: 00-18: 00	Awarding Ceremony of China Red Star Creative Design Awards
	whole day	2009 Summit Forum for Innovation and Development of China's International Advertising Services
Nov 24-25		Product display and promotion for the 7 sectors

## **Part III Introduction of congress activities**

### **1. Comprehensive meetings**

#### **(1) Opening Ceremony of the 2<sup>nd</sup> CHINA TRADE IN SERVICES CONGRESS**

**Time:** AM, Nov 24, 2009

#### **Agenda:**

##### Part 1

Speech by a leader of the State Council;

##### Part 2

Introduction of government policies and measures for promoting the development of trade in services, exchange of views and experience, featuring Minister Chen Deming, ministers from other countries and leaders of International organizations.

##### Part 3

Discussion on actions against financial crisis featuring business leaders of service trade enterprises, representatives from agencies, scholars and experts; dialogue between audiences and speakers

#### **Speakers:**

Distinguished guests who are leaders or senior officials from following government agencies or organizations:

- State Council of China
- Ministry of Commerce of China
- Beijing Municipal Government
- Ministry of Environmental Protection
- China Council for the Promotion of International Trade
- State Administration for Industry and Commerce
- China Europe International Business School
- China Association of Trade in Services
- WTO
- OECD
- World Bank

- UNCTAD
- Ministry of Knowledge Economy of ROK
- Commerce and Economic Development Bureau, Hong Kong
- Hong Kong General Chamber of Commerce
- Embassy of UK
- Embassy of Belgium
- Frankfurt Book Fair
- International Advertising Association

**Participants:**

An estimated number of 1500 participants include: officials from international organizations and governments, officials from local commercial authorities in China; representatives from departments of the State Council of China; scholars and experts; representatives of enterprises at China and abroad.

## **(2) The 4<sup>th</sup> International Seminar on Trade in Services**

**Time:** PM, Nov 24, 2009 (14: 00—18: 00)

**Content:** to discuss development, promotion, cooperation and statistics of trade in services.

**Topic:** Trade in Services: Opportunities and Challenges amid the Financial Crises

### **Speakers:**

Representatives from following organizations:

- WTO
- UNIDO
- OECD
- Directorate General for Trade, EU
- Commerce and Economic Development Bureau, Hong Kong
- Federal Ministry of Economics and Technology, Germany
- Australian Service Roundtables
- Hong Kong General Chamber of Commerce
- China Association of Trade in Services
- Ministry of Commerce

**Participants:** officials of local and foreign governments; experts from universities and academies; representatives from agencies and enterprises

### **(3) Annual Conference of China Association of Trade in Services**

**Time:** AM, Nov 25, 2009

**Topic:** International trends of service industry, opportunity and challenge of China trade in services

**Presided by:** Yao Shenhong, Secretary-General of China Association of Trade in Service, Director of China International Center for Economic and Technical Exchanges

#### **Agenda:**

- Speeches by officials 9:30-9:45
- 9:30-9:35 Introduction of guests
- 9:35-9:40 Speech by Wei Jiafu, Director of China Association of Trade in Services and president of China Ocean Shipping Companies Group.
- 9:40-9:45 Speech by Wang Chao, Assistant Minister of Commerce
- Themed Speech 9:45-11:00
- 9:45-10:00 Speech by Mr. Zhang Yu, General Manager of China Arts & Entertainment Group
- 10:00-10:15 Speech by a senior executive of State Administration for Industry and Commerce
- 10:15-10:30 Speech by a senior executive of Tiens Group
- 10:30-10:45 Speech by an expert of Chinese Academy of International Trade and Economic Cooperation, Ministry of Commerce
- 10:45-11:00 Hu Jingyan, Director-General of Department of Trade in Services, Ministry of Commerce
- Dialogue between entrepreneurs 11:00-12:00
- Topic: innovate to act against financial crisis
- Presided by: Yao Shenhong, Secretary-General of China Association of Trade in Services
- Guests: senior executives of China Ocean Shipping Companies Group, IBM, Huawei, Mckinsey, CEIBS and HSBC
- Conclusion 12:00

**Participants:** China Association of Trade in Services, local government officials and companies at home and abroad.

## **2. Specialized Trade Talks**

### **(1) Design Service**

With an aim to build a platform for design service information communication, design organization exhibition and project cooperation, top organizations of creative industry will gather together in Design Service section of the 2<sup>nd</sup> China Trade in Service Congress. This section is intended to accelerate the development of trade in services, strengthen international communication and cooperation of design service, build industry alliance and introduce international design service into China and lead China design service to the World. This section includes industrial products, construction, new media, clothing, visual, and engineering fields and covers many industries like electronic information, metropolitan industries, furniture, equipment manufacturing and construction.

