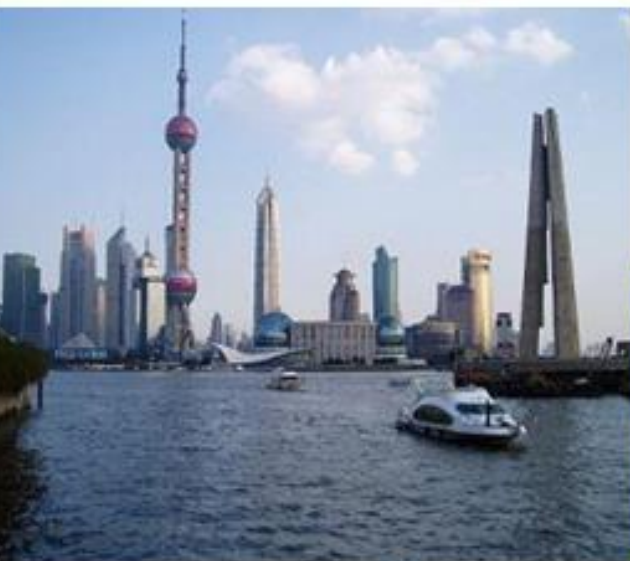




Engaging China's Future

12-14 July, Sheraton Beijing Dongcheng Hotel



Co-hosted by:



中国国际贸易促进委员会
CHINA COUNCIL FOR THE PROMOTION
OF INTERNATIONAL TRADE

Supported by:

Ministry of Foreign Affairs, P.R.
China

ASIA INC FORUM

Ministry of Commerce, P.R. China



The Convenors



Established in May 1952, China Council for the Promotion of International Trade (CCPIT) comprises of VIPS, enterprises and organizations representing the economic and trade sectors in China. It is the most important and the largest institution for the promotion of foreign trade in China.

ccpit.org

ASIA INC FORUM

Asia Inc Forum is about building Asia's future through strategic dialogue on the central challenges confronting the region. Within APEC, Asia Inc Forum is the Strategic Partner to the APEC CEO Summit 2013 Indonesia. This was a role it held in previous APEC CEO Summits in Russia (2012), USA (2011), Singapore (2009) Peru (2008), Vietnam (2006), Chile (2004) and Thailand (2003).

asiaincforum.com



Above: APEC China CEO Forum 2012 Press Conference in Beijing





L-R: Dato Timothy Ong with The Hon. Kevin Rudd & Yu Ping from CCPIT; H.E. Hui Liangyu greeted by The Hon. Kevin Rudd along with other distinguished

The Forum

- APEC China CEO Forum is a CEO-led Chinese-based partnership, in conjunction with the Ministry of Commerce and Ministry of Foreign Affairs, with the objective of creation and management of a platform to promote business and economic communications between Government Officials and Stakeholders in China and Asia Pacific region.

