

What?

"China at Barcelona Summit" is a first in its kind initiative around Chinese Outbound Foreign Direct Investments (OFDI) in Southern Europe and the Mediterranean.

It is a special "investment bridge": a series of activities designed to give Chinese potential investing companies and China OFDI stakeholders (government, institutions, banks, specialized media) the opportunity to know this key market and discover why Barcelona is the best option to locate investments in the area.

Who?

Chinese Potential Investing Firms & Institutions

The Investment Promotion Agencies of Beijing and Shanghai are attending the China at Barcelona Summit for second and third time respectively, showing the intention to establish a long term partnership with this initiative.

ShineWing, one of the largest auditing firms in China, attends the event together with a selected group of clients with potential investment projects in Europe and interested with what Barcelona can offer.

The China Africa Business Council participates for the first time in this initiative to analyse the concept of "Barcelona: a "hub" for Chinese companies with interests in the Mediterranean and Africa".

Local community

State, regional and local administration and investment promotion agencies will support the potential investing firms. Selected local businesses will be present as industry contacts or potential partners.

Why?

To help Chinese firms with expansion plans (to Europe in general, to Southern Europe and the Mediterranean Region specifically) with a tool to understand this market and to know a potential location to operate in it.

To give Chinese visitors the chance to meet all their needs around a potential expansion in the area in just a few days: a well structured, practical program will allow visitors to get key insights, get to know the city, meet local businesses, interact with local administration.

To become a new source of information, analysis and knowledge generation around China Outbound Foreign Direct Investment (OFDI) in Europe and specifically in Southern Europe and the Mediterranean Region.



CHINA AT BARCELONA SUMMIT

巴塞罗那的中国峰会

China Meets the Mediterranean 3rd Edition: Barcelona , 4 & 5 November 2013

Organizers



Cambra de Comerç
de Barcelona

invest
IN CATALONIA

Generalitat de Catalunya
Government of Catalonia



Invest
BEIJING
北京市投资促进局
Beijing Investment Promotion Bureau



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ShineWing

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A **new initiative** around China Foreign Direct Investment in Southern Europe and the Mediterranean, organized in the area's flagship city, Barcelona.

A program **designed exclusively for Chinese firms in a globalization process** and related institutions.

A **practical agenda**, including visits, information sessions and one to one meetings.

Full **government and institutional support** (local, regional and state level).

Institutional partners



Event Sponsors



MELIÀ HOTELS
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Supporting institutions



China at Barcelona Summit 2013 - Program

Monday November 4th

10.00 Official Opening

Barcelona Chamber of Commerce Headquarters, Casa Llotja de Mar, Passeig d'Isabel II, No 1

- **Felip Puig**, Minister of Enterprise and Labor, Government of Catalonia
- **Miquel Valls**, President, Barcelona Chamber of Commerce
- **Montserrat Riba i Cunill**, Secretary General, Casa Asia
- **Chen Bing**, Partner, Mazars China

10.30 Session Panels

Barcelona Chamber of Commerce Headquarters, Casa Llotja de Mar, Passeig d'Isabel II, No 1

~10.30 Panel 1: Why Barcelona?

Panel exposing why Barcelona and Catalonia are the best gateway for Chinese companies landing in Europe.

- **Montserrat Casas**, Director of the International Promotion Division, Invest in Catalonia
- **Veronica Tan**, Responsible for Asia, City Promotion, Barcelona City Council

~11.15 Panel 2: Real Estate Investment & Golden Visa for Chinese investors

Panel exposing details of the new law and types of potential properties to acquire in order to get a resident permit.

- **Amadeu Jensana**, Director of Economy and Business Department, Casa Asia
- **Javier Cornejo**, President, Cornex Capital, Real Estate Solutions

~12.00 Panel 3: Barcelona: gateway for Chinese companies with interests in the Mediterranean

Panel exposing why Barcelona offers a winning proposition for all Chinese firms doing business with Africa, especially for those with physical presence in the African continent.

- **Javier Albarracin**, Director of Socioeconomic Development, IEMed
- **Jordi Torrent**, Strategy Manager, Port of Barcelona

13.00 Reception & Cocktail at Ajuntament de Barcelona

Ajuntament de Barcelona, Plaça Sant Jaume, No 1

Hosted by **Raimond Blasi Navarro**, Councilor, Barcelona City Council

14.45 Barcelona: base of key institutions and projects for Chinese companies with interests in Africa.

Coordinated by the European Institute of the Mediterranean (IEMed)

IEMed Headquarters, Girona, No 20

~14.45 Reception and visit to headquarters.

- **Senén Florensa**, Executive President, European Institute of the Mediterranean (IEMed)

~15.00 Introduction to Key Institutions and Projects

Panel where speakers will introduce each institutions and a selection of the current projects in Africa to the Chinese delegation.

- **Senén Florensa**, Executive President, European Institute of the Mediterranean (IEMed)
- **Inès Abdel Razek-Faoder**, Project Manager, Project Directorate, Union for the Mediterranean (UfM)
- **Saki Aciman**, General Director, Centre for Transportation Studies for the Western Mediterranean (CETMO)
- **Albert Alsina**, Managing Partner, Mediterranean Capital

~16.30 Networking Coffee

19.00 Dinner sponsored by Cornex Capital, Real Estate Solutions

Hotel Meliá Barcelona Sarrià, Avinguda de Sarrià, No 50

Chinese / Asian Food served in an elegant setting

Tuesday November 5th

9.00 Barcelona Touristic Tour

Around Barcelona + Nou Camp

Barcelona Touristic Tour & Visit to FC Barcelona Museum & Barça Experience (Stadium Tour)

12.30 VIP Lunch & Shopping Guided Activity

El Corte Inglés Diagonal, Av. Diagonal 617

Private lunch and unique shopping experience at El Corte Inglés with Chinese speaking shopping assistance.