

## EU-China Business & Technology Cooperation Fair V

## 第5届中国-欧盟投资贸易合作洽谈会 EU-China Business & Technology Cooperation Fair V



欧盟项目创新中心（成都）  
EU Project Innovation Centre (Chengdu)  
地址：成都天府大道1480号，拉德方斯大厦西楼6楼，610042  
Add: 6F, West Building, La Defense, 1480 Tianfu Avenue, Chengdu,  
Sichuan, P.R.China, 610042  
Tel: 0086-28-8533 5757 Fax: 0086-28-8533 6767  
E-mail: info@eupic.org.cn  
www.eupic.org.cn

# Guidebook

Oct 17<sup>th</sup>-21<sup>st</sup>, 2010  
Chengdu-China

## CONTENT



**EU-China Business & Technology Cooperation Fair V**  
**Oct 17<sup>th</sup>-21<sup>st</sup>, 2010 Chengdu-China**

**Hosted by:**

Ministry of Commerce of China  
National Energy Administration of China  
China Council for the Promotion of International Trade  
Sichuan Provincial Government

**Supported by:**

European Commission  
Official partners from EU member states

**Sponsored by:**

Chengdu Municipal Government  
Chengdu Hi-Tech Zone Management Committee  
CCPIT Chengdu Council

**Organized by:**

EU Project Innovation Centre (Chengdu)

<b>Agenda</b> .....	02
<b>Forums</b> .....	03
Sino-French Cluster Event	
2 <sup>nd</sup> EU-China Green Tech Forum	
EU-China Bio-pharmaceutical Industry Development & Technology Innovation Forum	
EU Investment Environment and Project Promotion	
<b>Matchmaking</b> .....	07
<b>Hotels</b> .....	08
<b>Transportation</b> .....	08
<b>Venue Maps</b> .....	09
A map for Chengdu Pride International Convention Centre	
A map for the Event venue	
A map for the Opening Ceremony and Exhibition	
<b>Participation Notes</b> .....	14
Access to the event venue	
Matchmaking application	
Lunch and Gala Dinner	
Security	
<b>Onsite Service</b> .....	17
Internet Service	
Business Service	
Interpreting Service	
Coffee and Beverages	
<b>Contact Us</b> .....	18
<b>Annex</b> .....	19

# 2010 AGENDA

## 17 Oct. 2010 (Sunday)

09:30-12:00 Visit Chengdu Hi-Tech Zone & Tianfu New City  
12:00-13:30 Lunch  
14:00-18:00 Sino-French Cluster Event  
19:00-21:00 Cocktail Party

## 18 Oct. 2010 (Monday)

09:30 -10:10 Opening Ceremony  
10:30 -12:00 2<sup>nd</sup> EU - China Green Tech Forum (Plenary Session)  
Europe and China - A strategic alliance for innovation and business in Green Technology  
12:00 - 13:30 Lunch  
A:14:00 - 17:30 Roundtable for 2<sup>nd</sup> EU-China Tech Forum  
- Group 1: Renewable Energy  
Solar, Wind and Nuclear  
- Group 2: Green Technology for Green Cities  
Smart Grid, Clean Transportation,  
and Water Treatment  
B:14: 00 - 17:30 Sino-France Cluster Event (Workshops)  
Workshop 1: Aerospace  
Workshop 2: Agriculture  
C:14:00 - 17: 30 EU-China Bio-pharmaceutical Industry  
Development & Technology Innovation Forum  
18: 30 - 20: 00 Gala Dinner

## 19 Oct. 2010 (Tuesday)

09:30 - 17:30 Match-Making Meetings  
14:00 - 18:00 EU Investment Environment and Project Promotion

## 20 Oct. 2010 (Wednesday)

Visit Jinsha Ruins(Museum), Chengdu Giant Panda Breeding Base

## 20 Oct. 2010 (Thursday)

See off

# “PROFESSIONAL FORUM”

## I. Sino-French Cluster Event

### Hosted by:

Torch Centre of Ministry of Science and Technology of China  
DGCIS (Direction General of Competitiveness, Industry  
and Services), Ministry of Industry of France