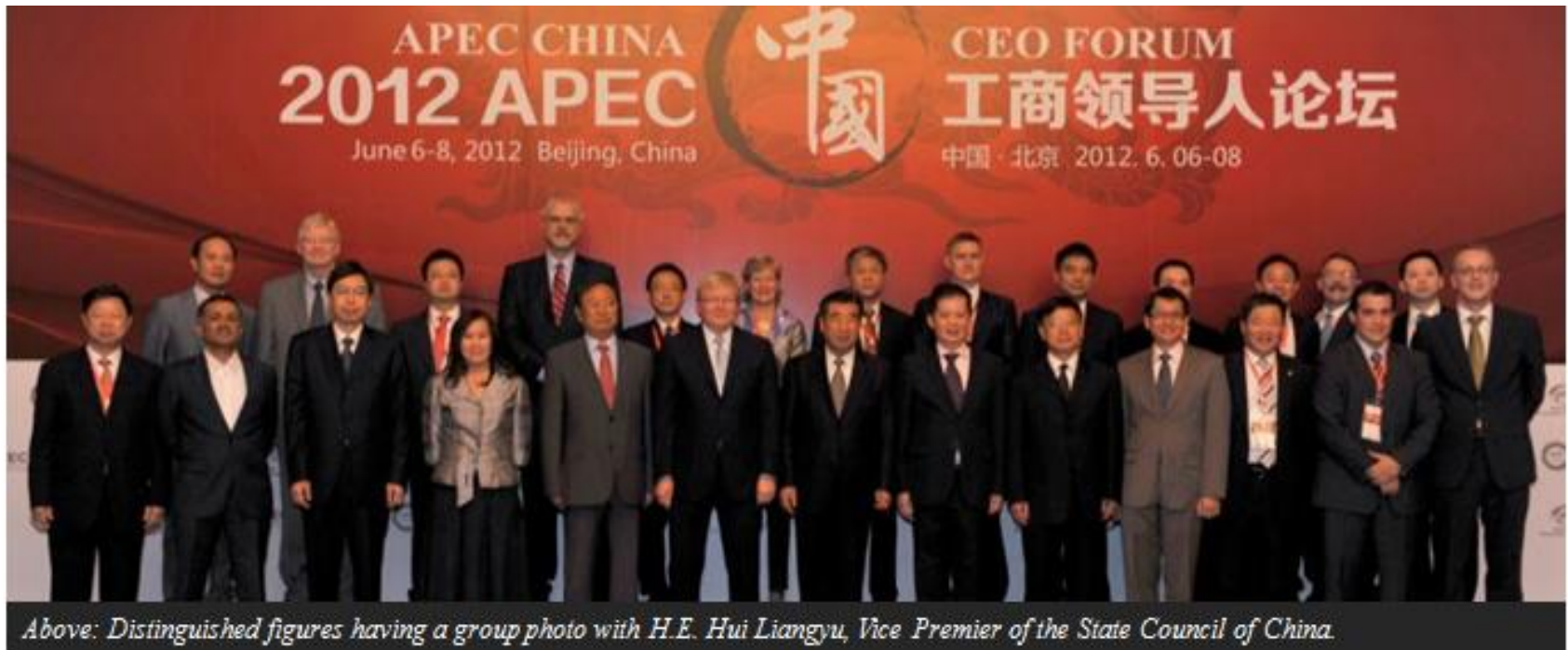


Above: H.E. Hui Liangyu, Vice Premier of the State Council of China delivering the keynote address at the Opening Session, (<http://youtu.be/RKagkDPQgKY>)

APEC China CEO Forum 2012

- The inaugural APEC China CEO Forum took place with the participation of the Vice Premier of the State Council, distinguished figures from China and abroad.
- A high-level networking opportunity with Chairmen, CEOs, entrepreneurs, thought leaders, and policymakers in attendance.
- Strategic discussions to improve understanding of doing business in and with China.





Who you will meet in 2013

500 delegates from China and the Asia Pacific region comprising:

- Chinese Leaders & Senior Officials
- Distinguished APEC Personalities
- Chairmen and CEOs of Medium-Big & Family-Owned Enterprises
- Regional Heads of Global MNCs
- Opinion Shapers & Thought Leaders
- Entrepreneurs
- Venture Capitalists

Key Participants at the inaugural Forum 2012 in Beijing

- **H.E. Hui Liangyu**, Vice Premier, State Council of China
- **H.E. Gary Locke**, US Ambassador to China
- **The Hon. Kevin Rudd**, Member of Parliament & 26th Prime Minister of Australia
- **Chen Xiaohua**, Vice Minister, Ministry of Agriculture
- **Le Yucheng**, Assistant Minister, Ministry of Foreign Affairs
- **Fang Aiqing**, Assistant Minister, Ministry of Commerce
- **Bert Hofman**, Senior Economist, The World Bank
- **Emery Koeing**, Executive Vice President & Chief Risk Officer, Cargill
- **Liu Yonghao**, Chairman, New Hope Group
- **David Li**, Director, Center for China in the World Economy of Tsinghua University
- **Long Yongtu**, Former Secretary General, Boao Forum
- **Frank Lyn**, China Markets Leader, PricewaterhouseCoopers
- **Matias Mori**, Executive Vice President, Foreign Investment Committee of Chile
- **Frank Ning**, Chairman, COFCO
- **Tony H.S. Su**, Global Vice President, DuPont Greater China
- **Kevin Thieneman**, President, Caterpillar Asia
- **Nick Reilly**, Chairman Emeritus, the US National Center for APEC
- **Jing Ulrich**, Managing Director & Chairman of Global Markets, China, JP Morgan Chase
- **Diane Wang**, Founder & CEO, DHGate.com
- **Kevin Wale**, Chairman, General Motors China Group
- **Zheng Xinli**, Vice Chairman, China Center for International Economic Exchanges



Distinguished Speakers in Action



The Hon. Kevin Rudd
Member of Parliament &
Former Prime Minister of Australia



Mr. Bert Hofman
Chief Economist of World Bank

Distinguished Speakers in Action



H.E. Gary Locke
Ambassador of United States
of America to China



Mr. Long Yongtu
Former Vice Minister & Chief
Negotiator of Ministry of
Foreign Trade and Economic
Cooperation

Media buzz at the inaugural forum



Media buzz at the inaugural forum



- CCTV International: <http://english.cntv.cn/program/bizasia/20120608/111908.shtml>

Program Highlights 2013

- Dialogue with Chinese Leaders, Senior Officials and distinguished APEC Personalities
- Connect with local and regional distinguished figures
- “Future Flashes” – hypothetical scenarios of the future
- Breakout sessions on key issues
- Networking receptions



Borneo Bulletin, Sunday 9 June 2012

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APEC China CEO Forum takes off

By Denis Nixon

THE inaugural APEC China (21) Forum was officially launched in Beijing on Thursday.