**Time:** PM, Nov 24 and whole day of Nov 25, 2009

**Organizations:**

Organized by: Beijing Industrial Design Center

Supported by China Industrial Design Association, China Industry-University-Research Institute Collaboration Association

Co-organized by Beijing Industrial Design Organization, Shanghai Industrial Design Association, Chongqing Industrial Design Association, Tianjin Industrial Design Association, Guangdong Industrial Design Association, Heilongjiang Industrial Design Association, Shanxi Industrial Design Association, Guangzhou Industrial Design Association, Shenzhen Industrial Design Association, Hong Kong Design Center, Taiwan Innovation Design Center, UK Trade and Investment, Italian Industrial Design Association, Seoul Design Center of Korea, Singapore Design Council

**Activity**

Designers from home and abroad will attend the opening ceremony, summit forum, design exhibition, trade talks, agreement signing, alliance establishment, prize awarding of “Red Star” prize and “Journey of Beijing Design”.

**Agenda:** Nov 23, 2009

14: 00-18: 00 Beijing Design Journey

- Visit DRC Design Creative Industry Base
- Visit Global Innovation Center of Aigo or Lenovo
- Visit New Yansha Mall (design products sales available)

Nov 24, 2009

14: 00-17: 00 World Design Service Summit (lecture room on third floor)

- 15 min lectures by the host and officials
  - International Design Industry Development Trends (Gordon Bruce (planned))
  - Status Quo of Japan Design Service Development (Toshiyuki Kita (planned))
  - Status Quo of Korean Design Service Development (Director of Korea Design Association (planned))

- Tea Break 15 min
- Interpretation of China Trade in Services policies
- Relevant policies and measures for promoting design services in Beijing

17: 00-17: 30 Signing ceremony

- 10 design institutions at home and abroad sign cooperation intent
- 100 international design enterprises sign international design alliance

19: 00-21: 00 Reception Dinner (China National Convention Center)

Nov 25, 2009

9: 30-11: 30 Information disclosure of enterprises (lecture room 307, third floor, China National Convention Center)

Beijing Luoke, Beijing Dongdao, Shenzhen N.D. Industrial Design, Alessi and GAHOO Design, Taiwan The One (can apply to join in)

5: 00-18: 00 "Red Star" Awarding Ceremony, China creative design award.

**Participants:** design institutions engaged in industrial design,

construction, new media, clothing, visual, and engineering fields.

**Size:** about 300 participants (about 50 foreign guests)

## **(2) Summit Forum for Innovation and Development of China's International Advertising Services**

The Forum is an important part of China Trade in Services Congress. It can provide leading advertisement service for China economy development, high level communication and trade platform based on the status quo of China trade in services.

- **Objective:**

To build a high level meeting for communication and trade in advertisement service, influence and lead the direction of China advertisement industry, and promote the development of China advertisement industry through communication and transaction.

- **Theme:** Cooperation, innovation and development of global advertisement service

2009 China International Advertising Innovation and Development Summit Forum takes "Cooperation, innovation and development of global advertisement service" as the theme. Under the open environment of China advertisement market, in particular under the stable recovery of global economy, the forum will have further discussion on advertisement service trend, policy orientation, strategies and techniques, service demand of various international brands, new vision in the new media era, consumer orientation of 3G era.

- **Time:** Nov 24-25, 2009.

- **Organization**

**Organized by:**

China International Advertising Association

**Supported by:**

China Advertisement Association

China Sub-Association of International Advertisement Association

Beijing

**Organized by:**

China International Advertising Corp.  
CAA Advertisement Information and culture communication  
Co., Ltd,

**Organization Committee**

**Honorary Chinaman:**

Li Dongsheng, Director of China Advertisement Association

**Chinaman:**

Hu Jingyan, Director-General of Department of Trade in Service,  
Ministry of Commerce

Li Guoqing, Secretary General of China Advertisement Association

**Vice Chinaman:**

Zhang Xia, Vice Secretary General of China Advertisement Association

Zhu Zushun, Secretary of the Party Committee and deputy general  
manager of China International Advertising Corp.

