



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, 1st 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, 1st 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

For information: www.euexpo2015-china.talkb2b.net - mail: expoeuevents@mi.camcom.it

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, 31st 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*



enterprise

europe network







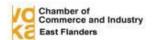












Business Association

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