



CHINESE ENTERPRISE SUMMIT

中国企业峰会

打造专业高效的沟通平台

**“Challenging China Opportunity” Opening Conference of  
Chinese Enterprise Summit 2007**

**World Forum Convention Centre, Churchillplein, The Hague  
Amazon Hall**

**22 May 14.00 – 17.00 hours**

**14.15 – 14.30 hrs** Opening Speech by : **Henk Kool**, Deputy Mayor, The Hague City

**First Section: Win in China**

Speaker 1: **Mrs. Xue Hanqin** Chinese  
Ambassador to the Kingdom of the Netherlands

Time: 14:30 – 14:45 Subject: Chinese and Dutch  
bilateral economic and trade affairs

Speaker 2: **Mr. Zhu Jiangeng** President, Jiangxi  
Huang Shang Huang Group  
Time: 14:45 – 15:00 Subject: The company development  
history in 15 years and how it got developed from a small  
workshop into a group with 2,000 employees.

Speaker 3: **Bart Drechsel (Mr.)** CEO of Mingya  
European Resort Ltd.  
Time: 15:00 – 15:15 Subject: Share experience  
concerning with doing business and investment  
in China.

Speaker 4: **Mr. Song Lianxin** Deputy Director, head of  
the commission Tianjin Binhai New Area Administrative  
Committee  
Time: 15:15 – 15:30 Subject: General overviews on  
China Economic Reform in 30 year, and the new  
opportunities, which Tianjin Binhai New Area can offer

Break (with tea & coffee)  
Time: 15.30 – 16.00

**Second Section: Harvest in Holland**

Speaker 5: **Mr. Jochum Haakma** Director of the  
Netherlands Foreign Investment Agency (NFIA)  
Time: 16:00 – 16:15 Subject: Economic  
cooperation between China and The  
Netherlands, opportunities and challenges.

Speaker 6: **Mr. Wu Jinping** Managing Director  
of COSCO Holland Branch  
Time: 16:15 – 16:30 Subject: To share its  
experiences on establishing its branch and how  
it gets developed here in Holland.

Speakers 7: **Mr. Li Jun** Managing Director of  
ZTE Corporation Dutch Branch  
Time: 16:30 – 16:45 Subject: How the  
innovation impacts on the group's development  
and its experience in doing businesses in The  
Netherlands

Speakers 8: **Michiel Wesseling** Partner,  
Houthoff Buruma  
Time: 16:45 – 17:00 Subject: Dutch advanced  
economic and commercial system through case study,  
and the reasons why the Netherlands is the gate way to  
Europe for foreign investors.

Question & Answers Section  
Time: 17.00 – 17.30

**Moderator: Chunmei Maja Sun** (Mrs.), Managing Director, the Sun-Sun Group BV, General Secretary of the  
organizing committee of Chinese Enterprise Summit 2007



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## Tianjin City Investment Environment Presentation

World Forum Convention Centre, Churchillplein, The Hague

23 May 09:30-11.35 hours

### First Session:

Speaker 1: **Mrs. Imanda Wapenaar**

Managing Director of West-Holland Foreign Investment Agency

Time: 9:35 ~ 9:40

Subject: Welcome greeting

Speaker 2: **Mr. Li Shengli**

Chief economist, Tianjin Commission of Commerce

Time: 9:40 ~ 9:45

Subject: General Introduction to Tianjin City (population, location, history and business environment etc.)

Speaker 3: **Mr. Sun Jiannan**

Vice director, Tianjin Investment Promotion Center

Time: 9:45 ~ 10:25

Subject: General introduction to Tianjin Investment Environment

10:25 ~ 10:30 Question & Answers

10: 30~10: 45 Coffee Break

### Second Session:

Speaker 1: **Mr. Song Linxin**, Head of the commission of Introduction to Binhai New Area

Time: 10:45 ~ 11:25

Subject: Introduction to Binhai New Area

11:25 ~ 11:35 Questions & Answer

**Moderator : Professor Lin Bin, President of Zhonghua Medical Center**