Wen Kui, President of Capital University of Economics and Business.

Ding Junjie, Vice president of Communication University of China

**Secretary General:**

Zhang Zeman, Director of Foreign liaison department of China  
Advertisement Association

**Executive Secretary-General:**

Chen Feng, China International Advertising Corp.

**Vice Secretary General:**

Yan Rongwei, China International Advertising Corp.

Li Dianming, Director of exhibition department of China Advertisement  
Association

Liu Wenzhe, Director of member department of China Advertisement  
Association

Yang Fuhe, Vice Director and Secretary General of China  
Advertisement Association

Yang Tongqing, Professor of Capital University of Economics and  
Business, consultant of China International Advertising

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### ● Agenda:

#### **PM, Nov 23**

#### **Sign in**

From 15:00

guest registration

#### **PM, Nov 24 (13: 30~17: 30)**

#### **Main Forum**

- Presided by executive of China Advertisement Association
- Opening ceremony: 13: 30-14: 00 Speeches by officials  
Vice minister of Ministry of Commerce Yi Xiaozhun  
Director of China Advertisement Association Li Dongsheng  
Vice General Manger of China General Technology (Group) Holdings, Limited Han Benyi  
Director General of International Advertisement Association Michael Lee
- Theme Speech: 14: 00-17: 30  
Theme 1: Policy orientation of China Trade in Services  
Theme 2: Development trends of China advertisement industry  
Theme 3: Development direction and policy of cultural and creative industry  
Theme 4: Economic dynamics and counter measures for cultural and creative industry  
Theme 5: International development of advertisement service

#### **Nov 25, 9: 00-17: 30**

- Themed Speech: 9: 00--12: 30  
Theme 1: International brand strategies and service demand of central enterprises.  
Theme 2: New brand building demand of multinational enterprises.  
Theme 3: International brand building and operation  
Theme 4: International direction of brand service  
Theme 5: Internationalization of Asian advertisement service  
Theme 6: International brand marketing service of Chinese elements

- Themed Speech: 14: 00-17: 30

Theme 1: New characteristics of international media service

Theme 2: Strategy and implementation of international advertisement service

Theme 3: Consumer orientation in 3G era

Theme 4: New visions of media group development

Theme 5: Brand demand of China advertisement service

Theme 6: Advertisement service reform under the development of new media

- Closing 17: 30

### **9: 00—17: 30, Nov 24-25 Exhibitions**

- Mainly for enterprise introduction, enterprise image promotion, exhibitions and product demonstration.

- Size and participants

Size: 300 participants

Participants:

(1) Excellent advertisement companies at home and abroad

(2) Influential media companies

(3) Companies relevant to advertisement and media

(4) Companies relevant to advertisement service

(5) Advertisement representative of various industries

(6) Representatives of government departments, advertisement experts, and scholars.

### **(3) Trade Talks for Digital Animation and Game**

This section is organized for digital animation game projects matching and talks. About 10 leading enterprises will be invited to seek cooperation, and the matching projects will be called up through the organization by Ministry of Commerce, embassies in China, commerce departments of provinces and cities, culture departments of provinces and cities and industry associations. Negotiation will be performed on Nov 24-25 in China National Convention Center. This section will cover fields like digital animation, game and authorization, and involve

industries like software and service outsourcing, publication, television animation communication, games (electronic, web and mobile-phone), toy manufacture, HR training and education.

**Time:** PM, Nov 24 and whole day of Nov 25, 2009

**Organizations:**

Organized by: Beijing Coalition of Animation and Game

Zhongguancun Mobile Flash Animation Industry Alliance

Supported by: Joint Committee of Zhongguancun Association

Co-sponsored by: China Office of Association International Film

Animation, Korea Culture and Content Agency,

China Office of Korea Animator Association,

Guangdong Cartoon Games Association, Yiwu Toy

Association

**Content:** representative enterprises engaged in digital cartoon game production, operation and sales will be invited as key outsourcers, almost 100 demand, cooperation and supply projects will be disclosed to attract interested enterprises to further understand the projects. Our staff will match projects on site, organize one-to-one negotiation and calculate negotiation results after the section. The section aims to build an everlasting negotiation platform for digital cartoon games through enormous project data base, project information collection, web information disclosure, exhibition and matching projects in long term.

