

# **UNIDO Event during 2017 CIFIT**

**BRICS Plus Cooperation Forum**

## **Agenda**

**(11 September 2017)**

# 1. Background

The United Nations Industrial Development Organization (UNIDO), in cooperation with partner institutions, will organize the BRICS Plus Business Cooperation Forum on 19 September 2017, in Xiamen, China. The forum will comprise two back to back events: 1) the Public-Private Partnership (PPP) Forum on BRICS e-commerce, and; 2) the Chinese Enterprises Green Investment and Financing from a Global Perspective Forum.

## **(1) Public-Private Partnership (PPP) Forum on BRICS E-commerce**

UNIDO, in cooperation with the China International Fair for Investment and Trade (CIFIT) Organizing Committee, the China Council for the Promotion of International Trade, the Shanghai Academy of Social Sciences, and the China Electronic Commerce Association, will organize the Public-Private Partnership (PPP) Forum on BRICS E-commerce in the morning of 19 September 2017.

An e-commerce transaction is the sale or purchase of goods or services conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders. The growth of e-commerce has greatly promoted globalization of trade and has accelerated the circulation of commodities; it has also provided new opportunities for the development of international trade and has injected new vitality into economies around the world.

As a group of the world's most dynamic emerging economies and a model of collaboration among developing countries, BRICS have fully recognized the importance of promoting e-commerce development and cooperation. In 2015, the BRICS leaders endorsed the Framework for BRICS E-commerce Cooperation, which aims to better integrate BRICS e-commerce markets. The B20 policy recommendations, released during the G20 Hangzhou Summit in September 2016, further highlight the promotion of cross-border e-commerce and suggest a number of actions, including public-private dialogues, to improve cross-border e-commerce environment. Further, the BRICS E-commerce Cooperation Initiative, launched during the 7th Meeting of BRICS Trade Ministers in August 2017, calls for strengthened cooperation and research on e-commerce.

As Chair, China hosted the 9th BRICS summit in Xiamen from 3 to 5 September 2017 with the theme "BRICS: Stronger Partnership for a Brighter Future". UNIDO took full advantage of the summit to promote public-private partnerships, the development of SMEs e-commerce, and the development and cooperation of green investment and financing.

UNIDO has a long history of cooperation with BRICS countries. The objective of UNIDO's project *Promote the Development and Cooperation of SMEs between China and Other*

*BRICS Countries through E-commerce Development*, launched in September 2016, is to strengthen SMEs cooperation between China and other BRICS countries through the development of e-commerce. Further, it aims at establishing a cooperation mechanism on e-commerce among SMEs in BRICS and to extend the successful experience of BRICS to other developing countries. The project outputs will be the establishment of a partnership network on SMEs cooperation, the establishment of an e-commerce industry alliance, and the organization of research and training workshops on SMEs e-commerce. In order to better promote the development of e-commerce, the establishment of a technical support center for the BRICS e-commerce and digital economy will be discussed.

The 2017 China International Fair for Investment and Trade (CIFIT) will serve as a platform for the UNIDO event. This forum will aim at promoting economic and technical cooperation in BRICS countries and other developed and developing countries. Currently, CIFIT is the only international investment promotion event in China aimed at promoting two-way investment. It is also the largest international investment fair certified by the Global Association of the Exhibition Industry (UFI). CIFIT's main activities are investment and trade exhibitions, international investment fora, workshops on hot investment topics, and investment negotiations based on matchmaking events.

## **(2) Chinese Enterprises Green Investment and Financing from a Global Perspective Forum**

UNIDO, in cooperation with the UNIDO-UNEP Green Industry Platform China Chapter Office, the Capital Institute of Science and Technology Development Strategy, and the UNIDO Centre for South-South Industrial Cooperation, will organize the Chinese Enterprises Green Investment and Financing from a Global Perspective Forum in the afternoon of 19 September 2017.

Balancing economic growth and environmental protection has become the basic principle of establishing a new system of open economy in China. Under such circumstances, Chinese corporations have taken up the responsibility of environmental development. Under the guiding principles of innovation, coordination, environmental protection, openness, and sharing, they have made outstanding achievements in various fields and have become role models for enterprises around the world.

