



2014-2018

第五届中国企业全球化论坛

The 5th Meeting of China Outbound&Inbound Forum

CCG | **全球化智库**
CENTER FOR CHINA & GLOBALIZATION

2018.11.16 – 17

中国·三亚
Sanya China

主办单位

全球化智库(CCG)

Center for China and Globalization (CCG)

商务部中国国际经济合作学会

MOFCOM China Association for Int'l Economic Cooperation(CAFIEC)

三亚市政府

Municipal Government of Sanya



具有权威性的中国**海外投资**盛宴

“中国企业全球化”主题下最**专业、**
最**高端、最国际化**的论坛 

以《中国企业全球化报告》**蓝皮书**为
智力支持



参会嘉宾来自“走出去”**翘楚企业**



重量级媒体深度参与



中国企业全球化蓝皮书**榜单**发布与颁奖



为中国企业走出去提供**建言献策**平台



The Forum Offers

▶ ***A High-end Business Networking Opportunity***

– To mingle with high-profile business leaders, senior executives, a-list bankers and investors, top-ranking service providers, prominent experts, diplomats and government officials specializing in commercial affairs

▶ ***A Post-conference Report***

– To extend concerns and policy proposals on behalf of the business communities in China

▶ ***An Authoritative Guide to Chinese ODI***

– CCG will release its latest annual *Bluebook on Globalization of Chinese Enterprises* and the Ranking of the Best 50 Globalized Chinese Companies

▶ ***A Tribute to the Best ODI Players***

– A gala will be held to honor the top Chinese firms leading the “go global” momentum ranked in *2017 Bluebook on Globalization of Chinese Enterprises*

▶ ***A Platform for Intellectual Exchange***

– On strategies, prospects, issues, challenges and solutions of China’s open economy and Chinese companies’ “go global” movement

▶ ***A Conduit for Sharing Information***

– With valuable insights, lessons, experiences and best practices shared by leading multinational corporations investing abroad

论坛简介



中国企业全球化论坛创办于 2014 年，由全球化智库 (CCG)、商务部中国国际经济合作学会和三亚市政府联合举办，致力于打造一个“立足中国，走向全球”的新型世界经济论坛，迄今已举办四届。论坛获得国家领导人、外国政要、知名企业家、研究学者、国际商务专家及跨国高端商务精英的鼎力支持，取得了巨大成功，成为中国最具影响力的“走出去”论坛。

论坛以其“代表性”“专业性”和“国际化”，为政商学界提供了一个中国企业“走出去”交流分享、合作洽谈的国际高端平台。每年论坛上，CCG 还发布国内唯一的“企业国际化蓝皮书”《中国企业全球化报告》，提出当年中国企业对外投资的最新动向和问题对策；推介“中国企业全球化 50 强”等榜单，举办“中国企业致敬之夜”，为中国的全球化发展提供经验借鉴。

第五届中国企业全球化论坛将于 11 月 16-17 日在海南三亚启幕。恰逢改革开放四十周年与海南建设中国最大自贸区的开局之年，本届论坛将立足中国企业“走出去”的重要议题，再次深入讨论战略性、前瞻性的企业全球化之道，分析海外运营成功案例，为中国企业的全球化发展建言。与此同时，论坛将着重分析中国改革开放四十年世界形势的变化，结合全球贸易投资结构的转变回顾中国企业走向世界的历程，并展望企业全球化的未来。此外，本届论坛还将关注中国在国际贸易中的角色，分析中美贸易摩擦对中国企业海外投资并购影响，中国企业在“一带一路”沿线国家投资等结合时下关键议题。此外，论坛还将结合政治经济最新形势探讨数字经济、社会企业责任和人才体系构建等关乎“走出去”企业可持续发展的重要话题。

中国企业全球化论坛是国内极具代表性的国际高端会议，具有重量级企业家影响力，并被写进政府工作报告且多次被央视、华尔街日报等国内外主流媒体报道。本届论坛在创办五周年之际，不仅将继续带来汇聚官产学研各界的年度思想盛宴，更将助力中国企业全面审视全球经贸走向、及时调整发展战略、应对潜在风险和挑战，对于中国全球化各主体更好融入国家发展更高层次开放型经济的新理念和“一带一路”倡议、主动参与和推动经济全球化进程具有重要意义。

CCG

2018 China Outbound-Inbound Forum



The annual China Outbound and Inbound Forum was established in 2014 in the context of the rapid growth in the so-called Chinese enterprises 'go global' movement. Focused on the patterns, trends and issues of Chinese firms' drive to become competitive globally, the forum was designed to be a communication platform for leading practitioners of Chinese outbound direct investment (ODI) at home and abroad, including business elites, corporate executives, MOFCOM officials, commercial diplomats, experts and professionals. The Center for China and Globalization (CCG), the most influential independent think tank in China, has successfully taken the lead in organizing the annual conference since 2014. CCG specializes in policy-oriented studies of Chinese companies "going global" and publishes the annual *Bluebook on Globalization of Chinese Enterprises* with the Chinese Academy of Social Sciences Press. For four consecutive years, the annual conference has been recognized as one of the most popular and influential forums in China. Each year, the forum drew an average audience of 300 and considerable national media attention, even from top outlets such as the CCTV.