**Agenda:** Nov 24, 2009

1 Ribbon Cutting Ceremony of Digital Animation and Game Section

13: 30-13: 50 Speeches by officials with Ministry of Commerce, Ministry of Culture, State General Administration for Radio, Film and Television and General Administration of Press and Publication

13: 50-13: 55 Ribbon-Cutting

2 Business Negotiation: 14 : 10-16 : 30 Business talks

9: 30-11: 30, Nov 25, 2009, Business talks

**Enterprises invited**

- International: Softbank, Xiele, Square Enix, Disney, etc.
- Domestic: **Animation:** Shanghai Jingding Animation Technology Co., Ltd, Hangzhou Xuanji Technology Information Co., Ltd, Chendu Tinman, Tianjin Beixin Animation Technology Co., Ltd, Beijing Qingqingshu Picture Design Co., Ltd, Hangzhou Shenbi Animation Production Co., Ltd, Nanjing Aowesi Animation Design Co., Ltd, Xi'an Rongxin Culture Industry Development Co., Ltd, China Film Animation Ltd, etc.

**Animation:** Box Cartoon Studio, Beijing Total Vision Culture Communication Co., Ltd, Yankan, Feila Art Studio, Niejun Studio, Beijing Qiancheng Shuyuan Culture Co., Ltd, Beijing Yangyangtu Culture Development Co., Ltd, Beijing Yaken Culture Communication Co., Ltd, Hurong Studio.

**Games:** Beijing Guangyu Huaxia Technology Co., Ltd, Beijing Object Software Co., Ltd, Beijing Lianzhong Computer Technology Co., Ltd, Sohu Changyou, Beijing Linekong Entertainment Technology Co., Ltd, Beijing Yimenlong Technology Co., Ltd.

**Investment and finance:** Beijing Bank, Bank of China, Bank of Communication

**Publication:** Popular Science Press, Foreign Language Teaching and Research Press, Higher Education Press, Beijing Cartoon Magazine, Haiyan Press, Comic Fans Magazine, Beijing Fantasy Art Culture Development Co., Ltd.

**Education:** Beijing Human Education Group, Marsera Institute of Digital Arts, Crystal Computer Graphics, Beijing Huayuwang Technology Development Co., Ltd.

**Derivatives and value added:** Tolo Lake Toy, Anhui Unicom, Zhejiang Mobile.

**Size:** 200 participants

#### **(4) China International Cooperation Forum on Environmental Service**

Through a series of activities like forum, talks and exhibition, the Forum aims to promote environmental technology and service development, disclose relevant policies and information, predict

environmental protection trends, cope with financial crisis, explore hot issues in environmental protection development, learn developed concept, technology and products of environmental protection, promote international communication and cooperation between enterprises, and provide a platform for enterprises to explore business, communication and opportunity.

**Time:** PM, Nov 24, 2009

**Organizations:**

Sponsored by China Council for the Promotion of International Trade

Supported by: Ministry of Environmental Protection  
(planned to invite)

Co-sponsored by: US Chamber of Commerce

British Chamber of Commerce

European Chamber of Commerce in China

Canada China Business Council

Hong Kong Trade Development Council

Korea International Trade Association

Organized by: Economic Information Department, CCPIT,  
Promotion and Publication Center, CCPIT,  
China Environment Service Industry  
Association

**Content:** explore the status and trend of China's environmental service, learn the experience, technology and products from foreign counterparts, and promote the establishment of mechanism and channels for introducing international cooperation to our environmental service. Environmental service investment and technology import negotiation

**Agenda:14: 00-17: 00, Nov 14**

(1) Develop Green Economy to Cope with Global Challenge

Presided by: Fu Tao, Director of Water Sector Policy Research Center, Tsinghua. University

14:00-14:20 Executives with Ministry of Environmental Protection,  
The influence of 4 Trillion Investment Policy on

### Environmental Protection

14:20-14:40 Develop Green Economy to Stimulate Economic Development, by Wang Jinnan (Vice president of Chinese Academy for Environmental Planning)

14:40-15:00 Introduction of environmental service experience of developed countries, by expert from Canada

15:00-15:20 Introduction of environmental service experience of developed countries, by expert from Germany,

15:20-15:30 Q&A

### (2) Development and International Cooperation of China Environmental Service

Presided by: Luo Jianhua (General Secretary of China Environment Service Industry Association)

15:45-16:00 Watershed Management and the Function of Enterprises by Pan Wentang (General Manager of Beijing Captial Co., Ltd)

16:00-16:15 Strategies and Practices of International Development, by Wen Yibo (President of SoundGroup)

16:15-16:30 Solid Waste Disposal and Utilization, by Jin Jian (General Manager of Beijing China Sciences General Energy &Environment Co., Ltd.

