



FORUM

MORE THAN A MARKET
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Shanghai | Grand Hyatt | May 25th, 2016
Language: English | Free participation

12.00-13.00 Registration & Lunch reception

13.00-14:00 **WELCOME & FORUM OPENING**

Liz Mohn | Vice Chair of Bertelsmann Stiftung Executive Board

KEY NOTE SPEECH: Mr. Wu Yuehan | Soong Ching Ling Foundation

14.00-15.15 **FIRST SESSION OF 3 PARALLEL WORKSHOPS:**

WORKSHOP: EDUCATION

How can German companies get engaged in the Chinese education sector?

Moderator: Anika Laudien | Bertelsmann Stiftung

Speakers: Han Zheng | CDHK, Rolf Köhler | Freudenberg, Shi Yu-Rong | Kronos

WORKSHOP: ENVIRONMENT

How can the German industry make use of its strong know how on sustainability to create positive impact for the environment in China?

Moderator: Sun Haiyan | Founder and Chief Editor, Business Ecology

Speaker: LANXESS China, Dr. Alasdair Jelfs | Merck Holding China and Merck Chemicals China, Hao Liqiong | Founder of Aifen Environment Protection

OPEN IDEA LAB I

The IDEA LAB is an open format where participants receive tailored support for their particular interests or needs. In an interactive workshop using methodologies such as design thinking, participants are guided through the steps of generating ideas, developing concepts and/or making a prototype for a project on the topic of their interest.

Facilitators: Ms. Fei Xiaojing | Constellations (Shanghai) Co., Ltd., Mr. Nicolas Leclercq | Design Thinking / Business Model Innovation Program Lead, SAP Labs China

15:15-15:40 **COFFEE BREAK**

15:40-16:55 **SECOND SESSION OF 3 PARALLEL WORKSHOPS:**

WORKSHOP: COMMUNICATION

Social engagement is about walking the talk – but also about talking the walk! This workshop offers the chance to discuss effective means of communication with experts and journalists from China and Germany.

Moderator: Bernhard Bartsch | Bertelsmann Stiftung

Speakers: Hendrik Ankenbrand | FAZ, Sun Haiyan | Business Ecology, Axel Kuhlmann / Stefan Ahrens | Football for Migrant Workers' Kids

WORKSHOP: VOLUNTEERS

How could the German industry as a group leverage the impact of individual voluntary actions?

What structures or platform are needed to scale up the impact?

Moderator: Liu Yi | CONSTELLATIONS

Speakers: Holly Yuan | COO, SAP Labs China, Yuan Boyong | CSR Manager Bayer China, Chen Yicun | Manager Charyou

OPEN IDEA LAB II

See Open Idea Lab I

17.00-18.00 **PANEL DISCUSSION + Q&A** moderated by Dr. Wolfgang Roehr:

Leaders' analysis and society trends, summary and outlook

Panelists: Ms. Celina Chew | Bayer, Mr. Thilo Koeppel | Huber & Suhner, Ms. She Hongyu | Amity Foundation, Ms. Yuki Tan, Mr Clas Neumann |SAP

18.00 **END OF FORUM**