Sanya is a coastal tourist destination known as the Hawaii of China. Held at a world-class resort, the 2-day conference allows for guests to experience the blue sky and charms of a tropical beach town in early winter. The year 2018 marks the 40th anniversary of China's Reform and Opening-up and the 30th anniversary of Hainan as a province following its recent status as a new Free Trade Zone (FTZ). The COF is committed to promoting China's greater level of economic openness. In the context of the US-China trade tensions, "inbound" issues are increasingly intertwined into the tapestry of Chinese ODI. This year, the conference features the most salient issues facing China's outward-looking sectors, including the shifts in the global trade and investment regime, prospects of the Chinese economy and the Belt and Road Initiative, trends of the global economy and technological innovation, etc. Together, the conferences will tap into the perspectives and experiences of leading multinationals, corporate investors, financial services, as well as representatives from academic and regulatory communities to understand the changes and fundamentals of FDI. Aggregated concerns and policy input will be the basis for a post-conference report providing policy recommendations for the Chinese government.

Key themes of the 2018 forum

Coinciding with the 40th anniversary of the launch of China's Reform and Opening-Up program and the year in which work began to make Hainan into China's largest free trade zone (FTZ), this year's forum will address the most pressing issues surrounding China's open economy. Participants will explore foresighted, strategic paths for the development of multinational firms, analyze successful case studies, and advance proposals for the success of Chinese and global businesses.

The forum will also explore key trends reshaping the global economic landscape – most prominently the US-China trade tensions, connections between changing global patterns of trade and investment and the Chinese and global markets and economies, and look forward to the future development of multinational corporations.

In addition, the forum will provide fresh perspectives on the most crucial issues of the day, such as China's role in international trade, the impact of US-China trade frictions on the inbound and outbound capital flows and M&A of Chinese companies, and investment along the Belt and Road. There will also be discussion of new political and economic trends and key factors driving international business, such as the global value chains, technology and innovation, corporate banking, brand development and human resources management.

论坛议题 Forum Topics

解读中央文件 – 海南自贸区投资新机遇

Understanding the Hainan FTZ Policy: Business Opportunities for China and the World

改革开放四十年中外企业全球化之路 – 回顾与展望

40-Years in Review: The Global Expansion of Chinese and Foreign Companies in the era of Reform and Opening-up

增强版亚太区域经济合作 – 中外投资新机遇

Strengthening Regional Economic Cooperation of the Asia-Pacific: New Opportunities for Chinese and Foreign Direct Investment

世界格局变化中的中国开放之路

Prospects of China's Open Economy in Changing Times: a Dialogue

“一带一路”的未来 – 机遇与挑战

The Future of the Belt and Road Initiative: Opportunities and Challenges

贸易摩擦阴影下的中美双向投资

Bilateral Investments in the Shadow of the US-China Trade Frictions

变化世界中的资本流动 – 跨国公司战略

Capital Movement in a Changing Context: Perspectives and Responses from Multinationals

中国文旅产业全球化愿景

Globalizing China's Cultural and Tourism Industry

大国竞争时代的科技创新合作 – 机遇与挑战

Technology and Innovation in an Era of Great Power Competition: Prospects and Challenges

中外企业谈全球价值链中的中国制造

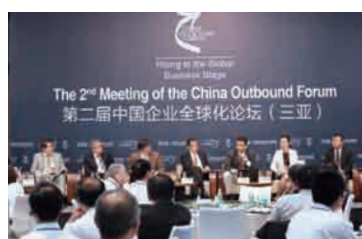
Chinese Manufacturing in the Global Value Chains: a Cross-national Perspective

赢得中外市场的人才和品牌全球化战略

Winning Chinese and Global Markets: Corporate Strategies for Talent and Brand Development

知识产权保护与监管 – 当前政策热点解读

IPR Protection and Compliance: Debating the Hot Issues







（按姓氏音序排列）

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Mou Gang Chairman of Lifan Group

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Geoff Raby Co-Chair China Business Group Corrs Chambers Westgarth, Australia

Margaret Ren China Chairman of Bank of America Merrill Lynch

Shi Yanhua Former Chinese Ambassador to Luxembourg

Joanna Skoczek Consul General of the Republic of Poland in Guangzhou

Dan Slane Chairman Slane Company, USA

Claude Smadja President of Smadja & Smadja Strategic Advisory, Switzerland

Song Zhiping Party Secretary & Chairman of China National Building Materials Group Co., Ltd

Paul Steinmetz Ambassador of Luxembourg to China

Tim Stratford Former USTR official in charge of US trade relations with Mainland China, Taiwan & Hong Kong

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Sun Yongfu Former Director-General of MOFCOM Department of Europe

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Tang Min State Council Counselor

Tang Xiuguo President of SANY Group

Sebastian Vos Partner Head of Public Policy and Government Affairs, Covington & Burling LLP USA

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Wang Huiyao President of CCG, Vice President of China Association for International Economic Cooperation (CAFIEC), Counselor of the State Council

Wang Tianyi Chairman of CIIC Group

Wang Xin Vice President of Didi Chuxing

Wang Zhongming Executive Vice President and Secretary-General of Chinese Private Economy Association (CPEA) at ACFIC

Wu Guangyun Vice President of Holley Group

Wu Jianmin Former Chinese Ambassador to France, Former President of China Foreign Affairs University

Wu Junyan Vice Chairman of Hainan CPPCC, and Party Member

Xie Boyang Former Vice President of All-China Federation of Industry and Commerce, Counselor of the State Council

Xu Zhenling Deputy Mayor of Sanya

Yan Chaojun Secretary of the CPC Sanya Municipal Committee

Yew Sung Pei Assistant Chief Executive Officer, International Enterprise Singapore, Singapore

Yu Weiping Vice President of CRRC

Zhan Hongyu President of Tata Group (China)

Zhang Huarong Chairman & President of Huajian Group

Zhang Jianqiu Executive President of Yili Group

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Zhang Xinsheng Former Vice-Minister of Education of China, and Former Chairman of UNESCO Executive Board

Zhang Yansheng Secretary General of the Academic Committee of National Development and Reform Commission

Zhang Yaquin President of Baidu

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