16:45-17:00 Risk Management for Environment Industrial Fund and Finance, by Liu Kun (Technology Consulting Manager of Beijing China Sciences General Energy &Environment Co., Ltd).

17:05-17:15 Successful Application of Foreign Mature Technology in China, by Huang Xiaojun (Vice president of Veolia Water China)

17:15-17:25 Q&A

**14: 00-17: 00** Matching negotiation of environmental service providers, environmental project institutes and financial institutions.

### **09: 00-11: 30, Nov 25, Matching Conference of Environment and Financial Services**

Organized by: Promotion and Publication Center, CCPIT

Content: one-on-one matching negotiation between financial service

providers and enterprises of new energy, environmental protection, industrial design, advertisement, digital content and cartoon games.

**Participants:** about 150 people including government officials, finance institutes, environmental protection, research institutes, industry associations, and enterprise representatives

### **(5) China International Cooperation Forum on Financial Service**

Through a series of activities like forum, negotiation and exhibition, China Financial Service International Cooperation Forum aims to promote China financial service development, disclose relevant policies and information, predict development trends, cope with financial crisis, explore hot issues in financial service development, learn developed concept, technology and products, promote international communication and cooperation between enterprises, and provide a platform for enterprises to explore business, communication and opportunity.

**Time:** PM, Nov 24; AM, Nov 25, 2009

**Organizations:**

Sponsored by China Council for the Promotion of International Trade

Supported by: China Banking Regulatory Commission, China Securities Regulatory Commission

Co-sponsored by: US Chamber of Commerce, British Chamber of Commerce, European Chamber of Commerce in China, Canada China Business Council, Hong Kong Trade Development Council, Korea International Trade Association

Organized by: Economic Information Department, CCPIT Promotion and Publication Center, CCPIT China Environment Service Industry Association

**Content:** explore the development of financial services in the financial crisis, policy support for finance of small and medium enterprises, the dynamics and features of financial services provided by financial

institutions to small and medium enterprises, arrange matchmaking business negotiations.

**Agenda:**

**Nov 24, 14: 00-17: 00**

1. Interpretation of financing policies for small and medium enterprises  
14: 00-14: 20 Interpretation of state policies for enterprise financing,  
By executives of China Banking Regulatory Commission  
14: 20-14: 40 Finance Innovations and Enterprise Financing After the  
Financial Crisis,  
By representative of China Finance Institute  
14: 40-15: 00 Financing and service comparison for small and medium  
enterprises at home and abroad  
By representative of foreign finance institute
  
2. Interpretation of financing services for small and medium enterprises  
15: 00-15: 15 How can small and medium enterprises obtain financing  
services through Growth Enterprises Market?  
By executive of GEM, China Securities Regulatory Commission  
15: 15-15: 30 Case study of microfinance to enterprises by commercial  
banks  
By executive of Industrial and Commercial Bank of China  
15: 30-15: 45 Venture capital organizations and financing of small and  
medium enterprises  
By executives of well-known PE and VC  
15: 45-16: 00 Foreign financial institutes' financing services for small  
and medium enterprises  
By executives of SME Credit Department of foreign banks  
16: 00-16: 15 The function of micro-credit guarantee institute on  
financing of small and medium enterprises  
By executive of micro-credit guarantee institute  
16: 15-16: 30 Financial service supports for Chinese enterprises to  
go global  
By financial expert of foreign investment institution  
16: 30-16: 45 How can enterprises act against trade risks using

financing services

By experts of China Export & Credit Insurance Corporation

**14: 00-17: 00 Environment and Financial Service Negotiation**

Matching negotiation between environmental service providers, environmental project institutes and financial institutions.

**09: 00-11: 30, Nov 25, Matching Conference of Environment and Financial Service**

Organized by: Promotion and Publication Center, CCPIT

Content: one-on-one matching negotiation between financial service providers and enterprises of new energy, environmental protection, industrial design, advertisement, digital content and cartoon games.