Economic globalization urges Chinese corporations to transit from a “Chinese Vision” to a “Global Vision”. With the spirit of peace and cooperation, openness and inclusiveness, mutual learning and mutual benefit, Chinese enterprises are continuously deepening exchange and cooperation with overseas enterprises, and promoting complementary advantages. Through this forum, Chinese enterprises will introduce their experience in green industrial development and discuss further cooperation with foreign enterprises and organizations.

## **2. Objective**

The aim of the Public-Private Partnerships (PPP) Forum on BRICS E-commerce is to promote cooperation between public and private sectors in the area of e-commerce, Big Data, and innovation, as well as cooperation and development among SMEs in BRICS and other Asia-Pacific countries. Through this event, UNIDO will contribute to the implementation of the consensus on cooperation adopted at the BRICS Summit on 3-5 September 2017. Further, in cooperation with public and private sectors, UNIDO intends to promote the development of e-commerce, create job opportunities, and innovate in business models.

The aim of the Chinese Enterprises Green Investment and Financing from a Global Perspective Forum is to share the experience of successful Chinese green enterprises with the governments, enterprises and organizations of BRICS countries and other countries. Further, the forum will assist Chinese green enterprises to go globally and promote the exchange and cooperation between Chinese and foreign enterprises. UNIDO will also take this opportunity to create a new momentum for inclusive and sustainable industrial development (ISID) and contribute to the implementation of the 2030 Agenda for Sustainable Development.

## **3. Outputs**

The PPP Forum will take stock of the benefits of e-commerce and promote its development. The E-commerce Development Report of the Small and Medium-Sized Enterprises of BRICS Countries, co-drafted by UNIDO and SASS, will be launched. A list of cooperation projects will be released after the forum.

The Chinese Enterprises Green Investment and Financing from a Global Perspective Forum will introduce the experience of China's green industry and promote the related exchange and cooperation with public and private sectors of BRICS and other countries. A list of cooperation projects will be released after the forum.

## **4. Theme of the Forum**

Public-Private Partnership of BRICS E-commerce

The Green Investment and Financing of Chinese Enterprises from a Global Perspective

## **5. Date**

19 September 2017

## **6. Venue**

Seaview 6 Meeting Room (1st Floor), Xiamen International Seaside Hotel

Address: No, 199, Conference & Exhibition Road 2, Xiamen, China

## **7. Sponsors**

United Nations Industrial Development Organization (UNIDO)

China Council for the Promotion of International Trade (CCPIT)

Shanghai Academy of Social Sciences (SASS)

China Electronic Commerce Association (CECA)

China International Fair for Investment and Trade (CIFIT) Organizing Committee

Investment Promotion Agency of Ministry of Commerce of China (CIPA)

## **8. Co-sponsors**

UNIDO-UNEP Green Industry Platform China Chapter Office

Capital Institute of Science and Technology Development Strategy (CISTDS)

UNIDO Centre for South-South Industrial Cooperation (UCSSIC)

China Council for the Promotion of International Trade Information Center

Xiamen Municipal Bureau of Convention and Exhibition Affairs

## **9. Supporters**

China Enterprise Confederation (CEC)

Department of Commerce of Fujian Province

Chamber of Commerce for Import and Export of Machinery and Electronic Products

E-commerce Association of India (ECAI)

UNIDO Centre for International Industrial Cooperation in the Russian Federation (CIIC)

International Centre for Inclusive and Sustainable Industrial Development (IC-ISID)

Overseas Chinese Entrepreneurs and Professionals Association (from Silicon Valley)

## **10. Technical Supporters**

Tencent Holdings Limited

Beijing Shouhang IHW Resources Saving Technology Co., Ltd

Mobike Technology Co., Ltd

## **11. Language**

The languages of the events will be Chinese and English. Simultaneous interpretation will be provided. All documents and background information will be available in both languages.