### Sponsored by:

Chengdu Hi-Tech Zone Management Committee

### Organized by:

EU Project Innovation Centre (EUPIC)  
UbiFrance

### Participants:

Up to 200 attendees

### Time:

14:00-18:00, Oct. 17<sup>th</sup>, 2010 (Plenary Session)  
14:00-17:30, Oct.18<sup>th</sup>, 2010 (Workshops)

### Venue:

Tianfu Hall, 3rd Floor, Pride International Convention Centre,  
Chengdu (Plenary Session) Qingbaijiang Hall & Xindu Hall,  
5th Floor, Pride International Convention Centre, Chengdu(Workshop)

### Guests and Speakers:

#### I. Innovation policy & environment review in China and France

Mr. Cao Jianlin, Vice Minister, MOST  
Mr Luc Rousseau ,Vice Minister, Director General, DGCIS MEIE  
Xiu Xiaoping, Deputy Director General, Torch Centre MOST  
Mrs Mireille Pannetier, Head of international Partnership  
Mr Jean-Jacques Yarmoff, International Partnerships Director, OSEO  
Mr Nam Ngothien, INPI  
Leaders from Sichuan Provincial Government and Chengdu Municipal  
Government

#### II. Best Practice of French and Chinese Clusters:

Chengdu, Zhangjiang (Shanghai), Shenzhen  
Eurobiomed, Aerospace Valley, Systematic





## II.2<sup>nd</sup> EU-China Green Tech Forum

### Hosted by:

China National Energy Administration  
Chengdu Municipal Government

### Sponsored by:

Chengdu Economy and Informationization Commission  
Chengdu Hi-Tech Zone Management Committee

### Assisted by:

Shuangliu County Government

### Organized by:

EU Project Innovation Centre (EUPIC)

### Participants:

Up to 300 attendees

### Time:

Oct. 18<sup>th</sup>, 2010  
10:30-12:00 (Plenary Session)  
14:00-17:30 (Workshops)

### Venue:

Crystal Hall, 5<sup>th</sup> Floor, Pride International Convention Centre, Chengdu

### Guests and Speakers:

Chengdu Municipal Government  
---Welcome Address

The Current Situation and the Advantage of China's New Energy Industry  
--- China National Energy Administration

Philippe Vialatte, First Counsellor, Head of Science, Technology and Environment Section, EU Delegation to China

Department of Planning, Ministry of Industry and Information Technology  
--- The Opportunities and the Challenges in the Development of China's Strategic Emerging Industries

Investment Promotion Council of the Chengdu City  
--- The Introduction on the Development of New Energy Industry and the Investment Policies in Chengdu

## III. EU-China Bio-pharmaceutical Industry and Economic Development Forum

### Hosted by:

China National Center for Biotechnology Development  
China Pharmaceutical Research and Development Association (Sino-PhIRDA)  
Chengdu Municipal People's Government

### Sponsored by:

The Science and Technology Bureau of Chengdu

### Assisted by:

The Management Committee of Chengdu Hi-tech industrial Development Zone

### Organized by:

EU Project Innovation Centre (Chengdu)

### Time:

14:00--17:30 Oct 18<sup>th</sup>, 2010

### Venue:

Hi-tech (Gaoxin) Hall, 5/F, Pride International Convention Center, Chengdu Century City, Chengdu, Sichuan, China

### Guests and Speakers:

Speech from Chinese officials

Mr. Simon Gudin, PhD-project manager of Lyon Biopole, France  
---- Managing Innovation Stakes, challenges and prospect of a bio company

Ding Xiaobin, vice director of Science and Technology Bureau of the Chengdu City  
----Introduction about the current situation and the investment policies of bio-pharmaceutical industry in Chengdu

Mr. Jacquie Berthe, Scientific Director, SanofiAventis Montpellier Research Center; President, EUROBIOMED Cluster, France  
----To be confirmed

Dr. Jin Li, Director of Global Compound Sciences, AstraZeneca, UK  
---- Leveraging External Innovation and Capabilities for Drug Discovery Research

