



世界管理论坛暨第四届中国管理咨询高峰会
 WORLD MANAGEMENT FORUM & THE 4TH CHINA
 MANAGEMENT CONSULTING SUMMIT

Winning in Management
Global Perspective and Chinese Styled Management

Date: 2005.9.17 (Saturday) to 2005.9.18 (Sunday)

Venue: China • Shanghai International Conference Centre

【Joint Organizers】

- China Enterprise Confederation (CEC)
- International Council of Management Consulting Institutes (ICMCI)

【Co-organizers】

- Shanghai Enterprise Confederation (SHEC)
- CEC Management Consulting Committee (MCC)

【Support】

- Jetro -- Japan External Trade Organization
- Zhejiang Business Society
- Jiangsu Business Society
- Shanghai Talking China



【Main Operator】

- Yin Magazine

【Special Media Support】

- Shanghai First Finance & Economics Media Organization



【Sole Internet Support】

finance.sina.cn



【Forum Agenda】

- Development and Trends in Global Management and “Chinese Styled” Management
- Progress in Globalization and Transformation of Management in Chinese Enterprises
- Global Management Experience and its Implementation in China
- Competition and Collaboration among Chinese & Foreign Management Consultants
- Growing Plights of Enterprises and Breakthrough of Management Bottle-necks
- Dynamic Shanghai : Innovation of the “Shanghai-school” vs the Euro-American Classics
- Changing China through Management

【Supporting Media】

第一财经日报、新浪网财经频道、Guangzhou Daily、浙江报业集团、江苏商报、Wuxi Daily、Jiangnan Evening Post、第一财经 CBN、第一财经广播、浙商杂志、第一财经月刊、南方人物周刊、Think Tank、中企联合网、中国管理咨询网、大洋网、第一财经网站、SINO Foreign Management,etc 50 + media companies.

【Background of Forum】

The pace of globalization of economy is ever increasing. The economy of China has entered into a historical period of fastest development, fastest progress, and deepest change. Economic development and management transformation are becoming hot issues that draw attention from entrepreneurs in China. What path of management should Chinese enterprises take? The China Enterprise Confederation (CEC) and the International Council of Management Consulting Institutes (ICMCI) are jointly organizing the World Management Forum: Together with renown experts from state-owned enterprises, private enterprises, foreign companies, government, academia, consulting firms, the forum is to diagnose the shortcomings in the operations of enterprises, to explore the future management pathways in the Chinese environment, and to align the Chinese styled management science in the context of global landscape.

- This is a sumptuous feast for the management community !
- This is a gathering of outstanding persons from enterprises !
- This is an exchange of wisdom for the consulting community !



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【Shanghai International Convention Center】SHICC is located in the heart of Lujiazui Financial and Trade Zone by the beautiful Huangpu River, and next to the Oriental Pearl TV Tower, and directly opposite to the multinational building clusters at the Bund. SHICC is a venue for hosting important domestic and foreign conferences and political dignitaries in Shanghai. Her high standard and high quality service has won many praises from various parties.

The World Management Forum will utilize various halls at SHICC, including the deluxe and elegant International Hall, the Yangtze Hall of APEC repute, the gracious and classical Yellow River Hall, and the spacious and bright Pearl Room.



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AGENDA

17 Sep Morning Venue: International Hall

08:15 Registration

09:00—09:50 Opening Ceremony

Chairperson on Duty: **Chen Lantong**, Managing Vice Chairman of China Enterprise Confederation

Speeches by Guests-of-honor:

- **Chen Jinhua**, Chairman of China Enterprise Confederation
- **Barry Curnow**, Chairman of ICMCI
- Officials of Shanghai Party Committee and Shanghai Municipality Government
- Official from the State-owned Asset Supervision and Administration Commission

Morning Tea and Networking

【Plenary Session】 10:10—12:00

Development and Trends in Global Management and “Chinese Styled” Management

Key Phrase: “Directing the Pathway”

Chairman on Duty: **Zhang Linjian**, Chairperson of the Shanghai Enterprise Confederation

Keynote Speeches:

- *《Trends in World Management —Multi-polarization and Management Transformation》*
by **Barry Curnow** ICMCI Chairman
- *《China Economy and the Creation of Chinese Styled Management Science》*
by: **Jiang Qiangui**, Vice Chairperson of the Commission of Legislative Affairs of National People's Congress
- *《The Rise of the Oriental Management Ideologies》*
by: **Su Dongshui**, Principal Professor of Fudan University



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17 Sep Afternoon: 13:30-17:30

