



 **中国**
绿公司
年会 20
19
CHINA GREEN
COMPANIES SUMMIT

2019. 4.22-24
甘肃·敦煌·敦煌国际酒店

2019中国绿公司年会

CHINA GREEN COMPANIES SUMMIT

INVITATION

邀请函

2019.04.22-24 / 甘肃·敦煌·敦煌国际酒店

尊敬的嘉宾：

由甘肃省人民政府支持、中国企业家俱乐部和甘肃省商务厅、酒泉市人民政府、敦煌市人民政府联合主办的 2019 中国绿公司年会将于 4 月 22-24 日在甘肃省敦煌市敦煌国际酒店举办。

中国绿公司年会由中国企业家俱乐部于 2008 年创办，致力于推动经济的长远及合理增长，传递正气的商业力量。每年都有近千位富有远见与变革力的国内外企业领袖、政界要员、学界权威、NGO 代表及众多主流媒体出席年会。

当今世界正在经历新一轮的发展变革，科技革命和经济环境的改变给市场带来了巨大变化，也使得中国企业开始反思过去盲目追求规模和发展速度的模式。在新的商业环境下，企业要想“赢”，就必须静下心来，回归做企业的初心，坚守做企业的使命，遵从基本的商业规律。

本届年会以“赢在商业本质”为主题，将再次汇聚国内外商业领袖及各界精英，共话企业发展的核心原则和未来趋势。

诚邀您莅临年会，共享智慧盛宴。

中国企业家俱乐部主席：



中国企业家俱乐部理事长：



2019 年 3 月



THEME

年会主题



当今世界正在经历新一轮的动荡：全球经济增长放缓、“逆全球化”思潮不断升温。与此同时，全球新旧动能转换加快，新的经济力量正在崛起。国内外环境的改变给中国企业带来了全新的挑战和机遇。中国企业需要从过去盲目追求规模和发展速度的传统模式中走出来，依靠科技力量寻找新的发展动能。

在新的商业环境下，企业要想“赢”，就必须静下心来，回归做企业的初心，回归商业本质，坚守做企业的使命，遵从基本的商业规律，实现转型升级。

经历了辉煌的改革开放四十年之后，我们将迎来一个创新主导的时代，也必将是企业家主导的时代，企业家需要重新赋予企业以强大的动能和生命力。

2019 中国绿公司年会将再次汇聚国内外颇具远见的商业领袖、各界精英，共同讨论在国际格局、经济环境、技术迭代发生巨大变化的当下，如何应对新技术和新模式的挑战，如何在复杂多变的环境下坚持商业的本质，如何行动以确保企业持续的增长，如何保持领先者的步伐，我们期待他们的对话与碰撞。



AGENDA

简要议程

2019年4月22日, 星期一	2019年4月23日, 星期二	2019年4月24日, 星期三
<p>09:00-22:00 全天注册 09:00-12:00 敦煌莫高窟参观</p>	<p>09:00-12:00 全会—赢在商业本质</p> <p>12:15-13:20 自助午餐</p>	<p>09:00-12:00 当地产业参访</p>
<p>14:00-15:40 焦点论坛—科技创新的机会与挑战: 企业视角 绿盟圆桌会—大变局中的企业增长之道 焦点对话—IP内容驱动与文旅产业再造</p>	<p>13:30-15:00 焦点论坛—逆势下的投资反思: 逻辑回归与价值发现 焦点对话—数字化与组织变革 前沿技术专场—区块链: 信用机制的重建</p>	
<p>16:00-17:40 绿盟圆桌会—企业如何推进数字化转型升级? 焦点对话—深秋心态: 企业家的自我把控 焦点论坛—产业扶贫: 追求可持续的扶贫创新</p>	<p>15:30-17:00 焦点论坛—赢在寒冬: 他们做对了什么? 焦点论坛—从流量入口下沉看市场增量 前沿技术专场—人工智能: 重构应用场景与商业模式</p>	
<p>18:00-19:00 欢迎会/自助晚餐</p>		
<p>19:30-21:00 文化演出—又见敦煌 21:00-22:00 敦煌夜话—穿越历史 观照人间</p>	<p>17:30-18:20 自助晚餐</p>	
赢在商业本质: 中国绿公司联盟戈壁行 (可选行程)		
2019年4月24日, 星期三	2019年4月25日, 星期四	2019年4月26日, 星期五
<p>下午 车程—敦煌至戈壁清泉营地</p> <p>晚上 点将台仪式</p>	<p>白天 戈壁徒步第一天 路线: 戈壁清泉营—红山营地 (32公里) 途经: 红柳林、小雅丹、小沙漠、砾石戈壁 晚上 戈壁夜话</p>	<p>白天 戈壁徒步第二天 路线: 红山营地—阿育王寺 (28公里) 途经: 碱泉子石窟、锁阳城 晚上 庆功宴/颁奖典礼</p>