## **12. Contact Person**

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Mr. Ralf BREDEL

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## 13. Agenda

### (1) Public-Private Partnership Forum on BRICS E-commerce

Time	Speakers	Topics
Session 1: Opening Ceremony <u>Moderator: Mr. Zhen WANG, UNIDO</u>		
09:00 ~ 09:30	1) <b>Mr. Ralf Bredel</b> , Representative and Head, Regional Office for China, DPR Korea, Mongolia, UNIDO 2) <b>Mr. ZHU Hongren</b> , Standing Vice Chairman of China Enterprise Confederation 3) <b>Mr. WANG Jinzhen</b> , Vice Chairman of China Council for the Promotion of International Trade 4) <b>Mr. HUANG Qiang</b> , Executive Vice Mayor of Xiamen Municipal Government	Opening Remarks
Session 2: Keynote Speech <u>Moderator: Mr. Zhen WANG, UNIDO</u>		
09:30 ~ 10:00	1) <b>Ms. Shen Kaiyan</b> , Research Professor and Director of the Institute of Economics of Shanghai Academy of Social Sciences (SASS) 2) <b>HUANG Wenbo</b> , Vice President of Beijing Shouhang IHW Resources Saving Technology Co., Ltd	Release of the E-commerce Development Report of the Small and Medium-Sized Enterprises of BRICS Countries Collection of light and heat energy, light up for the Belt and Road
Session 3: Panel Discussion <u>Moderator: Mr. Zhen WANG, UNIDO</u>		
10:00	Panelists (10 mins / person)	

~ 12:30	1) <b>Mr. LU Jinjun</b> , General Manager of Shanghai Ideal Information Industry (Group) Co., Ltd.	The application of Big Data
	2) <b>Mr. Igor Zubov</b> , Vice President for Logistics & International, National Association of Mail Order and Distance Selling Trade (NAMO)	Cross Border to Russia and Silk Road Economic Belt
	3) <b>Mr. SONG Juntao</b> , Director, International Government Affairs, Alibaba Group	Alibaba's best practice of promoting cross-border e-commerce
	4) <b>Mr. Valentin Okunev</b> , Vice-president, Managing Director, Small business department, PSC VTB24	B2B platform "VTB24 Business Connect"
	5) <b>Mr. LIN Jianren</b> , President of Overseas Chinese Entrepreneurs and Professionals Association	Innovation Comparison between China and the US
	6) <b>Mr. Prasanto Kumar Roy</b> , Vice President & Head, Internet, Mobile & E-commerce Council, National Association of Software and Services Companies (NASSCOM)	The current status of e-commerce development in India
	7) <b>Mr. SUN Jun</b> , DG of CCPIT Information Center	Introduction of the project of Promotion of eChinaBrand
	8) <b>Dr. Jeong-Gon Kim</b> , Research Fellow of Global Strategy Research Center, Korea Trade-Investment Promotion Agency (KOTRA)	E-commerce and digital innovation
	9) <b>Mr. LIU Jiang</b> , President of China Supply-Chain Cloud Finance Company Limited	Coordination Innovation: Build Enterprises Shared Financial Platform
	Discussants (2 mins / person)	
1) <b>Mr. SUN Xinhua</b> , President of Shanghai Foreign Investment Development Board	The experience sharing of China's outbound investment	



	2) <b>Mr. ZHOU Xiaoping</b> , General Manager of XINHUANET CO., LTD	The experience of the Belt and Road related e-commerce platform
	3) <b>Mr. WANG Qi</b> , President of Development Research Institute, CSG Holding Co., Ltd.	The introduction of display screen and the latest achievements of CSG Holding
	4) <b>Mr. WANG Shukun</b> , Chairman of Shandong Neo Ocean Software Co., Ltd.	The application of Food Safety Traceability System
	5) <b>Mr. FENG Jianfeng</b> , Founder and CEO of Osell	Constructing a new pattern of mutually beneficial foreign trade with OSell Offshore Centralized Purchasing Center
12:30 – 14:00 Lunch Break		

(2) Chinese Enterprises Green Investment and Financing from a  
Global Perspective Forum

Time	Speakers	Topics
Session 1: Opening Ceremony Moderator: Ms. Chen Xiaonan		
14:00 ~ 14:05	<b>Mr. Ralf Bredel</b> , Representative and Head, Regional Office for China, DPR Korea, Mongolia, UNIDO	Opening Remarks
Session 2: Keynote Speech Moderator: Ms. Chen Xiaonan		
14:05 ~	1) <b>Mr. GUAN Chenghua</b> , Director of UNIDO-UNEP Green Industry Platform China Chapter Office	The construction and choices of the Belt and Road green investment and financing
14:30	2) <b>Mr. Stefan Kratzsch</b> , Industrial Development Officer, UNIDO	New approaches in Investment Promotion: How to harness “impact investing” for cross-border business development
Session 3: Speech and Presentation (5 mins / person) Moderator: Ms. Chen Xiaonan		
14:30 ~	1) <b>Dr. Santipat Arunthari</b> , Executive director of Eastern Economic Corridor (EEC) (Thailand)	Introduction of the EEC and the proposal for cooperation and matchmaking
14:30 ~ 15:30	2) <b>Mr. HUANG Qingxiong</b> , Beijing Shouhang IHW Resources Saving Technology Co., Ltd	Overseas development & expansion of concentrated solar power plants by Shouhang Resources Saving
	3) <b>Ms. LU Zhen</b> , Senior Manager of Guangzhou Representative Office of Japan External Trade Organization (JETRO)	Best practice of green industry development and cooperation in Japan

