

2nd edition

Business development in China

an intercultural perspective

28.03.2019

4.30 p.m. / Y-PARC / YVERDON-LES-BAINS

Programme & registration :
www.heig.ch/developpement-affaires-chine

Programme

4:30 p.m. Reception and registration

5:00 p.m. Opening session

Prof. Dr. Anna Lupina-Wegener, Head of the Intercultural Management Research Group

Politics of the Canton of Vaud on business development in China

Mr. Raphaël Conz, Economic Promotion Director, Office for Economic Affairs (SPEI), State of Vaud

5:25 p.m. Four perspectives on business development in China

Buhler: *Mr. Dieter Voegtli, President Global Operations, Uzwil, Switzerland*

Tyre Recycling Solutions: *Mr. Staffan Ahlgren, CEO, Prévèrenge, Switzerland*

Hengtong: *Mr. Richard Wang, Director of the Overseas Operation Management, Suzhou, China*

niHUB: *Mr. Lucas Rondez, CEO, Zhejiang, China*

6:25 p.m. Panel discussion

Mr. Alain Graf, S-GE, Lausanne

6:50 p.m. Concluding remarks

Prof. Dr. Anna Lupina-Wegener

Ms. Aline Ballaman-Garibian, General Manager, Swiss Center Shanghai, China

7:00 p.m. Cocktail reception

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