PROGRAM

详细议程

*以下部分嘉宾为拟邀

DAY 1

4月22日，星期一

09:00-22:00 全天注册

商务会面预约 (登录: b2b.daonong.com 在线预约)

09:00-12:00 **敦煌莫高窟参观** (登录: b2b.daonong.com 在线报名)

14:00-15:40 【焦点论坛】

科技创新的机会与挑战：企业视角

科技创新不仅需要政府和学校打造健全的生态系统，也需要作为创新主体的企业市场机制的驱动下起到主导作用。就中国当下的环境而言，我们今天需要共同讨论：

- 当下中国企业在“科技创新”上遇到怎样的内外困境？
- 如何打造一个良好的“科技创新”生态系统？
- 如何将科技与产业的机会相结合，推动企业转型升级？

议题主席：

邓 锋 北极光创投创始人、董事总经理

议题嘉宾：

田溯宁 宽带资本董事长、亚信集团董事长

陆 奇 YC 中国创始人兼首席执行官

王晓东 百济神州创始人、董事长

苏 峻 北京智米科技有限公司 CEO

胡自强 美的集团股份有限公司副总裁兼 CTO

14:00-15:40 【绿盟圆桌会】

大变局中的企业增长之道

在新的变局下，经济发展正在从要素驱动和投资驱动向创新驱动转变，过去靠劳动力红利、投资红利和资源红利的时代不复返了。那么：

- 新经济周期里企业发展的根本原则有哪些需要改变？哪些还需坚守？
- 应对外部环境的变化，企业该如何降本增效，提升产品力和市场竞争力？
- 企业持续增长的瓶颈是什么，怎样突破发展的平台期？

议题主席：

徐井宏 中国企业家俱乐部副理事长、中关村龙门投资有限公司董事长

议题嘉宾：

蒋锡培 远东控股集团有限公司董事局主席

赵炳弟 松下中国北东亚社常务、松下电器（中国）有限公司总裁

于英涛 新华三集团总裁兼首席执行官、紫光股份有限公司董事长

赵笠钧 博天环境集团股份有限公司董事长

甲斐 照幸 日电产集团大中国区总裁、日电产(上海)国际贸易有限公司董事长

14:00-15:40 【焦点对话】

IP 内容驱动与文旅产业再造

甘肃地处华夏文明与域外文明交流融合处，有着丰富的旅游资源，文旅产业产值占全省 GDP 的 7%，是甘肃十大生态产业中的首位产业。本对话将围绕甘肃文旅产业展开讨论：

- 甘肃哪些文化内涵拥有世界级 IP 的潜力？

- 如何进一步增强甘肃文旅的创新力和核心竞争力？
- 甘肃“旅游+”战略将催生出哪些新业态、新产品？

对话嘉宾：

王旭东 敦煌研究院院长

曲向东 北京行知探索文化发展集团股份有限公司董事长

16:00-17:40 【绿盟圆桌会】

企业如何推进“数字化”转型升级？

在产业互联网大潮涌起的背景下，“数字化”正在帮助企业释放转型升级的压力，给企业实施管理变革提供更好的工具和手段。那么：

- 企业转型升级的现实压力有哪些？如何推进数字化、智慧化？
- 数字化如何提升企业的管理效率？如何改变企业的运营模式？
- 企业推进数字化的具体实施方式是什么？有哪些成功案例？

议题主席：

王文京 用友网络科技股份有限公司董事长

议题嘉宾：

刁志中 广联达科技股份有限公司董事长

潘宇海 真功夫餐饮管理有限公司董事长兼总裁

16:00-17:40 【焦点对话】

深秋心态：企业家的自我把控

控制心态的能力是企业家在决策中非常重要的能力。企业家在决策时要保有“深秋心态”，不能头脑发热，也不能过于冰冷，在中原地区深秋 22-23 度是最适宜人们体感的温度，也是企业家在做决策时应该保有的温度。那么：

