

# Global China Business Meeting

17-19 November 2008, Barcelona, Spain

a Horasis-leadership event, co-hosted by the China Federation of Industrial Economics and Casa Asia, with Ajuntament de Barcelona, COPCA, ICEX



*Supachai Panitchpakdi, Secretary-General, UNCTAD*



*Levin Zhu, CEO, China International Capital Corporation and Jean-Pascal Tricoire, Schneider Electric*

Horasis will hold the 2008 Global China Business Meeting in Barcelona on 17-19 November. The meeting is co-hosted by the China Federation of Industrial Economics and Casa Asia, with Ajuntament de Barcelona, COPCA and ICEX. Over 400 leaders will meet under the theme “Globalizing Chinese Firms”. The theme reflects the increased emphasis of Chinese firms to build global and sustainable brands. The programme will offer multiple means to gain insight from and access to business leaders and key government officials.

*This Horasis meeting crystallized my view that China is the world's new growth engine.*

*Levin Zhu, CEO, China International Capital Corporation, China*

The Global China Business Meeting is the foremost annual gathering of Chinese business leaders and their global counterparts. It is held in the recognition that growth strategies within the Sino-Western framework require thought leadership and mutually beneficial peer-to-peer networks. The 2005, 2006 and 2007 meetings - held in Geneva and Frankfurt- were the first independent, international meetings of Chinese and global CEOs to conceptualize Chinese companies' rise to global eminence.

Co-Hosts:



CASA ASIA



with:



*Fu Chengyu, CEO, CNOOC, comments on the Chinese oil industry*



*Jean-Claude Trichet, President, European Central Bank*

## The co-chairs of the meeting are:

- **César Alierta**,  
Chairman, Telefonica, Spain
- **Chen Feng**,  
Chairman, Hainan Airlines, China
- **Fu Chengyu**,  
Chief Executive Officer, CNOOC, China
- **Jim Goodnight**,  
Chief Executive Officer, SAS, USA
- **Li Dongsheng**,  
Chairman, TCL, China
- **Li Ruogu**,  
Chairman, China Exim Bank, China
- **Nin Gaoning**,  
Chairman, COFCO, China
- **Natalya Kaspersky**,  
Chairman, Kaspersky Lab Group of Companies, Russia
- **Munir Majid**,  
Chairman, Malaysia Airlines, Malaysia
- **Naushad Merali**,  
Chairman, Sameer Group, Kenya
- **Sheikh Salman Al Khalifa**,  
Chairman, Bahrain Petroleum Company, Bahrain
- **Anthony Salim**,  
President, Salim Group, Indonesia
- **S. Sandilya**,  
Chairman, Eicher Group, India
- **Shao Bo, Chairman**,  
Novamed Pharmaceuticals, China
- **Wei Jiafu**,  
Chairman, Cosco, China
- **Yan Bingzhu**,  
Chairman, Bank of Beijing, China

*The Global China Business Meeting comes at a critical international moment for Chinese business leaders. Interaction with European CEOs could help outline elements of a globalization strategy for Chinese firms.*

*Fu Chengyu, Chief Executive Officer, CNOOC, China*

The event is open to Chief Executive Officers of the world's leading companies. The meeting is supported by corporate partners - selected companies that contribute their expertise and resources to Horasis. Simultaneous interpretation Chinese-English will be provided.

*The Global China Business Meeting will further promote win-win economic relations, stimulate innovation and provide business opportunities for corporations in China and the world.*

*Xu Kuangdi, Vice Chairman, CPPCC, China*

Horasis is a global visions community committed to enact visions for a sustainable future.

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