

**Identitat Global Forum: The Changing World, Europe and China**  
Zürich University, Aula (KOL-G-201), Rämistrasse 71, CH-8006 Zürich, Switzerland  
09:00 – 18:00  
Friday, 8 February 2019



China has emerged from the Financial Crisis of 2008 as the fastest growing world power. Its ascent is changing the prevailing world order. The ramifications of these changes are felt across the globe. The ensuing US-China trade frictions are only one precursor of the significance of these changes. *Erasmus China Business Centre and Swiss-Asian Chamber of Commerce* are gathering colleagues from business, economics, politics, and academia to organize an annual Identitat-Global Forum. This forum analyses the economic and geopolitical impact of these changes on the Global Economy. The view must not be myopic and bilateral, the focus should rather be ; on Asia on the one side and Europe on the other. In order to deal with the importance of the topic, ECBC and SACC are cooperating with renowned experts from Academia, Politics and Business. This year's conference is themed around The Changing World – Europe and China. It will focus on subjects such as the Trade War, Disruptive Technologies, The Changing World Order, The Belt Road Initiative, and further topics as they might emerge in the run up to the conference. The Forum aims to become **The annual event** where protagonists of all stripes and colors may voice their concerns and visions on neutral ground. Switzerland is uniquely positioned to be the birthplace of this dialogue.

## Program

### 08:30 Check-in

### 09:00 – 09:10

*Welcoming notes by Dr. Ying Zhang and Dr. Urs Lustenberger*

### 09:10 – 10:40

*Panel A: A world order in flux: how does it change due to China?*

- Prof Dr. Bill Fischer, Professor of Innovation Management, IMD, Lausanne and former president and dean at CEIBS (the China Europe International Business School, Shanghai).
- Professor Dr. Patrick Ziltener, Professor Sociology, University of Zurich
- Ulrich O. Birch, China & Asia focus - Interim Management & Advice, Basserdorf
- Sir Joe Bossano, Former Chief Minister of Gibraltar

*Chair: Dr. Ying Zhang, Professor of China Business and Economics, RSM, Erasmus University*

### Break and network 10.40 – 11.10

### 11.10 – 12.30

*Panel B: Economic interdependence and mutual suspicion*

*Trade War and Technological disruption: influence by the world powers' movement*

- Professor Florin Baeriswyl, Professor of Brand Strategy & Design, Fudan SIVA, Shanghai/Zürich
- Dr. iur. Karl Pilny, CEO, Asia21 GmbH, Küsnacht
- Dr. rer. pol. Christian Etter, former Delegate for Trade Agreements of the Swiss Federal Government and Ambassador at SECO, Independent Consultant International Trade, Berne
- Dr. Guoyong Liang, Economic Affairs Officer, UNCTAD
- Dr. Manuel Baigorri, Bloomberg, Deals Reporter (online)

*Chair: Dr. Urs Lustenberger, Chairman of SACC*

### Lunch Break 12.30 – 13.30

### 13.30 – 15.00

*Panel C: The Belt & Road Initiative – opportunity or threat to Europe?*

- Sir Joe Bossano, Former Chief Minister of Gibraltar
- Prof. Dr. Reiner Eichenberger, University Friburg
- Mr. Pino Misulino, President, North Adriatic Sea Port Authority

*Chair: Dr. Ying Zhang, Professor of China Business and Economics, RSM, Erasmus University*

### Break and networking 15.00 – 15.30

### 15.30 – 17.00

*Panel D: Pushing back? Investment restrictions for Chinese investors in Europe and the difficulties of Europeans investing in China*

- Dr. Daniel Kalt, Chief Economist & Regional Chief Investment Officer UBS Switzerland
- Tuck Seng Low, Senior Advisor EUTEC, Zurich
- Martin Pfister, PhD, Dipl. Mach.-Eng. FH, CEO/President/Owner, INSYS Industriesysteme AG, Bern
- Marco Toni, Partner, attorney-at-law. LL.M., Loyens & Loeff Switzerland LLC, Zurich

*Chair: Dr. Urs Lustenberger, Chairman of SACC*

### 17.00 Closing

### Networking and apéro 17.10 – 18:00



## Registration

- (1) For Chinese participants from China who needs invitation letters, please send email to

Mrs. Barbara Mockli-Schneider [sacc@sacc.ch](mailto:sacc@sacc.ch)

- (2) For others who can access to Eventbrite, please register at <https://bit.ly/2CYcing>

## Contributing Organizations



**Erasmus China Business Centre (ECBC)** explores business in China by integrating ongoing and new research projects in education and industry associated with China. By being academically and socially inclusive, ECBC activates research development, knowledge creation, business development, and innovation in education. The center aims to create a knowledge-creation platform to discuss, diagnose and develop solutions for internal and interactive challenges and issues in Great China and the Asian market. This way it can extend China-associated business, education and research collaborations, and progress output among stakeholders, sectors, and countries worldwide.

<https://www.erim.eur.nl/erasmus-china-business-centre/>

## *Swiss-Asian Chamber of Commerce*



**The Swiss-Asian Chamber of Commerce (SACC)** is a private organization, providing a forum for all firms, institutions, government bodies and individuals interested in the economic and business relations between Switzerland and Asia. Our activities facilitate the exchange of experiences and direct business contacts among its members and between its members and official bodies in Asia and Switzerland. The activities and events are fully funded through membership fees, event participation fees, and sponsors.