- 如何将心态永远保持在一个稳定的水平上？
- 如何不悲观、不放弃，又能处变不惊？
- 企业家该如何“顺天时、借地利、求人和”？

主持人：

刘东华 中国企业家俱乐部副理事长、正和岛创始人兼首席架构师

分享人：

胡葆森 建业控股有限公司董事长

16:00-17:40 【焦点论坛】

产业扶贫：追求可持续的扶贫创新

以市场为导向，以产业为杠杆，以消费扶贫为抓手，推动贫困地区发展，促进贫困农户增收是产业扶贫的核心路径。扶贫攻坚进入最后阶段，通过根植发展基因，激活发展动力，逐步建立起可持续的内生发展机制，是重中之重。那么：

- 企业在推动产业扶贫过程中有哪些好的方式？
- 在推动产业扶贫过程中有哪些经验和教训？
- 如何进一步推动消费扶贫取得实效？

议题主席：

张醒生 道同投资创始合伙人、永续自然资源保护公益基金会理事长

议题嘉宾：

许家印 恒大地产集团董事局主席

沈国军 银泰集团创始人兼董事长

张茵 玖龙纸业（控股）有限公司董事长

孙强 TPG（德太集团）中国区管理合伙人

孙利军 阿里巴巴集团合伙人、阿里巴巴公益基金会理事长

18:00-19:00 【晚宴/自助晚餐】

19:30-21:00 【文化演出】

又见敦煌 (登录: b2b.daonong.com 在线报名)

21:00-22:00 【敦煌夜话】

穿越历史 观照人间

对话嘉宾：

王潮歌 北京柒和玖文化艺术中心董事长

高晓松 阿里娱乐战略委员会主席

DAY 2

4月23日，星期二

09:00-12:00 【全会 主题演讲】

赢在商业本质

成功的企业家总是能够认识规律，遵从基本的商业原则，发现并应对消费者需求的变化，实现产品和服务的迭代升级和企业的持续进步。在国际格局、经济环境、技术迭代发生巨大变化的当下，企业家和企业怎样重新认识商业的本质，成为新商业环境下的重要课题。

- 商业的本质是什么？为什么这么重要？
- 如何在复杂多变的环境下坚守商业的本质？
- 如何行动以确保企业实现持续的增长？

主持人：

王玉锁 新奥集团股份有限公司董事局主席

演讲嘉宾：

甘肃省主要领导

马云 中国企业家俱乐部主席、阿里巴巴集团董事局主席

马蔚华 中国企业家俱乐部理事长、原招商银行行长

郭广昌 复星集团董事长

刘永好 新希望集团董事长、中国民生银行副董事长

张近东 苏宁控股集团董事长

李东生 TCL集团股份有限公司董事长兼首席执行官

陈东升 泰康保险集团股份有限公司创始人、董事长兼 CEO

雷军 小米科技有限责任公司创始人、董事长兼首席执行官

周其仁 北京大学国家发展研究院教授

12:15-13:20 自助午餐

13:30-15:00 【焦点论坛】

逆势下的投资反思：逻辑回归与价值发现

在经济增长放缓的背景下，投资机构面临着“钱少”和“被投资企业选择面收窄”的情况，企业自身也面对着需要“增强内功”的现实局面。那么：

- 投资机构该如何反思过去十年的投资模式？
- 投资的本质是什么？衡量企业价值的根本标准是什么？
- 投资机构未来应如何布局新兴行业和新兴企业？

议题主席：

孙强 TPG (德太集团) 中国区管理合伙人

议题嘉宾：

邓 锋 北极光创投创始人、董事总经理
汪潮涌 信中利资本集团创始人、董事长
李振福 德福资本董事长兼首席执行官
许达来 顺为资本创始合伙人、CEO

13:30-15:00 【焦点对话】

数字化与组织变革

核心业务环节的数字化是企业组织变革的基础，新奥集团和酷特智能通过若干年的努力，成功在业务数字化基础上，将传统科层架构扁平化，且将职能部门转化为支持型后台的企业。本场对话通过深度解剖这两个典型样本，探讨和解决以下三个问题：

