



Official Participant

## **EU-CHINA Days: Joint cooperation to enhance investments and business opportunities 8 – 10- June 2015**

### **AGENDA**

#### **8 June 2015**

**Visit of Expo 2015 Site**      *Meeting Point at 11.00 am at the EU Pavilion inside EXPO Site*

- 11.00 Visit at the EU Pavilion
- 12.30 Visit of Lombardy Planet
- 15.00 Visit at the China's Pavilion

#### **9 June 2015 – morning**

*Venue: Corridor area, 1<sup>st</sup> Fl., Palazzo delle Stelline, corso Magenta 61*

- 08.30 **Registration** and welcome coffee
- 09.00 Opening and introduction to the B2B by Susy Longoni (Innovhub– EEN) and Mr. HUI Zhaoxu, Deputy Director, Chengdu Hi-Tech Industrial Development Zone
- 09.20 **Business to business meetings**
- 13.30 Networking lunch buffet

#### **9 June 2015 – afternoon**

*Venue: Sala Volta, 1<sup>st</sup> Fl., Palazzo delle Stelline, corso Magenta 61*

- 15.00 **Registration** and welcome coffee
- 15.30 **Welcome speeches**
  - Fabrizio Spada, Head of the Regional Office of the EU Commission in Milan.
  - Giancarlo Caratti di Lanzacco, Deputy Commissioner of the EU Expo Pavilion
  - Fabrizio Sala, Assessor in charge for Expo 2015 and Internationalization of Enterprises, Lombardy Region
  - Alfredo Zini, Councilor of the Milan Chamber of Commerce
- 15.50 **Keynote speeches**
  - Benedetto Della Vedova, Under Secretary of State to the Minister of Foreign Affairs and International Cooperation
  - Li Dengju, Standing Member of CPC Sichuan Provincial Committee and Chairwoman of Sichuan Province Federation of Trade Unions

## 16.15 EU China Business opportunities

Chair and introduction: Didier Herbert, Director DG Internal Market, Industry, Entrepreneurship and SMEs

- Gwenn Sonck, Secretary General of EU-China Business association
- Wu Yi, Deputy Director General of Torch Center of Ministry of Science and Technology of China
- Alberto Figna, President of Parma Industrialist's Union
- HUI Zhaoxu, Deputy Director, Chengdu Hi-Tech Industrial Development Zone
- Alvise Biffi, Vice President of Assolombarda
- Fu Yixiang, Deputy President of the Italian-Chinese Chamber of Commerce

## 17.30 Business support in the EU and China

- Anna Solé Mena, International Unit, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, EU Commission
- Segree Dai, CEO of Enterprise Europe Network in China – EUPIC
- Chris Cheung, Director of the EU SME Center
- Simon Cheetham, Team Leader China IPR-SME Help Desk

Interactive Q & A

## 18:30 Conclusions by the Chair, Didier Herbert

19:00 Transfer from Palazzo delle Stelline to the cocktail (only one-way)

## 19:30 Cocktail offered by Lombardy Region

*Venue: Grattacielo Pirelli, 31<sup>st</sup> Fl, via Fabio Filzi 22*

**10 June 2015**

Visit to Parma: field visits and meetings with local companies in the agro-food sector

*Reserved only to 30-35 selected Institutions and companies. Organized by Parma Alimentare*

