



EXPO MILANO 2015

EU-CHINA Days: Joint cooperation to enhance investments and business opportunities

9–10 June 2015

DRAFT AGENDA

Venue: Palazzo delle Stelline Congress Centre (Sala Volta)
Corso Magenta, 61, 20123 Milano, Italy

Please note that this agenda remains indicative and subject to possible further changes

8 June 2015

Visit of Expo Milan on “China Day”

9 June 2015 – morning

09.00 Opening and introduction by Francesco Pareti (Union Camere Veneto – EEN) and Segree Dai (EUPIC-EEN North and West China)

09.20 Business to business meetings

13.30 Networking lunch buffet

9 June 2015 – afternoon

15.30 **Welcome and introduction** by

Fabrizio Spada, Head of the Regional Office of the EU Commission in Milan.

Fabrizio Sala, Minister for industry of the Lombardia Region, in charge of the Milan Expo

15.50 Keynote speeches

H.E. Li Ruiyu, Chinese ambassador to Italy (tbc)

Benedetto Della Vedova, Under Secretary of State to the Minister of Foreign Affairs and International Cooperation

Lin GAN, Vice Provincial Governor Sichuan (tbc)

16.20 EU China Business cooperation

Chair and introduction: Didier Herbert, Director DG Internal Market, Industry, Entrepreneurship and SMEs

- Gwenn Sonck, Secretary General of EU-China Business association
- Representative from the China Council for the Promotion of International Trade (tbc)
- Alberto Figna, President of Parma Industrialist's Union
- Alessandro Spada, Vice President of Assolombarda, responsible for internationalisation

17.15 Business support in the EU and China

- Segree Dai, CEO of Enterprise Europe Network in China – EUPIC
- Konstantinos Glinos, Head of Unit, Directorate General for Research and Innovation, EU Commission
- Representative from the China Council for the Promotion of International Trade of Shanghai (tbc)
- Chris Cheung, Director of the EU SME Center
- Naomi Saunders, China IPR-SME Help Desk

Interactive Q & A

18.45 Conclusions by the Chair, Didier Herbert

19.00 Transfer from Palazzo delle Stelline to Lombardy Region

Evening cocktail offered by Lombardy Region

10 June 2015

09.15 Opening by representatives from EEN and CCPIT

09.30 – 13.00 **Business-to-business meetings**

10 and 11 June 2015

Visit to companies and agricultural food production chains of Parma within the initiative “Parma Expo Milano 2015. The agro-food excellence for the future of Food”.