- 数字化组织的特征是什么？与科层制组织的本质区别是什么？
- 数字化组织变革的关键是什么，难点在哪里？
- 怎样从传统组织转变为数字化组织？

对话嘉宾：

王玉锁 新奥集团股份有限公司董事局主席
许小年 中国企业家俱乐部顾问
张代理 青岛酷特智能股份有限公司董事长

13:30-15:00 【前沿技术专场】

区块链：信用机制的重建

区块链是分布式记账平台的核心技术，区块链系统中的任何参与者都可对公共总账进行核查，并共同维持总账的更新，这解决了交易过程中的信用机制问题。那么：

- 区块链技术的运行原理是什么？
- 这种技术正在如何改变金融、保险、医疗等行业的交易机制？
- 有哪些应用场景会应用到区块链技术，进而改变企业的运营方式？

主持人：

唐 越 小赢理财董事长

主讲嘉宾：

程 立 蚂蚁金服集团 CTO、国际业务 COO

15:00-15:30 茶歇

15:30-17:00 【焦点论坛】

赢在寒冬：他们做对了什么？

企业的质量和投资的理念在如今经济环境下非常重要，实体企业都面临着发展模式转型，做减法，练内功的切实问题，而有一批实体企业在这些方面做出了表率。那么：

- 在外部发展条件最困难的时候，企业要做什么？
- 为何在经济最冷的时候，他们能够屹立不倒，甚至逆势发展？
- 未来三年，他们要坚持在哪些方面继续“练内功”？

议题主席：

张懿宸 中信资本董事长及首席执行官

议题嘉宾：

张近东 苏宁控股集团集团董事长
许家印 恒大地产集团董事局主席
李东生 TCL 集团股份有限公司董事长兼首席执行官
朱保国 健康元药业集团股份有限公司董事长
曹国伟 新浪董事长兼首席执行官
丁立国 德龙控股有限公司董事局主席

15:30-17:00 【焦点论坛】

从流量入口下沉看市场增量

随着新技术的发展，人们的消费模式和零售业态在发生改变，流量入口正在向“五环外”和三四线城市下沉，这些城市的客户群成为时下市场增量的策源地。那么：

- 流量入口的下沉对零售业态的革新有哪些突破性的影响？
- 成功的快速下沉受到哪些因素的制约？如何避免“一沉就死”？
- 流量下沉带来的大量数据该如何变现？

议题主席：

夏 华 依文集团董事长

议题嘉宾：

孙 洁 携程旅行网首席执行官

杜 娟 TCL 集团高级副总裁、COO 兼 CFO

汪建国 五星控股董事长

侯恩龙 苏宁易购总裁

管清友 如是金融研究院院长

15:30-17:00 【前沿技术专场】

人工智能：重构应用场景与商业模式

人工智能一直是科技行业重要的探索领域，所有公司的运营都需要借助大量、实时、在线的数据，让数据智能化去完成指定的工作。同时，人工智能也在重构很多行业的商业模式。那么：

- 企业该如何制定人工智能战略？
- 人工智能的应用场景该如何打造？
- 未来人工智能将如何重构商业模式？

主持人：

唐 越 小赢理财董事长

主讲嘉宾：

李开复 创新工场董事长兼 CEO

17:30-18:20 晚餐

DAY 3-5

2019 年 4 月 24 日，星期三

09:00-12:00 当地产业参访（登录：b2b.daonong.com 在线报名）

2019 年 4 月 24-26 日（可选行程）

赢在商业本质——中国绿公司联盟戈壁行

这是一次企业家精神的追寻之旅，也是一次回归初心的发现之旅。因为“树立理想、采取行动、困境坚持、实现超越”是企业家在探求商业本质，实现企业腾飞过程中反复经历的心路历程。“中国绿公司联盟戈壁行”就是要让盟员们在极端条件下，在最短的时间内，唤醒内心深处最本真的渴望和需要，与自己对话，与自然对话，淬炼出更强大的内心，以迎接现实挑战。

2019年4月24日，星期三	2019年4月25日，星期四	2019年4月26日，星期五
下午 车程—敦煌至戈壁清泉营地	白天 戈壁徒步第一天 路线：戈壁清泉营—红山营地（32公里） 途径：红柳林、小雅丹、小沙漠、砾石戈壁	白天 戈壁徒步第二天 路线：红山营地—阿育王寺（28公里） 途径：碱泉子石窟、锁阳城
晚上 点将台仪式	晚上 戈壁夜话	晚上 庆功宴/颁奖典礼

ORGANISATIONS

组织架构



发起机构

中国绿公司联盟

政府支持

甘肃省人民政府

主 办

中国企业家俱乐部

联合主办

甘肃省商务厅

酒泉市人民政府

敦煌市人民政府

支持机构

中国企业联合会、中国企业家协会

中国国际跨国公司促进会

中国城镇化三十人论坛

全球合作伙伴

松下电器

合作机构

老牛基金会

中国绿色碳汇基金会

智库支持

中国发展研究基金会

国家创新与发展战略研究会

国家发改委城市和小城镇改革发展中心

长江商学院

中欧国际工商学院

北京大学国家发展研究院

清华大学经济管理学院

2019

China Green Companies Summit

Invitation Letter

April 22-24, 2019 / Dunhuang, Gansu

Distinguished Guest,

Under the auspices of Gansu provincial government, 2019 China Green Companies Summit, hosted by China Entrepreneur Club (CEC), scheduled to be held in Dunhuang city, Gansu province from 22nd to 24th of April.