【Sub- Forum 1】

*International Management Experience and its
Implementation in China*

Key Phrase: " Sharing"

Venue: International Hall

Theme: 《*The Winning Gene of Multinational
Management*》

Speech: **Liu Chuanzi**, CEO of Lenovo Group

Host: **Xiang Bing**, President of Cheung Kong Graduate School
of Business (to be confirmed)

Dialogue Guests:

- **Walter E Vieira**, CEO of Marketing Advisory Services Co.
India, Former Chairman of ICMCI
- **Zhu Yanfeng**, President of FAW
- **Ren Yong**, Deputy GM, Dongfeng Nissan
- **Li Shufu**, CEO of Geely Automobile
- **Li Fenghua**, CEO of China Eastern Airlines Group
- **Li Su**, CEO of H&J Vanguard Research and Consulting Co.,
Ltd.
- **Wang Daohua**, CEO of Fuji Consulting Co.

Theme: 《*International Management Experience – the
True and False of Implementation in China*》

Speech: **Hu Maoyuan**, CEO of Shanghai Automobile

Host: **Zhen Zhukang**, Dean of School of Management,
Shanghai Fudan University

Dialogue Guests:

- **Linda Sprague**, Professor of China Europe International
Business School (CEIBS)
- **Chen Zixin**, General Manager of Shanghai Volkswagen
- **Ting Lei**, General Manager of Shanghai General Motors
- **Yin Tongyao**, CEO of Chery Automobile
- **Lin Lei**, President of Sinotrust Marketing Research &
Consulting Ltd

17 Sep Afternoon: 13:30-17:30

【Sub-Forum 2】

*Competition and Collaboration among Chinese
and Foreign Management Consultants*

Key Phrase: “Co-opetition”

Venue: Yangtze River Hall

Host: **Hu Xinxin**, Vice Director of China Enterprise Confederation

Theme: 《*The “Coopetition” between the Chinese and
Foreign-owned Troops*》

Speech: **Chen Lingsheng**, President of BearingPoint
Management Consulting (China)



Dialogue Guests:

- **Paul Coronel**, Director of Benchmarking PLUS Australia
- **Aneeta Madhok**, Professor of the Narsee Monjee
Management Institute, India, and President of Institute of
Management Consultants India
- **Linda Pichler**, CEO of PEO Consulting, Austria
- **Zhang Zhaoan**, Consulting Director of the Shanghai
Government Research Centre
- **Gao Xiaosu**, President of China International Economic
Consultants Co., Ltd
- **Luo Changhuai**, CEO of Pusher Management Consulting Ltd
- **Gong Yuchun**, President of Ninesage Management Consulting
Co., Ltd

Host: **Zhao Tianle**, Secretary-general of the Consulting
Committee of China Enterprise Confederation

Theme: 《*The Challenges Posed by Information
Technology on Consulting Industry*》

Speech: **Ma Yue**, Deputy CEO of Lenovo Group, and CEO of
Hanpu Consulting

Dialogue Guests:

- **Peter Sorensen**, ICMCI Vice Chairman
- **Mikael Jensen**, Executive Director of the Swedish Institute of
Management Consultants
- **Rob Wagenaar**, Chairman of the Dutch Institute of
Management Consultants
- **Zhu Wei**, President of Roland Berger Company (China)
- **Yi Jianxiang**, President of Huajia Enterprise
- **Wang Pu**, CEO of Alliance PKU Management Consulting Ltd.
- **Wang Ying**, Chairman of Beijing Raise-Win Management
Consulting Co., Ltd
- **Chen Guoqing**, CEO of Shiye International (China) Co. Ltd
- **Dong Xijian**, CEO of Shanghai Industrial Consulting Co. Ltd



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17 Sep Afternoon: 13:30-17:00 Venue: Function Rooms 3E & 3G

18 Sep Morning 09:00-12:00/ and Afternoon 13:30-15:45 Venue: Pearl Room Gallery Area

CmCC Bilateral Meetings between Foreign & Chinese Consultants & Clients

Key Phrase: " Unlimited Business Opportunities"

Hosts:

- **Francesco D'Aprile**, President of the Italian Institute of Management Consultants
- **Liew Shin Liat**, ICMCI China Envoy, Council Member of Institute of Management Consultants Singapore
- **Zhao Tianle**, Secretary-general of the Management Consulting Committee of China Enterprise Confederation

17 Sep Evening: 18:00-21:30

Night Cruise and Buffet Dinner on the Huangpu River

Key Phrase: "Face to Face"

Hosts:

