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# **APEC SME Summit 2013**

## **“Towards Innovation”**

### **HOSTED BY**

China Council for the Promotion of International Trade (CCPIT)  
APEC Business Advisory Council  
APEC China Business Council

### **SUPPORTED BY**

Ministry of Foreign Affairs, P.R.C  
Ministry of Commerce, P.R.C  
China International Cooperation Association of SMEs

### **ORGANIZERED BY**

APEC SME Summit International Coordination Center  
Membership Development and Service Center in China International Cooperation  
Association of SMEs  
APEC SME Service Alliance

December 19-20, 2013  
Shenzhen, China

# “Towards Innovation”

## Provisional Program

December 19-20, 2013

*Program as at 4 November, 2013*

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<b>Wednesday, December 18</b>	<b>Theme Day &amp; Registration</b>
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<b>09:00 – 18:00</b>	<b>We-Media Marketing Training Camp</b>
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*Partner: (By invitations only)*

*New Trend Alliance  
(NTA)*

<b>19:00 – 21:00</b>	<b>YES Auditorium</b>
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*WHEN I WAS 30 – Words to Youths*

[YES Auditorium]

YES Auditorium is a sharing platform for free exchange and communication between youths from all walks. Focusing on story-telling, experience-sharing, views-exchanging and lecture-learning, YES Auditorium encourages and welcomes fierce ideological collision and hope to facilitate more youths to rethink their dream and be themselves through momentum of lectures given by distinguished mentors.

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<b>Tuesday, December 19</b>	<b>Day 1</b>
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<b>09:00 - 09:30</b>	<b>Opening Ceremony</b>
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Opening Remarks

<b>09:30 – 09:50</b>	<b>Keynote Speech:</b>
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<b>09:50 – 11:10</b>	<b>Plenary Session 1:</b>
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*TINY PARTICLE TO BIG MANUFACTURING*

- In the large manufacturing sector, where is the bottleneck for micro-innovation, and how to find the way out?
- What is the real sense of innovation? Where are the boundaries separating it from copying?
- How to integrate innovation into the corporate culture? How to interpret innovation from the perspective of business and technology?

<b>11:10 – 12:30</b>	<b>Plenary Session 2:</b>
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*MULTINATIONAL CORPORATIONS' BALANCE PRINCIPLE*

- How do Multinational Corporations balance the global market policy and demand of localization?
- In the context of globalization, how to break the cultural discrepancies?
- The successful experience or trouble of multinational companies in Chinese market.

**12:30 – 14:00**

**THEME LUNCHEON**

*APEC Business Travel Card Promotion*

*(By invitation only)*

**14:20 – 15:50**

**Plenary Session 3**

*THE FORCE OF ONLINE FINANCE*

- Is the online finance model being over-estimated?
- Whether the Internet financial could become a real challenge to the traditional finance model?
- How to seek the balance between innovation and regulation?

**15:50 – 17:20**

**Plenary Session 4**

*WINNING THE NITCHE MARKET*

- For SMEs, how to win the niche market?
- What is the connotation of the "small is beautiful" strategy? How to abandon? How to keep?
- In the Internet age, where to explore the opportunity of "small is beautiful"?

**18:00 – 20:30**

**APEC and China's Business Community Welcome**

**Reception**

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**Friday, December 20**

**Day 2**

**09:00 – 09:20**

**Keynote Speech:**

*UNLOCKING THE POTENTIAL OF PRIVATE ENTERPRISES*

**09:20 – 10:50**

**Special Session**

*SHENZHEN: CITY OF INNOVATION*

- As the bridgehead of China's reform and opening up, how can Shenzhen keep continuous innovation and strengthen its radiation.

- What are the current challenges and opportunities presented to Shenzhen in terms of technology, finance, culture and other important areas?
- Based in Shenzhen, how can top-ranking international companies such as Huawei and Tencent achieve continuous innovation?

**10:50 – 12:20**

**Plenary Session 5**

*BEING TOWARDS HEALTH*

- In the medical, food, health care, the environment, and other fields, how to seize new opportunities brought by the bloom of health industry?
- What is the development priority and core issue of the health industry?
- For the enterprises, how to bear responsibility and promote the green development of the health industry?

**12:30 – 13:30**

**LUNCHEON**

**14:00 – 15:30**

**Plenary Session 6**

*FUSION OF CULTURE AND COMMERCE*

- How does business offer momentum for the emerging cultural industries?
- How to seep culture into the market and achieve the promotion of brand and commercial value

**15:30 – 17:00**

**Plenary Session 7**

*THE SOCIAL RESPONSIBILITY ERA*

- How to build a new public relations on the basis of corporate social responsibility?
- From the perspective of multinational companies, how to interpret the corporate social responsibility as the core for sustainable developmental strategy of the brand?
- How to spread positive energy of the media?

**17:00 – 18:30**

**Special Show:**

*“THE LUOGIC TALK SHOW” - What Makes a Promising Future for China*

by **LUO Zhenyu**, Founder of the talk show “*Luogic Show*”