<http://www.sacc.ch>

## Identitat 全球论坛：变革中的世界、欧洲与中国

地址：Zurich University, Aula (KOL-G-201), Rämistrasse 71, CH-8006 Zürich, Switzerland

时间：星期五 09:00 – 18:00

日期：2019年2月8日



中国已从 2008 年的金融危机中崛起，成为增长最快的世界强国。中国的崛起正在改变当前的世界秩序。这些变化影响遍及全球。随之而来的中美贸易摩擦也是一些重大变化影响的前兆。伊拉斯姆斯中国商务中心和瑞士-亚洲商会汇集来自商业、经济、政治和学术界的同仁，组织一年一度的 Identitat-全球论坛。这一论坛将分析这些变化对全球经济和地缘政治的影响。论坛的视角非短视、亦不只讨论双边问题，而是亚洲与欧洲以及全球问题。鉴于这一主题的重要性，伊拉斯姆斯中国商务中心和瑞士-亚洲商会将邀请学术界、政界和商界的知名专家共同参与讨论。今年的会议以不断变化的世界-欧洲和中国为主题。会议将集中讨论贸易战、颠覆性技术、变化中的世界秩序、“一带一路”倡议、以及在会议召开前可能出现的其他议题。我们希望本论坛成为年度活动，为社会各界人士、各方代表搭建表达关切与看法的中立平台。瑞士将以其独特的地位，成为这一对话平台的发源地。

## 论坛日程：

08:30 注册

09:00 – 09:10

Ying Zhang 博士与Urs Lustenberger博士致欢迎辞

09:10 – 10:40

**A组嘉宾讨论：世界变迁：中国如何驱动世界改变？**

讨论嘉宾：

- Bill Fischer博士，洛桑国际管理发展学院创新管理学教授，前上海中欧国际商学院(CEIBS)院长，
- Patrick Ziltener博士，苏黎世大学社会学教授
- Ulrich O. Birch，瑞士巴瑟尔斯特夫，中国与亚洲焦点——过渡期管理与咨询
- Sir Joe Bossano, 直布罗陀前首席大臣
- 主持人：Ying Zhang博士，伊拉斯姆斯大学鹿特丹管理学院中国商业与经济教授

茶歇及交流：10.40 – 11.10

11.10 – 12.30

**B组嘉宾讨论：经济相互依存和相互猜疑：贸易战与技术破坏：世界大国行动的影响**

- Florin Baeriswyl教授，复旦大学品牌战略与设计教授（上海/苏黎世）
- Karl Pilny博士，Asia21公司首席执行官，（斯纳赫特）
- Christian Etter博士，前瑞士联邦政府贸易协定代表兼驻瑞士联邦政府经济事务秘书处代表，伯尔尼国际贸易独立顾问
- Manuel Baigorri博士，彭博社记者
- 梁国勇博士，经济事务官员，UNCTAD 联合国贸易和发展会议组织
- 主持人：Urs Lustenberger博士，瑞士-亚洲商会主席

午餐12.30 – 13.30

13.30 – 15.00

**C组嘉宾讨论：一带一路倡议——欧洲的机遇或威胁？**

- Sir Joe Bossano, 直布罗陀前首席大臣
- Reiner Eichenberger教授，弗里堡大学
- Pino Misulino，北亚得里亚海港务局局长
- 主持人：Ying Zhang博士，伊拉斯姆斯大学鹿特丹管理学院中国商业与经济教授

茶歇及交流：15.00 – 15.30

15.30 – 17.00

**D组嘉宾讨论：退却？驻欧中国投资人投资限制与驻中欧洲人的难题**

- Daniel Kalt博士，瑞士瑞银首席经济学家兼区域首席投资官
- TuckSeng Low，欧盟高级顾问，苏黎世
- Martin Pfister博士，INSYS Industriesysteme AG首席执行官/总裁/所有者
- Marco Toni律师，Loyens & Loeff Switzerland LLC律所合伙人，苏黎世
- 主持人Urs Lustenberger博士，瑞士-亚洲商会主席

17.00 结束

交流酒会 17.10 – 18:00





注册要求：

来自中国的参会者，请发注册表至 Barbara Mockli-Schneider 女士，邮箱：[sacc@sacc.ch](mailto:sacc@sacc.ch)

姓：	名：
职位：	公司：
住址：	
电话：	邮箱：
日期：	签名：

协办单位：



伊拉斯姆斯中国商务中心(ECBC)隶属伊拉斯姆斯大学管理研究所和鹿特丹管理学院，旨在整合工业界和学术界关于中国研究的学术和教育资源和项目业务。中心以其学术包容性与社会包容性，开展研发、知识拓展、业务开发和教育创新。

中心旨在创建一个以讨论、诊断并寻求解决大中华区和亚洲市场的内部和交互式挑战和问题的解决方案为目的的知识创新平台。通过这一平台扩大与中国相关的商业、教育和研究方面的合作，并向利益相关方、各行业、全球各国国家宣传平台工作进展及成果。

<https://www.irim.eur.nl/erasmus-china-business-centre/>

### **Swiss-Asian Chamber of Commerce**



瑞士-亚洲商会(SACC)是私营组织，为所有对瑞士、亚洲经济和商业关系感兴趣的公司、机构、政府机构和个人提供讨论平台。我们的活动以促进成员之间以及其成员与亚洲和瑞士官方机构之间的经验交流与直接的商业接触为目的。所有活动的全部资金来自会员费、活动参与费及赞助商。

<http://www.sacc.ch>