China Green Companies Summit, launched by CEC since 2008, is committed to promoting the long-term and smart economic growth, and fostering a positive business atmosphere. Every year the Summit hosts nearly 1,000 guests from home and abroad who are visionary and game-changing leaders in the fields of business, government, academia, NGO and media.

Nowadays the world is undergoing a new round of development and transformation. The change in scientific innovation and economic climate has significantly transformed the market. To “win” in the new business environment, companies must take a step back and reflect upon the original intention of doing business, adhere to their missions, and observe the fundamental rules for business.

Under the theme of “Winning with the Essence of Business”, this year’s Summit will gather again the Chinese and foreign business leaders and elites from different sectors to discuss the core principles of corporate development and future trend.

We hereby sincerely invite you to join our Summit to share your wisdom.

China Entrepreneur Club

March 1, 2019



Winning with the Essence of Business

Today's world is undergoing a new round of turmoil: the global economy is slowing down; a dangerous world of "de-globalization" loom on the horizon. At the same time, the new economic power is rising faster. The changes in the domestic and international environment have presented brand new challenges and opportunities to Chinese enterprises. They need to stop obsessing with the size and speed of growth and turn to the new growth momentum driven by science and technology.

To "win" in the new business environment, companies must take a step back and reflect upon the original intention of doing business, adhere to their missions, and observe the fundamental rules for business. This is how they can achieve transformation and upgrade.

Having been through four decades of glorious reform and opening up, we are about to embrace a new era driven by innovation. This is also bound to be an era led by entrepreneurs who need to inject renewed momentum and vitality to the companies.

2019 China Green Companies Summit will again gather together Chinese and foreign business leaders and elites from different sectors to discuss how to stand up to the challenges brought about by the new technologies and new models in a time of profoundly changing international landscape, economic climate, and technology iteration; how to adhere to the essence of business in an environment of great complexity and fickleness; how to act to ensure sustained business growth, and how to maintain leadership in the industry. We anticipate their dialogues and exchanges of ideas.

Detailed Agenda

Day 1

Tuesday, April 22, 2019

09:00-22:00 Registration Day

Business Meetings Appointment (log onto: b2b.daonong.com for on-line appointment)

14:00-15:40 【Focus Forum】

The Opportunity and Challenge of Technology Innovation: A Corporate Perspective

Scientific and technological innovation requires not only the government and schools to build a sound ecosystem, but also the enterprises that are the mainstay of innovation to play a leading role driven by market mechanisms. As far as China's current environment is concerned, we need to discuss:

- What are the internal and external difficulties encountered by Chinese companies in "scientific and technological innovation"?
- How can we build a good "scientific and technological innovation" ecosystem?
- How can we combine technology and industry opportunities to promote enterprise transformation and upgrading?

Panel Chair:

Deng Feng: Founding Managing Director of Northern Light Venture Capital

Panelists:

Hu Ziqiang Vice President and CTO of Midea Group

Edward Tian Chairman of China Broadband Capital Partners, L.P. & Chairman of AsiaInfo Holdings, Inc.

Lu Qi Founder and CEO of YC China

Wang Xiaodong Founder and Chairman of Beigene

Su Jun CEO of Beijing Smartmi Co., Ltd.

14:00-15:40 【Roundtable Discussion of Green Companies Alliance】

Methods for Corporate Growth in the New Economic Cycle

Under the new changes, economic development is shifting from factor-driven and investment-driven to innovation-driven. In the past, the era of labor dividends, investment dividends and resource dividends has not returned. Points that need to be discussed include:

- What are the fundamental principles of enterprise development in the new economic cycle that need to be changed? Which ones still need to be adhered to?
- In response to changes in the external environment, how should companies reduce costs and increase efficiency and enhance product competitiveness and market competitiveness?
- What is the bottleneck of a company's continued growth, and how to break through the platform period of development?

Panel Chair:

Xu Jinghong Vice Chairman of the CEC, and Chairman of Zhongguancun Longmen Investment Co., Ltd.

Panelists:

Jiang Xipei Chairman of the Board, Far East Holding Group Co., Ltd.

