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AUSTRIA CONNECT GREATER CHINA

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GOING WEST AND BEYOND

# INGLY

CHENGDU, SICHUAN | 19-21 NOVEMBER 2015

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Host: Advantage Austria Beijing



## PROGRAMME

<b>Thursday, 19 November</b>	<b>ARRIVAL AND WELCOME COCKTAIL</b>
throughout the day	<p><b>INDIVIDUAL ARRIVAL</b> We suggest an arrival in the late afternoon. AUSTRIA CONNECT <b>Conference Hotel 2015:</b> <b>St. Regis Chengdu</b> 88 Taisheng Road South Qingyang District, Chengdu 610016 Sichuan Province, PR China 成都瑞吉酒店 四川省成都市青羊区太升南路88号 成都瑞吉酒店 T + 86 28 62876666 W <a href="http://www.stregischengdu.com">www.stregischengdu.com</a></p>
19.00 – 21.00	<p><b>WELCOME COCKTAIL</b> Official kick-off Venue: St. Regis Chengdu, Rooftop Bar Vantage Welcome address by the organizer Martin Glatz, Head of ADVANTAGE AUSTRIA Beijing</p>
<b>Friday, 20 November</b>	<b>AUSTRIA CONNECT CONFERENCE</b>
(Alternative programme for participating spouses: please see below)	
7.00 – 8.45	<b>INDIVIDUAL BREAKFAST</b>
9.00 – 10.00	<p><b>OFFICIAL OPENING CEREMONY</b></p> <ul style="list-style-type: none"> <li>• Representative of the Government of Sichuan Province</li> <li>• Irene Giner-Reichl, Austrian Ambassador to the People's Republic of China and Mongolia</li> <li>• Martin Glatz, Head of ADVANTAGE AUSTRIA Beijing</li> </ul> <p>Venue: Astor Ballroom, 2F</p>
10.00 – 10.30	<p><b>KEYNOTE   GOING WEST AND BEYOND</b></p> <p>DENG Xiang, Professor of Economics and Associate Dean for Graduate Studies, Research and International Cooperation, School of Economics, Senior Research Fellow, European Studies Centre, Sichuan University</p> <p>Venue: Astor Ballroom, 2F</p>
10.30 – 11.00	<b>COFFEE BREAK</b>

11.00 – 12.30

**EXPERT PRESENTATIONS | ONE BELT – ONE ROAD**

- Hans Holzhaacker, Programme Director International Economics, T. Ryskulov New Economic University Almaty
- Chen Fu, Vice Director, Investment Promotion Commission Chengdu
- Stefan Kracht, Managing Director, Fiducia Management Consultants

Moderator: Christian Schierer, Head of ADVANTAGE AUSTRIA Hong Kong

Venue: Astor Ballroom, 2F

12.30 – 14.00

**BUFFET LUNCHEON**

Venue: Restaurant Social, 4F

14.00 – 15.30

**PANEL 1 | GOING WEST ...**

Panel discussion: “Expanding within China”

Legal aspects, logistics, human resources, market potential

- Rainer Burkardt, Head of Practice, Burkardt & Partner
- Ulrich O. Birch, Chairman of the Board, European Union Chamber of Commerce in China – Southwest China
- Maarten de Vries, General Manager, Blum Furniture Shanghai
- Michael Sikora, Managing Director, ABC Automotive Business Consulting HK Ltd.
- Kin U, Managing Partner, Signium Management Consulting Ltd.

Panel Chair: Christina Schösser, Head of ADVANTAGE AUSTRIA Shanghai

Venue: Astor Ballroom, 2F

OR

**MANAGEMENT TRAINING 1**

“Going West: Intercultural Leadership”

(max. 15 participants)

Trainer: Martin Brandstötter, General Manager, Zielwerk

Training Coordinator: Christian Fuchssteiner, Head of ADVANTAGE AUSTRIA Taipei

Venue: Carnegie, 3F

15.30 – 16.00

**COFFEE BREAK**

16.00 – 17.30

**PANEL 2 | ... AND BEYOND**

Panel discussion: “ Expanding beyond China”

