

## **Chinese Enterprises Go Global & International Cultural Cooperation Promotion Program (Proposed Agenda)**

### **Introduction**

The 2015 China Beijing International Cultural & Creative Industry Expo (ICCIE 2015) is jointly hosted by the Ministry of Culture, the State General Administration of Press, Publication, Radio, Film and Television, and the Beijing Municipal Government. Since its inception in 2006, it has been successfully held on an annual basis and attracted diverse participants from various international organizations, nations, regions, and most Chinese provinces.

The International Cultural Cooperation Promotion Program is an important part of ICCIE 2015 and a platform for exchanging ideas, sharing information and facilitating international cooperation. This event aims at implementing the Go Global Strategy of Chinese enterprises called upon by the Chinese government and providing networking and business matching opportunities for cultural enterprises around the world. The invitees to the event would be delegates from around the world including policy makers of the Ministry of Commerce and the Ministry of Culture of the government of China, diplomats and counselors to China, experts, scholars, leaders of Sino-foreign commerce chambers and trade associations as well as representatives of Chinese and foreign cultural enterprises.

Along with keynote speech and thematic dialogue, the event will include forums, dialogues, project showcase, key projects promotion, and business partnership match-making meetings etc.

The key projects sessions of the event will features:

- Committee recommendations of key projects
- Key projects showcase
- Committee recommendations are published in the official journal and website of ICCIE 2015

**Date:** 9am to 5:30pm, October 30, 2015

**Venue:** Landmark Hotel

**Hosts:** China Association of Trade in Services (CATIS)  
The Organizing Committee of 2015 ICCIE

**Co-organizers:** Beijing, Tianjin, Shanghai and Chongqing Service Trade Union  
Paris Île-de-France Regional Chamber of Commerce and Industry  
China-Italy Chamber of Commerce  
Thai Chamber of Commerce in China

**Organizers:** China Council for the Promotion of International Trade Beijing Sub-council  
(CCPIT Beijing)  
Beijing Association for Trade in Services (BAFTS)

## Agenda

### 1. International Forum to Explore the Go Global Strategy of Chinese Enterprises

Time	Activity	Speaker
09:00-09:30	<b>Registration</b>	
09:30-09:35	<b>Opening Speech</b>	
09:35-09:55	<b>Keynote Speech:</b> The 13 <sup>th</sup> Five-year plan for the internationalization of Chinese cultural industry	Policy maker of the Ministry of Culture
09:55-10:15	<b>Keynote Speech:</b> The 13 <sup>th</sup> Five-year plan for Chinese cultural enterprises pursuing Go Global strategy	Policy maker of the Ministry of Commerce
10:15-10:35	<b>Coffee Break</b> Exhibition of International Cultural Cooperation Projects	
10:35-10:45	<b>Keynote Speech:</b> Exploring sustainable models and methods of development of Chinese enterprises pursuing Go Global strategy	Mr Zhang Jianping, Policy maker of National Development and Reform Commission
10:45-11:15	<b>Thematic Dialogue</b> surrounding the theme of exploring sustainable models and methods of development of Chinese enterprises pursuing Go Global strategy	
11:15-11:25	<b>Keynote Speech:</b> The positive influence of Commerce and Trade Associations in promoting international cooperation among cultural enterprises	Representative from Korea Culture & Content Agency (KOCCA)
11:25-11:55	<b>Thematic Dialogue</b> surrounding the theme of the positive influence of commerce and trade associations	
12:00-13:30	<b>Lunch</b> Committee recommendation and promotion of key projects	

## 2. Signing Ceremony of Key Projects

Time	Activity
13:30	Opening Speech
13:30-14:00	Signing Ceremony of key cultural projects

## 3. Recommendation and Promotion of International Cooperation Projects

Time	Activity
14:00-16:00	Recommendation and promotion of international cultural cooperation projects
16:00-17:30	Business partnership match-making meetings

*\*This proposed agenda may be subject to last-minute changes without prior notice.*