Zhao Bingdi	Executive of China and Northeast Region Chairman of Panasonic Corporation of China
Yu Yingtao	President and CEO of New H3C Technologies Co., Ltd., Chairman of Unisplendour Co., Ltd.
Zhao Lijun	Chairman of Poten Environmental Group Co., Ltd.
Teruyuki Kai	President of Nidec Corporation Group Greater China Chairman of Nissan (Shanghai) International Trading Co., Ltd.

14:00-15:40 【Dialogue】

IP Content & Culture Tourism Industry

Gansu is located in the exchange and integration of Chinese civilization and extraterritorial civilization. It has rich tourism resources. The output value of the cultural tourism industry accounts for 7% of the province's GDP. It ranked first in the top ten ecological industries in Gansu province. The following inquiries will be discussed around the Gansu tourism industry:

- What cultural connotations in Gansu have the potential of world-class IP?
- How to further enhance the innovation and core competitiveness of Gansu?
- What new business and new products will Gansu's "Tourism+" strategy generates?

Dialogue Guests:

Wang Xudong	Director of the Dunhuang Academy
Qu Xiangdong	Founder and Chairman of Xingzhi Exploring Group.

16:00-17:40 【Roundtable Discussion of Green Companies Alliance】

How Can the Industries Carry Out Digital Upgrade?

In the context of the surge of the industrial Internet, "digitalization" is helping enterprises to release the pressure of transformation and upgrading, and provide better tools and means for enterprises to implement management changes. Points that need to be discussed include:

- What are the real pressures for enterprise transformation and upgrading? How to promote digitalization and wisdom?
- How does digitalization improve the management efficiency of enterprises? How to change the operating mode of the company?
- What is the specific implementation of the enterprise to promote digitalization? What are the success stories?

Panel Chair:

Wang Wenjing	Chairman and CEO of Yonyou Network Technology Co.,Ltd.
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Panelists:

Diao Zhizhong	Chairman of Glodon Company Co., Ltd.
Pan Yuhai	Chairman and President of Real Kungfu Management Co.,Ltd.

16:00-17:40 【Dialogue】

Late Autumn Mindset: Self-Control of the Entrepreneurs

The ability to control mentality is an important capability of entrepreneurs in decision-making. Entrepreneurs must maintain a "deep autumn mentality" when making decisions. They should not be too hot or too cold. In the Central Plains, 22-23 degrees in the late autumn is the temperature most suitable for people's sense of body. It is also the temperature that entrepreneurs should maintain when making decisions. Points that need to be discussed include:

- How to keep your mindset at a stable level forever?
- How can you not be pessimistic, not giving up, and being able to change without being surprised?
- How should entrepreneurs "go to the sky, borrow money, seek people and"?

Moderator:

Liu Donghua	Founder and Chief Guideline Officer of Z.H.ISLAND, Founder and Vice President of CEC
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Speakers:
Hu Baosen Chairman of the Board, Central China Real Estate Ltd. C

16:00-17:40 【Focus Forum】

How to Make Poverty Alleviation by Industries More Precise

Through market orientation and industry as a lever to promote the development of poverty-stricken areas and promote the income increase of poor farmers is the core path of industrial poverty alleviation. It is expected to gradually establish an endogenous development mechanism by rooting in the development of genes and activating the development momentum. Points that need to be discussed include:

- What are the experiences and lessons in promoting industrial poverty alleviation?
- What are the good ways to combine private enterprises with industrial poverty alleviation?
- What are the urgent problems that need to be solved in the current industrial poverty alleviation?

Panel Chair:

Zhang Xingsheng Founding Partner of Knicks Capital Inc.
Chairman of the Board of Directors, The Forever Nature Capital Foundation

Panelists:

Xu Jiayin Chairman of the Board, Evergrande Real Estate Group
Shen Guojun Founder and Chairman, Intime Department Store (Group) Co. Ltd
Zhang Yin Chairwoman of Nine Dragons Paper (Holdings) limited
Sun Qiang Managing Partner of TPG Capital China, Limited
Pan Shiyi Chairman and Co-founder of SOHO China
Sun Lijun Founding Partner of Alibaba Group, and Chairman of the Alibaba Foundation

18:00-19:00 Welcome Dinner

19:30-21:00 Immersive melodrama 'Encore Dunhuang' brings Silk Road culture to life

21:00-22:00 【Dunhuang Night Talk】

Dialogue Guests:

Wang Chaoge President, Beijing Seven and Nine Culture and Arts Center
Gao Xiaosong Chairman, Alibaba Entertainment Strategic Committee

Day 2

Tuesday, April 23, 2019

9:00-12:00 【Plenary Session】

Winning with the Essence of Business

The essence of business is that entrepreneurs can master the law, discover and respond to changes in consumer demand, and achieve iterative upgrades of products and services and continuous improvement of the company. At the moment when the international pattern, economic environment, and technological iterations have undergone tremendous changes, entrepreneurs and enterprises:

- How to keep fit and return to the original heart and mission of entrepreneurship?
- How to penetrate the nature of business and the trend of industry development?
- How to control the pace of risk and business development?