Silk Road, legal aspects, logistics, market potential

OR

- Richard Hoffmann, Partner, Ecovis Beijing
- Hans Holzhaacker, Programme Director International Economics, T. Ryskulov New Economic University Almaty
- Stefan Kracht, Managing Director, Fiducia Management Consultants
- Birgit Murr, Austrian Federal Economic Chamber, ADVANTAGE AUSTRIA, International Technology Cooperation, Vienna
- Andreas Wagner, Head of Asia Pacific Region, Unicredit Group
- Sebastian Wiendieck, Managing Partner, Rödl & Partner Shanghai

Panel Chair: Michael Müller, Head of ADVANTAGE AUSTRIA Almaty

Venue: Astor Ballroom, 2F

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## MANAGEMENT TRAINING 2

“Management Approaches – China vs. the West”  
(max. 15 participants)

Trainer: David Schulte, interim manager and strategic management consultant, Seres Management

Training Coordinator: Dietmar Schwank, Head of ADVANTAGE AUSTRIA  
Guangzhou

Venue: Carnegie, 3F

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18.15

## DEPARTURE FOR GALA DINNER

Meeting point: Hotel Lobby

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19.00 – 22.00

## TRADITIONAL SICHUANESE GALA DINNER

Venue: ZiFei Restaurant, No. 25 Kuan Xiang Zi, Qingyang District

Network with the participants of the AUSTRIA CONNECT conference and experience the popular and unique Sichuanese cuisine with distinctive flavors at “Zifei”, a first class restaurant in Chengdu’s old district. Enjoy performances by local artists and listen to classical Chinese music.

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**OR**

**Friday,  
20 November**

## SPOUSE PROGRAMME (FOR ACCOMPANYING PARTNERS)

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7.00 – 8.30

## INDIVIDUAL BREAKFAST

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8.30

## DEPARTURE

Meeting point: Hotel Lobby

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11.00 – 14.30

## VISIT | LESHAN BUDDHA

Situated 120 km south of Chengdu at the Emei Shan mountain, Leshan Buddha is the world’s biggest Buddha statue carved out of stone. Enjoy a boat ride followed by the sampling of local dishes and a walk along the river.

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14.30 – 17.00

## RETURN TO ST. REGIS HOTEL

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18.15

## DEPARTURE FOR GALA DINNER

Meeting point: Hotel Lobby

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19.00 – 22.00

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<b>Saturday, 21 November</b>	
<b>CULTURAL PROGRAMME</b>	
06.00 – 7.15	<b>INDIVIDUAL BREAKFAST</b>
7.15	<b>DEPARTURE</b> Meeting point: Hotel Lobby
07.45 – 10.00	<b>VISIT   CHENGDU RESEARCH BASE OF GIANT PANDA BREEDING</b> Chengdu is the home of Pandas. During the early morning hours you will observe these majestic animals at their most active time.
10.00 – 13.00	<b>VISIT   WENSHUYUAN MONASTERY</b> The Wenshuyuan monastery is the biggest Buddhist monastery in Chengdu. It is a place of silence for monks and pilgrims. Enjoy a cup of tea, local snacks and delicacies in the Chinese gardens of the temple.
13.00 – 14.00	<b>VISIT   BAIJIU MUSEUM „SHUIJINGFANG“</b> Shuijingfang is the oldest distillery in China. Witness the traditional way of crafting Chinese spirits followed by a tasting of the famous Shuijingfang baijiu.
14.00 – 15.00	<b>RETURN TO ST. REGIS HOTEL CHENGDU</b> <b>INDIVIDUAL DEPARTURE</b> The hotel offers special deals for AUSTRIA CONNECT participants who would like to spend their weekend in Chengdu.
<b>OR</b>	
<b>Saturday, 21 November</b>	
<b>ADVANTAGE AUSTRIA GOLF TOURNAMENT 2015</b>	
6.00 – 7.15	<b>INDIVIDUAL BREAKFAST</b>
7.15	<b>DEPARTURE</b> Meeting point: Hotel Lobby
8.00 – 14.00	<b>ADVANTAGE AUSTRIA GOLF TOURNAMENT 2015</b> Tee-off: 8.00; Finish: 13.00 Lunch: 13.00 – 14.00 Venue: Luxehills International Country Club W <a href="http://www.luxehillsgolf.com">http://www.luxehillsgolf.com</a>
14.00 – 15.00	<b>RETURN TO ST. REGIS HOTEL CHENGDU</b> <b>INDIVIDUAL DEPARTURE</b> The hotel offers special deals for AUSTRIA CONNECT participants who would like to spend their weekend in Chengdu.

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