Mrs. Anna Maria Papini, Vice President R&D bio molecular Center, International awarded Scientist at the University of Cergy Pontoise and Florenz, Italy  
---- Molecular detection for Life sciences : an innovative Network of European platforms to favor global Technology transfer

Ji Jianxin, director of Pharmacy Institute to Chengdu Di'ao Pharmaceutical Group Co. Ltd.  
---- Needs for EU advanced technology and products from Chinese Bio-pharmaceutical companies

Ms. Wang Li, Director to National Chengdu Center for Safety Evaluation of Traditional Chinese Medicine  
---- Analysis on Development Trend of Global biopharmaceutical Outsourcing and prospects of new drug research in China

## IV. EU Investment Environment and Project Promotion

**Hosted by:**

Chengdu Municipal Government

**Sponsored by:**

Chengdu Municipal Bureau of Commerce  
Chengdu Hi-Tech Zone Management Committee

**Organized by:**

EU Project Innovation Centre (Chengdu)

**Participants:**

About 100 attendees

**Time:**

14:00-18:00, 19<sup>th</sup> Oct, 2010 (Tuesday)

**Venue:**

Hi-Tech (Gao Xin Hall), 5/F, Pride International Convention Center,  
Chengdu Century City, Chengdu, China

**Schedule:**

- I.Meeting between leaders of Chengdu Municipal Government and European guests;
- II.Speeches by leaders and guests;
- III.Signing Ceremony
- IV.Speeches by representatives of agencies of EU member states;
- V.Free discussion

**Guests and Speakers:**

Chinese Guests:

- I.Leaders of Ministry of Commerce of China
- II.Leaders of Chengdu Municipal Government and Chengdu Municipal Bureau of Commerce;
- III.Representatives of related departments of Chengdu Municipal Bureau of Commerce and representatives from governments at all levels;
- IV.Leaders of Chengdu Hi-Tech Zone Management Committee
- V.Representatives of related departments of Economic & Trade Development Bureau, Science & Technology Bureau, and Investment Service Bureau of Chengdu Hi-Tech Zone
- VI.Representatives of Chinese enterprises

**European Guests:**

- I.Representatives of agencies of EU member states

## “MATCHMAKING”

We warmly invite you to participate in this international matchmaking event. This communication and cooperation platform enables you to identify and meet the right people to discuss your ideas and opportunities.

**B2B-Matchmakings are organized:**

- targeted at companies and research institutes;
- for developing new business or innovative technology;
- by pre-arranged confidential one-on-one appointments;
- with potential business partners and clients,
- to your personal interest by matching cooperation profiles;
- up to 300 Chinese enterprises and 100 EU enterprises are involved





## “ OFFICIAL HOTELS ”

The official hotels for this event are the Intercontinental Hotel Chengdu and Century City Holiday Inn. All participants to EU-China Business & Cooperation Fair V can enjoy a preferential rate. Please kindly find the map for the hotels on the right :

## “ TRANSPORTATION ”

### Airport to Hotel

The shuttle bus service from the airport to the hotels will be provided for FREE to the event guests at 9:00-20:00 from October 16th to 18th. Our staff will meet you at the airport with the pick-up boards shown below, we also have volunteers at your service on the way to the hotels.

If you miss the shuttle bus, please show the taxi driver the following words:

