

The 10th Europe Forum 2024 • Brussels
Transformative Leadership for Challenging Times:
Cultivating China-EU Business Leaders

Organiser: China Europe International Business School (CEIBS)

Co-organiser: EU-China Business Association; China Chamber of Commerce to the EU

October 22 (Tuesday), 2024; Offline Sessions in Brussels and Shanghai
Rue de la Loi 155 Résidence Palace. International Press Center, 1040 Brussels, Belgium

Background

Today's ties between China and the European Union trace their origins to almost half a century ago. During that time, China has opened to the world, its economy and enterprises making incredible progress; Europe has continued to lead the way in key industries. On both sides, business has been vital in driving development and social change.

The journey of China Europe International Business School (CEIBS), celebrating the 30th anniversary of its founding this year, closely mirrors this story. The school is committed to bridging China and Europe while cultivating responsible global leaders, providing talent and expertise to enterprises in China, Europe, and the wider world. In a complex and changing global climate, developing these leaders is more important than ever.

To respond to the shared challenges of geopolitical competition, a move away from globalization, and the rapid advancement of disruptive technologies, the world needs responsible, visionary, and globally minded business leaders. It also requires robust communication and exchange between China and Europe, two vital players on the world stage. How can we cultivate responsible global leaders equipped to deal with the challenges of the day? What are the defining features of leadership that are needed for today's businesses? At the 10th Europe Forum 2024, held in both Brussels and Shanghai on October 22, speakers from the political, diplomatic, business, and academic communities of China and Europe will gather to answer these questions and more, exploring how to promote the development of China-EU leadership and seek new paths for future cooperation.

Agenda	
<p>Host: Dominique Turpin, President (European) and Professor of Marketing, CEIBS 【Brussels】</p>	
9:00--9:30	<p>Check-in & Networking</p>
9:30--9:50	<p>Welcome Addresses</p> <ul style="list-style-type: none"> ● Wang Hong, President and Professor of Management, CEIBS 【Shanghai】 ● Jochum Haakma, Chairman, EU-China Business Association 【Brussels】 <p>Opening Address</p> <ul style="list-style-type: none"> ● Zhu Jing, Charge d'affaires, Mission of the People's Republic of China to the European Union 【Brussels】
9:50--10:10	<p>Keynote Speech</p> <p>Josep Borrell Fontelles, Vice-President of the European Commission, High Representative of the Union for Foreign Affairs 【Brussels】 TBC</p>
10:10—11:00	<p>Panel Discussion 1: Innovative Leadership Amid Disruptive Business Transformations</p> <ul style="list-style-type: none"> ● Moderator: Ivan Hodac, Founder & Chairman of the Supervisory Board, Aspen Institute Central Europe 【Brussels】 <p>Panelists:</p> <ul style="list-style-type: none"> ● Dita Charanzová, former Vice President, European Parliament 【Brussels】 ● Qin Shuo, Founder, Yicai; Observer of Human-centric Finance 【Shanghai】 ● Kai Lücke, Head of Global External Affairs, Senior Vice President, ZF Group 【Brussels】 ● Elton Huang, Executive President, GLP China; CEIBS alumnus 【Shanghai】

11:00--11:50	<p>Panel Discussion 2: Cross-Cultural Leadership in the Context of Corporate Globalisation</p> <p>Moderator: Dominique Turpin, President (European) and Professor of Marketing, CEIBS 【Brussels】</p> <p>Panelists:</p> <ul style="list-style-type: none"> ● Eric Labaye, President IDEL Partners; former Chairman and President of École Polytechnique & Institut Polytechnique de Paris; Senior Partner Emeritus of McKinsey & Company 【Brussels】 ● Leon Wang, Executive Vice President, Chair and President, International Region, China President, AstraZeneca; CEIBS alumnus 【Shanghai】 ● Jean Lee, Professor of Management, Michelin Chair Professor in Leadership and Human Resources Management, CEIBS 【Shanghai】 ● Annie Xu-Huhmann, Divisional CEO Rubber Reinforcement, Bekaert; CEIBS alumna 【Brussels】
11:50--12:05	<p>Closing Keynote Speech</p> <p>Pascal Lamy, Former DG of WTO; Distinguished Professor, CEIBS; Vice-President of the Paris Peace Forum; Coordinator of the Jacques Delors Think Tanks (Paris, Berlin, Brussels); Former Trade Commissioner (European Commission) 【Brussels】</p>
12:05--12:10	<p>Gratitude Remarks</p> <p>Xu Chen, Chairman, China Chamber of Commerce to the EU 【Brussels】</p>
12:10-13:10	<p>Cocktail Reception</p>