- **Rob Wagenaar**, President of Dutch Institute of Management Consultants
- **Liew Shin Liat**, ICMCI China Envoy
- **Matthew Astill**, CEO of Cavendish
- **Gerd Prechtel**, ICMCI Vice Chairman

18 Sep Morning: 09:00-12:00

【Sub-Forum 3】

Progress in Globalization and Transformation of Management in Chinese Enterprises

Key Phrase: "Feeling the Pulse"

Venue: Yellow River Hall

Theme: 《*Progress in Globalization and the Shortcomings in the Management of Chinese Enterprises*》

Speech: **Chen Quansheng**, Head of the Industry Transportation & Trade Bureau of the State Council Research Division

Host: **You Jianxin**, Dean of the Business School of Shanghai Tongji University
(or) **Xie Dawei**, President of the Shanghai National Accounting Institute

Dialogue Guests:

- **Ren Kelei**, CEO of Shengzhen OCT Group
- **Zhang Chongwen**, Deputy Chairman of Panasonic China
- **Wang Mingfu**, Chairman of H&J Vanguard Group

Tea Break

18 Sep Morning: 09:00-12:00

【Sub-Forum 4】

Growing Plights of Enterprises and Breakthrough of Management Bottlenecks

Key Phrase: "Pressing the Acupuncture Points"

Venue: Pearl Room

Theme: 《*The Dual Difficulties of the Growth of Chinese Enterprises*》

Speech:

- **Wang Lichen**, Chairman of Huali Group Co., Ltd
- **Lang Xianping**, Professor of the Chinese University of Hong Kong

Host: **Tian Yuan**, Chairman of Yabuli Forum

Dialogue Guests:

- **Wang Shuifu**, Chairman of Xizi United Holding Corporation
- **Xia Shilin**, Chairman of Shenghua Group
- **Zhen Xiukang**, Chairman of Kangnai Group
- **Jiang Xibei**, CEO of Jiangsu Yuantong Group
- **Peng Jianfeng**, President of Huaxia Jishi Group

Tea Break



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Theme: 《*The Implementation of Multinational Management Practices in the Process of Internationalization of Chinese Enterprises*》

Speech:

- **Ma Weihua**, President of China Merchants Bank
- **Cai Laixing**, Chairman of Shanghai Industrial Investment (Holdings) Co., Ltd

Host: Dean of the School of Economics and Management of Tsinghua University (to be determined)

Dialogue Guests:

- **Tao Jianxin**, CEO of Chun Lan Group
- **Meng Xiaosu**, Chairman of CRED Group
- **Wang Delu**, President of the Changchen Enterprise Strategy Research Institute

Theme: 《*Third Generation Management — Succession of Chinese Enterprises*》

Speech:

- **Shi Ziyi**, Chairman of Global Chinese Competitiveness Foundation
- **Jiang Ruxiang**, President of Zion Management Consulting Ltd.

Host: **Tian Yuan**, Chairman of Yabuli Forum

Dialogue Guests:

- **Yu Liang**, CEO of Wanke Group
- **Mao Lixian**, Chairman of Fangtai Kitchenware
- **Feng Gensheng**, Chairman of Qingchunbao Group
- **Zhou Yonglian**, Chairman of G-Fortune Management Consulting Co., Ltd

18 Sep Afternoon: 13:30-16:00 【Sub-Forum 5】

Dynamic Shanghai—Innovation of the “Shanghai-school” vs the Euro-American Classics

Key Phrase: “*Succession and Innovation*”

Venue: Pearl Room

Li Wuwei, Deputy Director of the Shanghai People's Congress Standing Committee

Host: **Wang Fanghua**, Dean of the School of Management of Shanghai Jiao Tong University

Dialogue Guests:

- **Xie Qihua**, Chairman of Baosteel Group
- **Guo Guangchang**, CEO of Shanghai Fosun Group
- **Chen Guoqing**, CEO of Shiye International (China) Co. Ltd
- **Zhen Rongde**, CEO of Huadong Electric Group
- **Ting Haiyin**, Managing Director of A T Kearney China

15:45 Tea Break and Networking

18 Sep Afternoon: 16:00-17:00

Closing Ceremony : “Changing China Through Management”

Key Phrase: "Reflection"

Chairperson on Duty: **Hu Xinxin**, Vice Director of China Enterprise Confederation

ICMCI Chairman Barry Curnow to present CMC certificates to the first batch of CMCs in China

Unveiling and launching 《The China Management Consulting & Training Yellow Pages》

Proposed forum resolution and closing speech

Closing and end of forum