Co-sponsored by Australian Companies Asia for Business and the China Council for the Promotion of International Trade (CCPIT), the event saw more than 300 business leaders and government officials from China and APEC in attendance.

According to a press statement from Asia for Business, the inaugural forum opened with a keynote address by the Chinese Vice Premier of State.

This was followed by a wide-ranging discussion with former Australian Prime Minister Kevin Rudd, which was moderated by Dato Paduka Timothly Ong, the Chairman of Asia for Business and Co-Chair of the APEC China CEO Forum.

Mr Rudd, who spoke about Australia's open and free trade policies, the responsibility of China's growth and the importance of regional security and environmental issues.

On Saturday, Mr Rudd was reported to have the future of China and the role Pacific has emphasized that the peace and stability they require for renewed growth for themselves.

Other distinguished guests who took part in the forum included leading Chinese business leaders such as Gary Leung, the 10th Ambassador to China, Long Wang, Senior China Chief Negotiator for the WTO's Trade Negotiations, APEC's former Pacific Chairman, Sir Ross Garnaut, former Chief Economist, The World Bank, Dr Helen Watt, Executive Vice-President, Foreign Investment Commission of China.

The APEC China CEO Forum is a regular programme which was aimed at providing business leaders from around the Asia-Pacific greater understanding and insight on doing business in and with China in the context of APEC, Asia-Pacific Economic Cooperation.

The forum was supported by a series of networking and learning activities led by the three Honorary Chairmen and Co-Chair of the Asia-Pacific who attended and accompanied the inaugural APEC CEO Summit in Vladivostok, Russia in September.

APEC China CEO Forum 2012
Newspaper clipping from
Borneo Bulletin, 9/6/2012

ABOVE: Kevin Rudd, the former Australian Prime Minister (R) and Dato Paduka Timothly Ong in a discussion during the APEC China CEO Forum in Beijing, China

Above: H.E. Hui Liangyu; Dato Timothy Ong & The Hon. Kevin Rudd





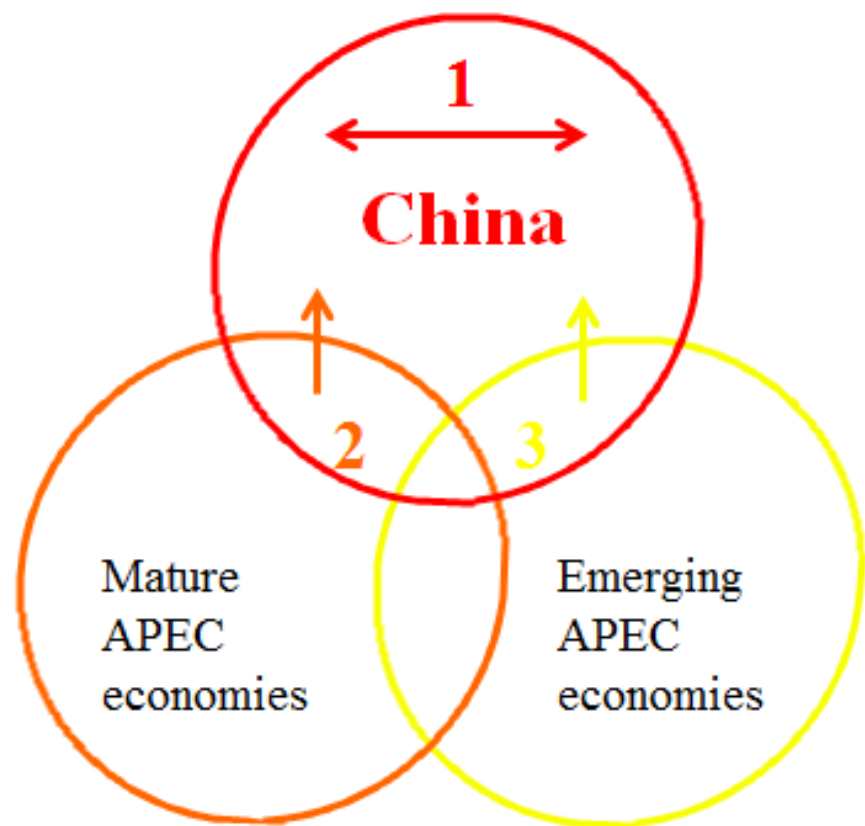
Above: H.E. Gary Locke, Long Yongtu & Nick Reilly during the US-China Economic Relationship session moderated by Xiang Bing.

