



INSIGHT CHINA
关注中国

Seminar Programme Insight China 2012

MONDAY 13.02.	TUESDAY 14.02.	WEDNESDAY 15.02.	THURSDAY 16.02.	FRIDAY 17.02.
09.00 - 09.15	08:30 - 10.15	09.00 - 10.00	08.45 - 10.00	09.00 - 09.15
Welcome and Seminar Opening Prof. Michael Jeive (Fhnw)	Company presentation Stephan Wartmann (Kabelwerke Brugg)	The Chinese Domestic Consumers - The Hope for the Future? Dr. Xian Chu Kong (WaTung Consulting)	Business Model and Business in China Dr. He Rong (Beijing Foreign Studies University)	Welcome and Opening FHNW & Project Teams
09.15 - 10.15 Introduction to Chinese History and Culture Prof. Dr. Peter Abplanalp (Fhnw)				09.15-10.15. Introduction to trade Hans Niederhäuser (Blaser Swissslube)
10.15 - 10.45 Coffee	10.15.- 10.45 Coffee	10.00 - 10.30 Coffee	10.00 - 10.30 Coffee	10.15 - 10.45 Coffee
10.45 - 12.00	10.45 - 12.00	10.30 - 12.00	10.30 - 12.00	10.45 - 12.00
Crash Course: Chinese Fan Neifer-Yang (Fhnw)	Human Rights in China and the Swiss China Dialogue Anna Mattei (EDA)	Management for innovation Prof. Dr. Xinhua Wittmann (Fhnw)	Challenges to Sustainability in the People's Republic of China Prof. Michael Jeive (Fhnw)	FTA - An instrument to deepen trade relations with important trading partners Maurizio Cerratti (SECO)
12.00 - 13.30 Lunch	12.00 - 13.00 Lunch	12.00 - 13.30 Lunch	12.00 - 13.00 Lunch & Travel	12.00 - 13.30 Lunch
	13.00-14.00 Travel			
13.30 - 14.45	14.00-16.00	13.30 - 15.00	13:00-15:00	13.30 - 14:15
Sustainable construction in China Edward Schwarz (Holcim Foundation)	FOR REGISTERED STUDENTS ONLY Gallery Urs Meile Lucerne "Meng Huang" Exhibition Karin Seiz The Chinese Art market Urs Meile	FDI in China: Retrospect and Prospect Dr. Fu Xingguo (Chinese Permanent Mission to the WTO) Presentation	FOR IC2012 DELEGATION ONLY Company visit Fr. Sauter AG External Relations and Location Marketing Canton of the City of Basel Florian Eggli/Katja Jenni (Standortmarketing Basel)	Exchange in cultural goods Marianne Burki (Pro Helvetia)
14.45 - 15.15 Coffee		15.00 - 15.30 Coffee	15.00-15.30 Travel	14.15 - 14.45 Coffee
15.15 - 17.00		15.30 - 16.00	15:30-17:40	14.45 - 15.45
Introduction to Chinese Economy Andreas Kühnis (Kühnis Asia Consult GmbH)		FDI in China: Retrospect and Prospect Dr. Fu Xingguo (Chinese Permanent Mission to the WTO) Interaction with students	FOR IC2012 DELEGATION ONLY Company Visit Endress + Hauser	Podium discussion Marianne Burki (Pro Helvetia) Fabio Menegloa (K+N) Dr. Philippe Nell (SECO) Moderator: Prof. Michael Jeive (Fhnw)
17:15-17:45 Crisis management Prof. Dr. Brigitte Sprenger (Fhnw)			17.40 Apéro	15.45 Apéro

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