Moderator:

Wang Yusuo Chairman, ENN Group

Speakers:

Leaders of Gansu Provincial Government

Jack Ma	Chairman of China Entrepreneur Club, Executive Chairman of Alibaba Group
Ma Weihua	President of China Entrepreneur Club, Former President of China Merchants Bank
Guo Guangchang	Chairman of Fosun Group
Liu Yonghao	Chairman of New Hope Group, Vice Chairman of China Minsheng Banking Corp., LTD.
Zhang Jindong	Chairman of Suning Holdings Group
Tomson Li	Chairman of the Board and CEO of TCL Corporation
Chen Dongsheng	Founder, Chairman and CEO of Taikang Life Insurance co., Ltd.
Lei Jun	Founder, Chairman & CEO of Xiaomi Inc.
Zhou Qiren	Professor at the National School of Development, Peking University

12:15-13:20 **Buffet Luncheon/Ambassadors Roundtable Meeting** (Invitation Only)

13:30-15:00 **【Focus Forum】**

Back to the Essence of Investment: Reflection on the Logics and Value Realization

In the downturn of the market environment, investment institutions are faced with the situation of “small money” and “selection of investment companies to narrow down”. Enterprises are also faced with the reality of “practicing internal skills and doing subtraction”, and this is true for innovation and entrepreneurship. Has caused a negative impact. Points that need to be discussed include:

- How should investment institutions reflect on the investment model of the past decade? What are the professional strengths of investment institutions?
- What is the nature of the investment? What are the fundamental criteria for measuring corporate value?
- How should future investment institutions lay out emerging industries and emerging companies?

Panel Chair:

Chang Sun Managing Partner of TPG China, Limited

Panelists:

Deng Feng Founding Managing Director of Northern Light Venture Capital
Wang Chaoyong Founding Chairman and CEO of ChinaEquity Group Inc.
Jeffrey Li Chairman & CEO of GL Capital Group
Xu Dalai Founding Partner and CEO of Shunwei Capital

13:30-15:00 **【Focus Forum】**

Organizational Efficiency in the Digitalized Era

In the era of “digitalization”, the organizational structure of enterprises is developing from the “tree matrix” to the “flat” direction, which not only improves the efficiency of organizational management, but also changes the working status of each employee. Points that need to be discussed include:

- How will digitalization improve the management, operations and marketing capabilities of the company?
- How will digitalization change the way of communication and management within the company?
- How will digitalization reshape corporate culture? What are the changes and challenges that each employee brings?

Panelists:

Wang Yusuo Chairman of ENN Group
Xu Xiaonian Consultant of Chinese Entrepreneur Club
Zhang Daili President of Kutesmart Co., Ltd.

13:30-15:00 **【Special Forum on Cutting-Edge Technologies】**

BlockChain: Rebuilding the Credit System

The blockchain is the core technology of the distributed accounting platform. Any participant in the blockchain system can check the public ledger and maintain the update of the general ledger, which solves the problem of credit mechanism in the transaction process. Points that need to be discussed include:

- What is the operating principle of blockchain technology?
- How is this technology changing the trading mechanisms in the financial, insurance, medical and other industries?
- What application scenarios will be applied to blockchain technology to change the way companies operate?

Host:

Justin Tang Chairman of Xiaoying.com

Keynote Speaker:

Cheng Li COO of International Business Group & CTO, Ant Financial

15:00-15:30 Tea Break

15:30-17:00 【Focus Forum】

Winning in the Cold Winter: What Do They Do Right?

The concept of enterprise quality and investment is very important in today's economic environment. Entity enterprises are faced with the transformation of development model, the practical problems of doing subtraction and practicing internal strength, and a group of entities have set an example in these aspects. Points that need to be discussed include:

- What should the company do when the external development conditions are most difficult?
- Why are they able to stand up and even develop against the trend when the economy is coldest?
- In the next three years, what aspects should they insist on continuing to "practice internal strength"?