**Nov 24-25**

Products and services exhibition for environmental services and financing services

**Participants:** about 150 people from governments, finance institutes, research institutes, industry associations, and enterprise representatives

**(6) International Forum on Technology Trade**

Technology Transfer is a key point for enterprises to have innovation and enhance core competitiveness, and is the major means for transferring innovative achievement into productivity. Under the current situation of financial crisis, it is of great importance to have international trade in services forum, meet demand of new technology and products, promote industrial structure adjustment and improve enterprise technical innovation. The Congress will reinforce the cooperation and communication between international and local technology transfer organizations, gather together technology resources at home and abroad, accelerate scientific innovation and technology transfer, promote industrial structure optimization and update, and finally have joint development. The forum will build a platform for industry and technology update in China and all over the world through importing international technology resource, economic

resource and capital resource.

**Time:** Nov 24—25, 2009

**Organizations:**

organized by China Technology Exchange Institute Beijing Environment Exchange

Supported by: Ministry of Science and Technology, PRC

State Intellectual Property Office of PRC

**Content:** With “integrate into global economy, promote financial services using technical development” as theme, with “communication, cooperation, opportunity and development” as objectives and with technical innovation enterprises as major participants, International Technology Trade Forum aims to become an important international window and platform for technology trade.

The exhibition will highlight the images of China Technology Exchange Institute and Beijing Environment Exchange, introduce their business and services to customers at home and abroad, and build an authoritative platform for technical transfer in China and all over the world. Collaborative exhibition: China Technology Exchange Institute and Beijing Environment Exchange will also put forward some excellent listed technology projects for exhibition and exchange, and will also hold relevant agreement signing ceremonies.

**Detailed Agenda**

International Technology Trade Forum is divided into two sub-forums: Promoting Technology Trade through Financial Innovation, and International Carbon Finance and New Energy.

**1 Sub-forum of Promoting Technology Trade through Financial Innovation**

**Time:** 9: 00—12: 00, Nov 25

**Topic 1: new distribution of global industry chains, and how can technology and financial service industry accelerate integration**

Guests planning to be invited:

Li Xueyong, Vice Minister of ministry of Science and Technology:  
How to promote the establishment of scientific and financing system

Representative of Beijing Municipal Government: Measures for actively promoting technology financing

Qin Chijiang, Counselor of People's Bank of China: How can finance industry promote technology finance development

Ma Weihua, President of China Merchant Bank: How to accelerate integration with technology using financial means

Xiong Yan, President of China Technology Exchange Institute: Infinite space for listed technology

Li Zhijun, Professor of Technology Economy Research Department, Development Research Center of the State Council

Li Caiyuan, senior executive of CITIC Group: Technical finance leading to 3<sup>rd</sup> financial wave

## **Topic 2: How can finance industry promote technology innovation and technical finance**

Presided by: Guo Shugui, China Technology Exchange Institute

Guests planning to be invited:

Fang Hanting, Deputy director of Expense Regulatory Service Center, Ministry of Science and Technology

Executive of Beijing Municipal Science and Technology Commission: How to further promote the development of technology finance agencies?

Executive of Administrative Committee of Zhongguancun Park: Zhongguancun independent innovation demonstration zone promote the birth of technical financial agencies

Guo Shugui, President of China Technology Exchange Institute: Build large financial service platform for science and technology.

Chen Naixing, Director of SME research center: China Academy of Social Science

Representative of small and medium enterprises: How can SME promote technology transfer through using financing platform

Representative of high-tech enterprises: what kind of technology agency do enterprises need?

12:00 -13:30 Lunch (buffet)

## **2. International Carbon Finance and New Energy Sub-forum**

**Time:** whole day of Nov 25, 2009

**Venue:** 309A, China National Convention Center

**Topic 1: development trends of international carbon finance and new opportunity for China carbon market**

Presided by: President of Beijing Environment Exchange

Guests planning to be invited:

**Green banks:** Industrial Bank, Everbright Bank, HSBC

**Carbon Fund:** Tsing Capital

**Environment Exchange:** Australia Climate Exchange, Dalian Environment Exchange

**Relevant organizations:** Beijing International Trust Co., Ltd, R&D Center of ICBC, Development Center of Agriculture Bank of China, Future Carbon Fund of World Bank, Asian Development Bank

**Topic 2: Build low-carbon urban competitiveness**

Presided by: Wang Shancheng, Deputy Director of Environmental Protection and Resource Division, National Development and Reform Commission

Guests planning to be invited:

Officials of Dongcheng, Xicheng, Haidian and Chaoyang Districts of Beijing, Kunming, Wuxi, Baoding, Xuzhou, Nanchang, Hangzhou, Sino-Singapore Tianjin Eco-city, Suzhou Industrial Zone, Climate organizations, World Wildlife Fund, Asian Development Bank, Chiyodaku District of Tokyo, Sweden Embassy