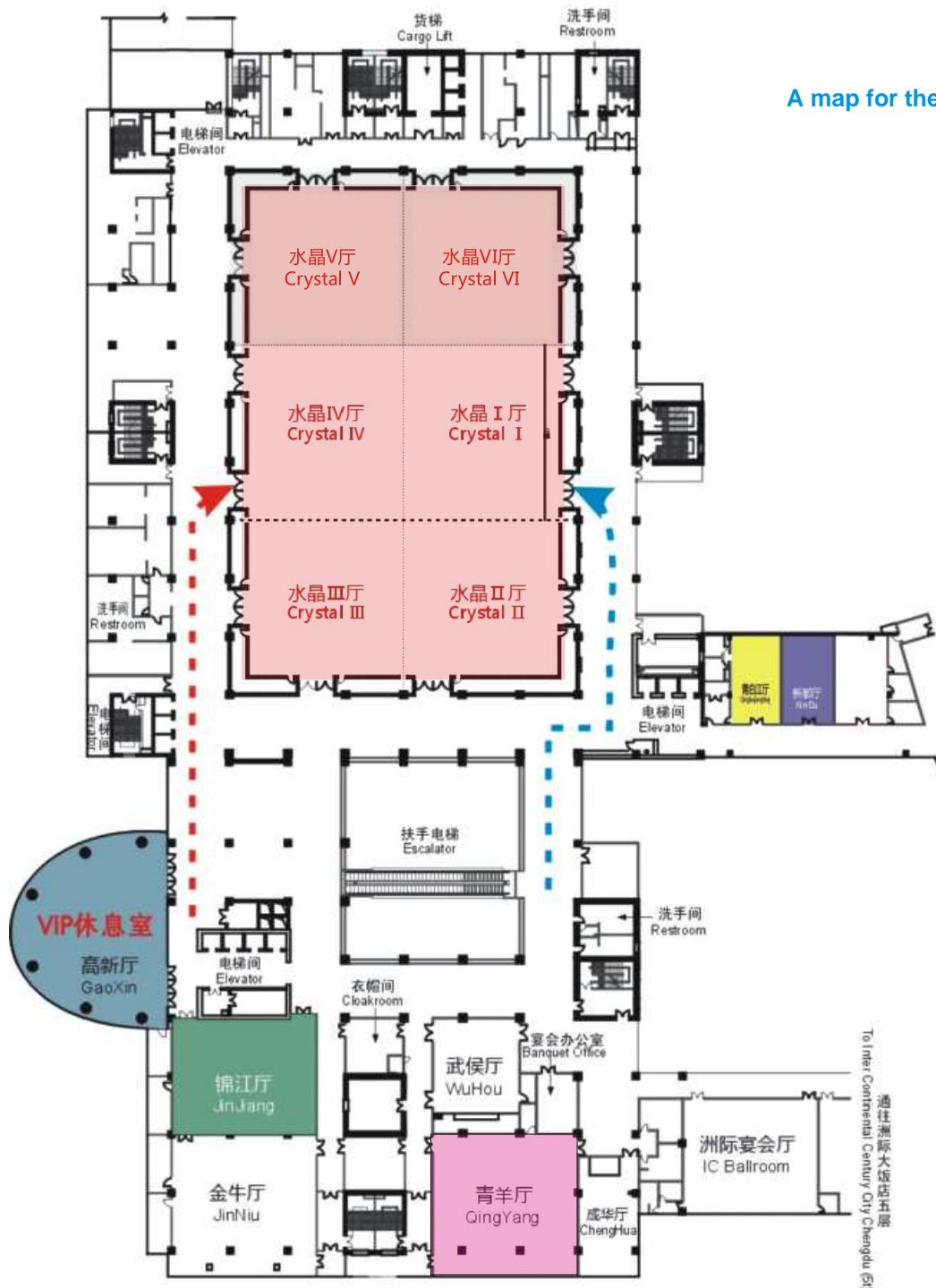
- Please take me to Holiday Inn/请带我去假日酒店
- Please take me to Intercontinental Hotel/请带我去洲际酒店



## “ VENUE MAPS ”



A map for the Event venue





# “ PARTICIPATION NOTES ”

## Access to the event venue

### Access to the Event

Registration for EU Participants On-site registration desk for EU participants will be set up at the two appointed official hotels. Upon registration, all participants will receive one information kit, including matchmaking meeting agenda, company catalogue, guidebook, tickets for Lunch, Gala Diner and Cocktail Party, participant ID badge etc.

### Access to the Event Venue

Participants will not be allowed to enter the Event Venue without the event ID Badge. If you didn't find the ID Badge in your information kit, please contact the reception desk where you did the registration.