Panel Chair:

Zhang Yichen Chairman and CEO of CITIC Capital Holdings Limited

Panelists:

Zhang Jindong Chairman of Suning Holdings Group
Xu Jiayin Chairman of the Board, Evergrande Real Estate Group
Tomson Li Chairman of the Board and CEO of TCL Corporation
Zhu Baoguo Chairman of Joicare.com
Charles Chao Chairman and CEO of SINA Corporation
Ding Ligu Executive Chairman of Delong Holding Limited

15:30-17:00 【Focus Forum】

From the perspective of consumption increase in low-tier cities to analysis the market increments.

With the development of new technologies, people's consumption patterns and retail formats are changing. The traffic portal is sinking into the "five rings" and the third- and fourth-tier cities. The customer base of these cities has become the source of current market increments. Points that need to be discussed include:

- What are the breakthrough effects of the sinking of the traffic portal on the innovation of the retail format?
- What factors are constrained by successful rapid sinking? How to avoid "sinking and sinking"?
- How to realize the large amount of data brought by the sinking of traffic?

Panel Chair:

Xia Hua Chairwoman of EVE Group

Panelists:

Sun Jie CEO of Ctrip.com

Wang Jianguo Chairman of Fivestar Holdings
Guan Qingyou Director of Reality Institute Of Advanced Finance
Du Juan Senior Vice President, COO and CFO of TCL Corporation

15:30-17:00 【Special Forum on Cutting-Edge Technologies】

AI: Restructuring Application Scenarios and Business Models

Artificial intelligence has always been an important exploration area in the technology industry. All companies operate with a large amount of real-time, online data to make the data intelligent to complete the specified work. At the same time, artificial intelligence is also refactoring business models in many industries. Points that need to be discussed include:

- How should companies develop an artificial intelligence strategy?
- How to create an artificial intelligence application scenario?
- How will artificial intelligence restructure business models in the future?

Host:

Justin Tang Chairman of Xiaoying.com

Keynote Speakers:

Kai-Fu Lee President & CEO, Sinovation Ventures
Li Feifei Professor at Stanford University
Shen Xiangyang Global Executive Vice President of Microsoft Corporation

15:30-17:00 【Closed-Door Meeting】 (Invitation Only)

An Environment of Fair Competition for SOEs and Private Companies

Uncertainty in the business environment makes it difficult for companies to make bold decisions. In the context of the country's efforts to promote the development of private enterprises and promote entrepreneurship, entrepreneurs still have expectations and suggestions for improving the business environment, such as In the state-owned enterprises and enterprises competition, tax burden and other aspects. Points that need to be discussed include:

- Where has the business environment improved compared to the past? In what areas do you need to improve?
- What unfair treatment has private enterprises encountered in competition with state-owned enterprises? How to change?
- Does the tax reduction and reduction measures benefit the company? Is the benefit obvious? What other areas do you need to work hard?

Moderator:

Ma Weihua President of China Entrepreneur Club, Former President of China Merchants Bank

Panelists:

Guo Guangchang Chairman of Fosun Group
Liu Yonghao Chairman of New Hope Group, Vice Chairman of China Minsheng Banking Corp., LTD.
Lu Zhiqiang Chairman of China Oceanwide Holdings Group
Chen Dongsheng Founder, Chairman and CEO of Taikang Life Insurance Co., Ltd.
Xu Jinghong Vice President of China Entrepreneur Club, Zhongguancun Longmen Investment Co., Ltd.
Shen Guojun Chairman of the Board, Intime Department Store (Group) Co., Ltd.
Wang Junjin Chairman of JuneYao Group
Jiang Xipei Chairman of the Board, Far East Holding Group Co., Ltd.

17:30-18:20 Dinner

Day 3

Wednesday, April 24th, 2019

08:30-12:30 Visit Dunhuang Mogao Caves

Mogao Caves, also known as Thousand Buddha Caves or Mogao Grottoes, is a group of ancient caves which were built in different dynasties. It is famous for exquisite murals and various sculptures kept inside the caves. With 735 caves, more than 45,000 square meters of murals, 2415 colored sculptures of different size, Mogao Caves is one of the greatest repositories of Buddhist art in the world from which you can trace the development of Chinese art over 1600 years from one dynasty to the next because each dynasty built own caves to record its own features. More than 50,000 collections emerged from the discovery of the so-called "Library Cave" in 1900, and were dispersed around the world.

In 1987, the UNESCO listed the Mogao Caves as the World Heritage Sites. It declared -"As evidence of the evolution of Buddhist art in the northwest region of China, the Mogao Caves are of unmatched historical value. These works provide an abundance of vivid materials depicting various aspects of medieval politics, economics, culture, arts, religion, ethnic relations, and daily dress in western China."