**Topic 3: Breaking the bottleneck of new energy development: policy vs market, technology vs finance**

Presided by: Li Junfeng, Deputy Director of Energy Institute, National Development and Reform Commission

Guests planning to be invited:

**5 major power groups:** China Huaneng Group, Datang Group, China Guodian Corporation, China Huadian Corporation, China Power Investment Corporation

**Wind Power:** Xinjiang Goldwind Science & Technology Co., Ltd, Poly Energy Holdings Limited, Beijing Jingye Wind Power Group

**Solar Power:** Baoding Yingli Solar Green Energy Co., Ltd, Suntech Power Holdings, Deli Solar Technology Development Limited, Changzhou Trina Solar (Group) Limited

**Nuclear Power:** China Guangdong Nuclear Power Group, China Nuclear Power Group, Dongfang Electric Corporation

**New energy vehicles:** Beijing Automotive Industry Holding, China FAW Group Corporation, SAIC Group

**Relevant organizations:** SGCC, Shenhua Group, Hanergy, Xin'ao Gas, Shell, Vitol, EDF, Beijing Energy Investment Holdings, Zhe Jiang State Grid, Jidong Cement, Sany

#### **Topic 4 Advantageous opportunity of voluntary carbon emission reduction**

Presided by: Sun Cuihua, Deputy Director of Climate Division, National Development and Reform Commission

Guests planning to be invited:

Environmental Defense Fund, China Academy of Engineering, Tsinghua University, Chinese Academy of Agriculture Sciences, Climate Change Research Center, Central University of Finance Economics, Environmental Financing Law Research Institute, Ernst&Young, Energy Research Institute of SDPC, Tianping Insurance, Sustainable Finance Center of Industrial Bank, HSBC, TUV Nord Cert, CEC or CQC or SGS, Easy Carbon

#### **Participants**

Government departments, universities and research institutes, enterprises, finance institutes, science and technology parks.

**Size of forum:** two sub-forums will have about 300 people.

#### **(7) Specialized Trade Talks and Communication for Cultural Trade**

**Time:** AM, 9: 00—11: 30, Nov 25, 2009

#### **Organizations:**

Organized by: Shanghai Oriental Huiwen International Cultural Service Trading Co., Ltd, Committee of Cultural Trade, AIST

Supported by: Shanghai International Culture Service Trade

Committee, Publicity Department of the CPC  
Shanghai Municipal Committee, Shanghai  
Municipal Commission of Commerce

### **Agenda 1. Awarding ceremony of important culture export companies and projects**

**(1) Speeches:** by Mr. Li Wuwei, Vice Chairman of the CPPCC National Committee, 10 min

By relevant officials of Central Propaganda Department and Ministry of Commerce, 5 min each

#### **(2) Awarding ceremony, 20 min**

### **2. Introduction of Shanghai International Cultural Trade Platform**

(1) Introduction of Shanghai International Culture Service Trade Platform, by Ms. Zhang Zhijing, vice director of Shanghai International Culture Service Trade Committee and vice director of Publicity Department of the CPC Shanghai Municipal Committee (15 min)

(2) Introduction of the function and policy privilege of Shanghai International Culture Service Trade Platform, by Mr. Ren Yibian, General Manager of Shanghai Oriental Huiwen International Cultural Service Trading Co., Ltd

(3) Experience of enterprises settled in the Platform, by two entrepreneurs, 10 min each

(4) Project cooperation signing ceremony: presented by relevant municipal and provincial officials.

### **3. Enterprise Communication and Trade Talks (Interaction and introduction of enterprises)**

Including four sections: performance, film and television production, publication and printing, digital cartoon and advertisement.

**Participants:** planning to invite Li Wuwei, Vice Chairman of the CPPCC National Committee, officials of Central Propaganda Department, Ministry of Commerce, Ministry of Culture, General Administration of Press and Publication, State Administration of Radio Film and Television, Publicity Department of the CPC Shanghai Municipal

Committee, Committee of Cultural Trade of Association of China Trade in Services, provincial commercial department and AIST, and representatives of some important enterprises.

