

---

# INVITATION TO CHINA BUSINESS FORUM

Confucius Classroom at the IBA is proud to invite you to participate in 3 interesting afternoon lectures about doing business in China.

The lectures are particularly relevant for businesspeople who want to know more about the current climate – financial as well as cultural - for foreign investments in China, but anyone with an interest in Chinese business and culture will benefit from participating.

Kind regards,  
IBA Confucius Classroom



Ildikó Antal  
Director of IBA International  
& Confucius Classroom  
E-mail: ilan@iba.dk  
Mob.: +45 25284547

---

#### **Date & Time:**

Wednesday, 16 November 2016, 15:30 - 18:30

#### **Location:**

IBA, Ålegården 2-4, 6000 Kolding, Denmark  
(in the canteen area)

#### **Registration deadline:**

15 November 2016

#### **Agenda**

- 15:30 - 16:00 Registration & Networking
- 16:00 - 16:10 Welcome by Niels Egelund,  
Rector of IBA
- 16:10 - 16:40 "New FDI Challenges and  
Opportunities in the One Belt,  
One Road Strategy" by Dou Ran,  
Associate Professor, Shanghai  
Lixin University of Accounting  
and Finance
- 16:40 - 16:50 **Break**
- 16:50 - 17:20 "Management of Cross-cultural  
Conflicts" by Sun Hongyu,  
Deputy General Manager,  
Beijing Fenghuametal I/E Corp.
- 17:20 - 17:30 **Break**
- 17:30 - 18:00 "The Key Success Factors for  
a Business in China" by Zhang  
Jingmei, General Manager &  
Owner, Qingdao Headwear  
China Co., Ltd
- 18:00 - 18:30 Refreshments & Networking
- 18:30 Thank you for joining us!

**Register now**