## Matchmaking application

Please check the matchmaking agenda to get acquainted with the time arranged for your company, and make sure your presence in the right location at the right time.

Besides the companies arranged for you to meet in the agenda, you can choose any other CHINESE companies in the Company Catalogue to meet. Please fill the Annex Form at the back of this guidebook in accordance with the requirement, and approach the Computer Service Center at the event Venue, and the staff there will check if the Chinese companies you requested are available. If they are available, you will get a new agenda very quickly, and you are requested to have the meetings according to the new agenda.

## Lunch and Gala Dinner

### Lunch

The lunch will be provided for free on October 17<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup>. at Sphere Café, 1<sup>st</sup> Floor, Holiday Inn, at Sphere Café 1<sup>st</sup> Floor, Holiday Inn, Century City Boulevard, Chengdu. The lunch time is 12:00 to 13:30.

### Gala Dinner

The gala dinner will be held from 18:30 to 20:00 on October 18<sup>th</sup> at Crystal Hall, 5<sup>th</sup> Floor, Intercontinental Hote, Century City Boulevard, Chengdu. Volunteers will be there at your service.

### Cocktail Party

The cocktail party will be held from 19:00 to 21:00 on October 17<sup>th</sup>, at Brazillian Barbecue, 19<sup>th</sup> Floor, West Tower of Holiday Inn, Century City Boulevard, Chengdu.

### Important Notice

Please kindly find the exact time and location and the lunch, Gala Dinner and Cocktail Party; no participants will be allowed without the tickets showing below:



## Security

1. No smoking at the event venue.
2. Dangerous chemical materials are strictly prohibited.
3. Participants should take care of their own valuables.

## “ONSITE SERVICE”

### Business Service

Photocopy and printing will be provided for free in the Computer Service Centre.

### Coffee and Beverages

Coffee, Tea and other beverages will be provided for free in the coffee area.

### Interpreting Service

English/Chinese interpreters will be provided for free in the matchmaking meetings, and each company will have one interpreter all through the matchmaking meeting. You are requested to select the translation service in the event registration form when you register for the event. If you require other language translation service on site, we can not guarantee their availability.



# “CONTACT US”

During the whole Event, if you have any concerns, please feel free to contact the following coordinators. They will be more than happy to provide their help.

## Chinese Company Coordinators:

— **David Du**  
 Tel: 028—8533 5836  
 Fax: 028—8533 6767  
 Email: [david\\_du@eupic.org.cn](mailto:david_du@eupic.org.cn)

— **Steven Lu**  
 Tel: 028—8533 6814  
 Fax: 028—8533 6767  
 Email: [steven\\_lu@eupic.org.cn](mailto:steven_lu@eupic.org.cn)

## EU Company Coordinators:

— **Ms. Grace Yi (English) Coordinator**  
 Tel: 86-28-8533 6792  
 Fax: 86-28-8533 6767  
 Email: [grace\\_yi@eupic.org.cn](mailto:grace_yi@eupic.org.cn)

— **Ms. Amelia Li (English) Coordinator**  
 Tel: 86-28-8533 6986  
 Fax: 86-28-8533 6767  
 Email: [amelia\\_li@eupic.org.cn](mailto:amelia_li@eupic.org.cn)

— **Ms. Angela Huo (German) Coordinator**  
 Tel: 028—8533 6812  
 Fax: 028—8533 6767  
 Email: [Angela\\_huo@eupic.org.cn](mailto:Angela_huo@eupic.org.cn)

— **Mr. Donald Tan (French/English) Coordinator**  
 Tel: 86-28-8533 6467  
 Fax: 86-28-8533 6767  
 Email: [donald\\_tan@eupic.org.cn](mailto:donald_tan@eupic.org.cn)

— **Mr. Austin Feng (English) Coordinator**  
 Fax: 86-28-8533 6767  
 Email: [austin\\_feng@eupic.org.cn](mailto:austin_feng@eupic.org.cn)

## Annex1 Meeting Request Form

Company name.....

country.....

Meeting No	Company No	Company Name	Name of Represe tative
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

# NOTE

---