	4) <b>Mr. Kamrul Islam, FCA</b> , Senior Vice President, Dhaka Chamber of Commerce and Industry (DCCI)	Introduction of the DCCI and the proposal for cooperation and matchmaking
	5) <b>Ms. SUN He</b> , Director of Government Affairs, Beijing Mobike Technology Co, Ltd	Mobike's contribution to the building of Smart City
	6) <b>Mr. Rajeev Vijn</b> , Director of UNIDO International Centre for Inclusive and Sustainable Industrial Development (IC-ISID)	Introduction of the IC-ISID and the proposal for cooperation and matchmaking (cement, leather, paper and bicycle)
	7) <b>Mr. XU Jingbo</b> , Vice General Manager of German Industry & Commerce in South and South West China	Introduction of the Chamber and the proposal for cooperation and matchmaking
	8) <b>Mr. Sergey Korotkov</b> , Director of UNIDO Centre for International Industrial Cooperation in the Russian Federation (CIIC)	Introduction of the CIIC and the proposal for cooperation and matchmaking
	9) <b>Ms. Maryam Javan Shahraki</b> , UNIDO Representative in Iran	Introduction of the investment status in Iran and the proposal for cooperation and matchmaking
	10) <b>Mr. Heng Vuthy</b> , Representative of Cambodia Chamber of Commerce	Introduction of the Chamber and the proposal for cooperation and matchmaking
	11) <b>Ms. Tran Thi Hue</b> , Deputy Director of Investment Consulting Division, Investment Promotion Centre - North Vietnam, Foreign Investment Agency (FIA), Ministry of Planning and Investment, Vietnam (MPI)	Introduction of the Ministry of Planning and Investment and the proposal for cooperation and matchmaking
Session 4: Business Discussion and Matchmaking Event (10 mins / round)		
15:30	Participants	

~ 17:00	1) The Russian Federation	<ul style="list-style-type: none"> <li>• Around 40 Chinese companies/ organizations</li> <li>• Shanghai Foreign Investment Development Board</li> <li>• UNIDO Centre for South-South Industrial Cooperation</li> <li>• The Investment Association of China</li> </ul>
	<ul style="list-style-type: none"> <li>• UNIDO Centre for International Industrial Cooperation in the Russian Federation</li> <li>• National Distance Selling Association (NAMO)</li> <li>• PSC VTB24</li> </ul>	
	2) India	
	<ul style="list-style-type: none"> <li>• UNIDO International Centre for Inclusive and Sustainable Industrial Development</li> <li>• National Association of Software and Services Companies</li> </ul>	
	3) Germany	
	<ul style="list-style-type: none"> <li>• German Industry &amp; Commerce in South and South West China</li> </ul>	
	4) Japan	
	<ul style="list-style-type: none"> <li>• Japan External Trade Organization</li> </ul>	
	5) Iran	
	<ul style="list-style-type: none"> <li>• UNIDO Country Office in Iran</li> <li>• Electronics Support Fund for Research &amp; Development (ESFRD)</li> </ul>	
6) Thailand		
<ul style="list-style-type: none"> <li>• Eastern Economic Corridor Office (EECO)</li> <li>• UNIDO Regional Office in Thailand</li> </ul>		
7) Vietnam		
<ul style="list-style-type: none"> <li>• Ministry of Planning and Investment</li> <li>• UNIDO Country Office in Viet Nam</li> </ul>		
8) Bangladesh		
<ul style="list-style-type: none"> <li>• Dhaka Chamber of Commerce and Industry</li> </ul>		
9) Cambodia		
<ul style="list-style-type: none"> <li>• UNIDO Country Office in Cambodia</li> <li>• Cambodia Chamber of Commerce</li> </ul>		
10) Overseas Chinese Entrepreneurs and Professionals Association:		
<ul style="list-style-type: none"> <li>• Mr. LIN Jianren (President)</li> </ul>		