Intelligence. Integration. Influence.

- Engage in **dialogue** with Chinese Officials from Ministerial and Provincial levels, and stakeholders in both China and Asia-Pacific community on key challenges and opportunities.
- Insightful first-hand **intelligence** that is shaping China's Economic Narrative in the 21st century from the Ministry of Commerce and Ministry of Foreign Affairs.
- Promoting **synergy** in economic trends and activities among business leaders in China and beyond.
- Remarkable world-class conference **experience** in China.

Where We Create Value

- **Strengthen relations and networking with Chinese Leaders and Senior Officials.**
- **Gain insight and access to high level discussions that shape the future of China.**
- **Improve understanding in doing business in China.**
- **Strategic communications with key stakeholders in corporate branding and positioning.**
- **Engage the world's media covering APEC events.**





L-R: Plenary discussion in session; Dato Timothy Ong in an interview.

Registration

- Delegate: USD 1,800
- Staffer and Accompanying Person: USD 800

**The Delegate registration fee includes access to all Forum sessions, networking breaks, lunches and dinners, and a delegate kit.*

**Staffer and accompanying person will be barred from all Forum sessions but will have access to all social events, by 'invitation-only' events, networking breaks, lunches and dinners.*

Partnership

Program

APEC China CEO Forum offers various sponsorship opportunities for organisations that wish to demonstrate their support for thought leadership in economic development and a platform for brand positioning and business development opportunities.

Opportunities at the Forum:

- High level discussions that shape the future of China and its place in the Asia Pacific
- Strengthen relations with business leaders and government officials of China
- Foster interaction, gain insight and achieve impact on the current global challenges
- Position, brand and engage key stakeholders with strategic communications
- Exclusive media exposure with Media Partners covering the event



Above: Bert Hofman being interviewed; Kevin Wale of GM China Group networking with Frank Jurgen-Richter of



Partnership Options

- Diamond Partner
(minimum bid)
- **USD 200,000**
- Platinum Partner
- **USD 125,000**
- Gold Partner
- **USD 75,000**
- Supported by
- **USD 50,000**
- Acknowledgment
- **USD 25,000**



Above: Frank Lyn of PricewaterhouseCoopers presenting the Global CEO Survey "The China Cut".

Diamond Partner

minimum bid USD 200,000

- Limited to One sponsor only
- Co-chair of the Forum
- One-on-one arranged meeting with relevant Chinese Minister (where possible)
- Top priority seating for senior company executives at the Forum as well as delegate access for ten additional executives
- Key speaking role at the Forum by a senior corporate executive
- Special input to the invitees list and the design and development of the Forum program
- Right to Host a Breakfast / Luncheon Session at the Forum
- Dedicated liaison officer for guests of Diamond Level Partner
- Pride of logo placement on Forum materials and website
- Pride of place space for a corporate display at the Forum venue
- Privilege media opportunities in the run-up to and during the Forum
- Interview arrangement for your chief representative with key Media Partners
- Free use of the Forum designated meeting room up to twice during the Forum

Platinum Partner

USD 125,000

- Prime networking opportunity with the Chinese Ministers
- Priority seating for a top company executive at the Forum as well as delegate access for six additional executives
- Priority consideration for a key speaking role at the Forum by a senior corporate executive
- Consideration for input into the design and development of the Forum program
- Right to apply to Host a Breakfast / Luncheon Session at the Forum
- Prominent logo placement on Forum materials and website
- Raw space for a corporate display at the Forum venue
- Opportunities for media interviews and features
- Free use of the Forum designated meeting room up for two hours once during the Forum

Gold Partner

USD 75,000

- Priority seating for a premier company executive at the Forum as well as delegate access for four additional executives
- Consideration for a key speaking role at the Forum by a senior corporate executive
- Consideration for input into the design and development of the Forum program
- Logo placement on Forum materials and website
- Raw space for a corporate display at the Forum venue
- Opportunities for media interviews and features



Supported By

USD 50,000

- Priority seating for a premier company executive at the Forum as well as delegate access for two additional executives
- Consideration for a key speaking role at the Forum by a senior corporate executive (case-by-case basis)
- Logo placement only on logo wall outside of ballroom and website but not on stage backdrop
- Consideration for media interviews and features (case-by-case basis)
- One-page advertising space in delegate's brochure

Acknowledgment

USD 25,000

- Priority seating for a premier company executive at the Forum as well as delegate access for one additional executive
- Logo placement only on logo wall outside of ballroom
- One-page advertising space in delegate's brochure

For U.S. companies interested in sponsoring the Forum, please contact:



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