China has emerged from the Financial Crisis of 2008 as the fastest growing world power. Its ascent is changing the prevailing world order. The ramifications of these changes are felt across the globe. The ensuing US-China trade frictions are only one precursor of the significance of these changes. Erasmus China Business Centre and Swiss-Asian Chamber of Commerce are gathering colleagues from business, economics, politics, and academia to organize an annual Identitat-Global Forum. This forum analyses the economic and geopolitical impact of these changes on the Global Economy. The view must not be myopic and bilateral, the focus should rather be on Asia on the one side and Europe on the other. In order to deal with the importance of the topic, ECBC and SACC are cooperating with renowned experts from Academia, Politics and Business. This year’s conference is themed around The Changing World – Europe and China. It will focus on subjects such as the Trade War, Disruptive Technologies, The Changing World Order, The Belt Road Initiative, and further topics as they might emerge in the run up to the conference. The Forum aims to become The annual event where protagonists of all stripes and colors may voice their concerns and visions on neutral ground. Switzerland is uniquely positioned to be the birthplace of this dialogue.
Program:

08.30 Check-in

09.00 – 09.10
Welcoming notes by Dr. Ying Zhang, Dr. Urs Lustenberger and Prof. Dr. med. Pierre-Alain Clavien

09.10 – 10.40
Panel A: A world order in flux: how does it change due to China?
• Prof Dr. Bill Fischer, Professor of Innovation Management, IMD, Lausanne and former president and dean at CEIBS (the China Europe International Business School, Shanghai)
• Professor Dr. Patrick Ziltener, Professor Sociology, University of Zurich, Zurich
• Ulrich O. Birch, China & Asia focus - Interim Management & Advice, Bassersdorf
• Sir Joe Bossano, Former Chief Minister of Gibraltar, Gibraltar

Chair: Dr. Ying Zhang, Professor of China Business and Economics, RSM, Erasmus University, Rotterdam

Break and network 10.40 – 11.10

11.10 – 12.30
Panel B: Economic interdependence and mutual suspicion
Trade War and Technological disruption: influence by the world powers’ movement
• Professor Florin Baeriswyl, Professor of Brand Strategy & Design, Fudan SIVA, Shanghai/Zurich
• Dr. iur. Karl Pilny, Professor für International Technology Transfer and Innovation, bbw Hochschule, Berlin and CEO, Asia21 GmbH, Künschnitt
• Dr. rer. pol. Christian Etter, former Delegate for Trade Agreements of the Swiss Federal Government and Ambassador at SECO, Independent Consultant International Trade, Berne
• Dr. Guoyong Liang, Economic Affairs Officer, UNCTAD, Geneva
• Dr. Manuel Baigorri, Bloomberg, Deals Reporter (online)

Chair: Dr. Urs Lustenberger, Chairman of SACC, Zurich

Lunch Break 12.30 – 13.30

13.30 – 15.00
Panel C: The Belt & Road Initiative – opportunity or threat to Europe?
• Sir Joe Bossano, Former Chief Minister of Gibraltar, Gibraltar
• Prof. Dr. Reiner Eichenberger, University Fribourg, Fribourg
• Mr. Pino Musolino, President, North Adriatic Sea Port Authority, Venice, Italy
• Prof. Changqi Wu, Guanghua School of Management, Peking University, Beijing, China
• Dr. Philipp Boksberger, CEO&President, CEIBS, Zurich Institute of Business Education, Horgen

Chair: Dr. Ying Zhang, Professor of China Business and Economics, RSM, Erasmus University, Rotterdam

Break and networking 15.00 – 15.30

15.30 – 17.00
Panel D: Pushing back? Investment restrictions for Chinese investors in Europe and the difficulties of Europeans investing in China
• Tuck Seng Low, Senior Advisor, EUTEC and Co-Chairman, Singapore Committee, SACC, Zurich
• Martin Pfister, PhD, Dipl. Mach.-Eng. FH, CEO/President/Owner, INSYS Industriesysteme AG, Berne
• Marco Toni, Partner, attorney-at-law. LL.M., Loyens & Loeff Switzerland LLC, Zurich

Chair: Dr. Urs Lustenberger, Chairman of SACC, Zurich

17.00 Closing

Networking and apéro 17.10 – 18:00
Registration:

(1) For Chinese participants from China who needs invitation letters, please send email to Mrs. Barbara Mockli-Schneider sacc@sacc.ch

(2) For others who can access to Eventbrite, please register at https://bit.ly/2CYcing

(3) SACC Members and SACC Friends, please register via the form below

Please register by returning the form below to the Swiss-Asian Chamber of Commerce, P.O. Box 1073, CH-8032 Zurich, faxing +41 41 620 88 03 or emailing sacc@sacc.ch, by Saturday, 2 February, 2019 at the latest. The cost of the event, which includes conference fee, lunch and apéro for Full Day participation is CHF 180.00 for SACC – Members and CHF 280.00 for Non-Members and CHF 100.00 for students. Half Day participation is CHF 140 for SACC – Members and CHF 240 for Non-Members and CHF 80 for students. You will receive a confirmation including the invoice after your registration. Cancellations will be accepted until Friday, 1 February, 2019, 10.00 a.m.: - otherwise a full no-show charge applies.

Please tick: Full Day ☐ Half Day Morning ☐ Half Day Afternoon ☐

Last Name: .......................................................... First Name: ..........................................................

Position: .............................................................. Company: ..............................................................

Full Address: ........................................................................................................................................

Phone: ........................................................ Fax: .......................................................... E-mail: ..........................................................

Date: ........................................................ Signature: ..........................................................

Contributing Organizations:

Erasmus China Business Centre (ECBC) explores business in China by integrating ongoing and new research projects in education and industry associated with China. By being academically and socially inclusive, ECBC activates research development, knowledge creation, business development, and innovation in education. The center aims to create a knowledge-creation platform to discuss, diagnose and develop solutions for internal and interactive challenges and issues in Great China and the Asian market. This way it can extend China-associated business, education and research collaborations, and progress output among stakeholders, sectors, and countries worldwide.

https://www.erim.eur.nl/erasmus-china-business-centre/

Swiss-Asian Chamber of Commerce

The Swiss-Asian Chamber of Commerce (SACC) is a private organization, providing a forum for all firms, institutions, government bodies and individuals interested in the economic and business relations between Switzerland and Asia. Our activities facilitate the exchange of experiences and direct business contacts among its members and between its members and official bodies in Asia and Switzerland. The activities and events are fully funded through membership fees, event participation fees, and sponsors.

http://www.sacc.ch