**Media invited:** planning to invite about 40 media in Beijing and Shanghai

**Size:** 200 participants

## **Part IV Layout of the venue and congress**

## **Part V Location and transportation of CNCC**

## **Part VI Instruction to participants and exhibitions**

### **1. Instruction to participants**

#### **(1) Sign up**

Please sign up respectively for every activity of The 2<sup>nd</sup> CHINA TRADE IN SERVICES CONGRESS. Participants should log onto the website of China Trade in Service ( [http : //tradeinservices.mofcom.gov.cn](http://tradeinservices.mofcom.gov.cn) ) to fill in the application forms of comprehensive conferences and each theme activity, and submit the forms on line. Please contact the following units for any further information:

#### **1. The 4<sup>th</sup> International Seminar on Trade in Services**

Please contact: Trade in Services Department of Beijing Municipal Commission of Commerce

Contact person: Kang Naixin,

Tel: 8610-85163185, E-mail: [knx@bjmbc.gov.cn](mailto:knx@bjmbc.gov.cn)

#### **2. Annual conference of China Association of Trade in Services**

Please contact: China Association of Trade in Services

Contact Person: Li Ning,

Tel: 8610-84000705, E-mail: [lin@cicete.org](mailto:lin@cicete.org)

#### **3. Design Service**

Please contact: Beijing Industrial Design Center

Contact Person: Li Rui, Hao Wenju,

Tel: 8610-82052086-853, 82052086-308 , Fax: 8610-82054919

E-mail: design-lr@163.com, magic\_idea@163.com

#### **4. Summit Forum on innovation and development of China's International Advertising Services**

Please contact China International Advertising Corp. Ni Na

Tel: 8610—88316510

Cell Phone: 008613699227893

MSN: im.nina@live.cn

Fax: 8610—68365356

Email: [imnina2009@163.com](mailto:imnina2009@163.com)

- Zhang Lin

Tel: 8610—88316511

Fax: 8610—68365356

Email: [duoduo\\_1210@hotmail.com](mailto:duoduo_1210@hotmail.com)

- Zhu Yaqiong

Tel: 8610—88316528

Fax: 8610—68365356

Email: [Joan0713@163.com](mailto:Joan0713@163.com)

- Xu Meiduo

Tel: 8610—88316532

Cell Phone: 008615811372711

Fax: 8610—68365356

Email: [duoduo\\_9421@hotmail.com](mailto:duoduo_9421@hotmail.com)

- Wang XiaoMei

Tel: 8610-63317507

Fax: 8610-63317506

#### **5. Digital Animation and Game**

Please contact Zhongguancun Mobile Flash Industry Alliance

Contact person: Chen Zhen, Ji Xiaoshuang

Tel: 8610-88465525-803, 88465525-805,

Fax: 8610-88465525-804

Email: [chenzhen@maia.org.cn](mailto:chenzhen@maia.org.cn), [jxs@maia.org.cn](mailto:jxs@maia.org.cn)

#### **6. International Cooperation Forum on Environmental Services, International Cooperation Forum on China Financial**

## **Services**

Please contact China Association of Trade in Services

Contact person: Zheng Yi, Li Wei

Tel: 8610-88075739, 88074755

E-mail: [zhengyi@ccpit.org](mailto:zhengyi@ccpit.org) [liwei@ccpit.org](mailto:liwei@ccpit.org)

### **7. International Forum on Technology Trade**

Please contact China Technology Exchange

Contact person: Shao Qun

Tel: 8610-62193636, Fax: 8610-62193618

### **8. Cultural Services**

Please contact Shanghai Oriental Huiwen International Cultural Service Trading Co., Ltd

Contact person: Sun Huiding

Tel: 8621-58698688, Cell phone: 008613801985237, Fax: 8621-58698366

(2) Conference sign up and accommodation

#### **1. Time of sign up**

The sign up time for international forums and conferences is Nov 23, the whole day. For theme activities, participants should sign up one day in advance in principle.

#### **2. Accommodation**

Beijing Municipal Commission of Commerce will help to provide accommodation, while the payment should be at the own expense of each participant. Each participant should contact Beijing Municipal Commission of Commerce to specify your accommodation requirements.

#### **2. Instruction to exhibitions**

##### **(1) Exhibition sign up**

Each participant should contact the organizing institutes of theme negotiations and activities, and the contact information and contact persons are the same with the previous mentioned organizing institutes.

##### **(2) Schedule**

1. Exhibition Installation: installation should be after 1 PM, Nov 23

2. Exhibition dismantle: dismantle should be after 4 PM, Nov 25