

The Annual Summit of China Green Companies 2009

Green Transformation: Forecast New Business Culture

April 22 to 23, 2009

Sofitel Wanda Hotel, Beijing, China

Invitation Letter

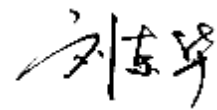
March 31, 2009

Dear Ms./Mr.

We are honored to announce that the Annual Summit of China Green Companies will be held in Beijing on April 22-23, 2009. The Summit aims to promote the integration of business strategies, human values and ecological culture and to explore sustainable development of business to shape the new business culture in the 21st century.

Business, political and academic leaders with foresights and innovation sprit across the world will participate in dialogues on various subjects, such as Next Growth Engine of Global Economy, From Leaders to 'Green Giants', Green Transcendence: way to success in economic recession, Balancing Values among Stake holders and etc. Delegates will try to explore ways of sustainable developments for business and the human civilization.

You are sincerely invited to participate in the summit and witness the Grand Award Ceremony of the Annual China Green Benchmarking Companies together with our other distinguished guests and journalists from leading Chinese media. I do look forward to your attendance.



Liu Donghua

Chairman

**Organizing Committee of
China Green Companies Summit**

Organizers

China Entrepreneur Club, Daonong Research Institute, Green Herald Magazine

Co-organizers

Alxa SEE Ecological Association, The Nature Conservancy, Sina.com

Supporters

China Enterprise Confederation, China Enterprise Directors Association

Strategic Partners

Guanghua School of Management of Peking University, China Entrepreneur Magazine, Air Media

Green Transformation: Forecast New Business Culture

Explore solutions in the context of dual challenges of economic and ecological crisis, probe into the construction of new business culture, reconstruct the global economic domain, and find solutions for the future of business and human society. All the topics are challenging our capacity in strategic thinking.

The present crisis is catalyzing a transformation in the business world: A new growth engine is called and the economy driven by immoderate consumption is giving way to a much greener economy that balances resources, energy and developments of human beings. China is undergoing a transformation: From an extensive economy leading to resource waste and environment deterioration into an environmental friendly economy. Such a change calls for a new philosophy that values the balance of rewards among all stakeholders rather than focus on the shareholders solely.

The Summit is a forecast of the green revolution. It will set right direction and seek new new powers for business developments, and thereby nurture a new business culture.

Preliminary Programme

April 21, 2009, Tuesday

09:00-22:00 Registration

April 22, 2009, Wednesday

08:00-09:00 Registration

09:00-10:40 **Opening Ceremony**

09:00-09:20 **Welcome Speeches**

Liu Donghua Executive Chairman of China Entrepreneur Club, President of China Entrepreneur Magazine

Wang Zhongyu Chairman of China Enterprise Confederation and China Enterprise Directors Association

Lin Liyun Vice President of International Cultural Exchange Centre of China, Honorary President of China Biodiversity Conservation Foundation and Head of the School of Foreign Language Nankai University

Xia Deren Mayor of Dalian

09:20-09:23 **Congratulatory Letters**

Ban Ki-Moon Secretary-General of the United Nations

Klaus Schwab Founder of the World Economic Forum

Arnold Schwarzenegger Governor of California, United States

09:23-10:40 **Keynote Speeches**

Wu Jianmin Honorary Chairman of Bureau of International Expositions (BIE)

Jiang Jianqing Chairman of Industrial and Commercial Bank of China

Kenneth Lieberthal Professor of University of Michigan, Visiting Fellow of Brookings institution

Bill Ginn Chief Conservancy Program Officer, TNC

Wang Shi Chairman of China Vanke Co., Ltd. Chairman of Society Entrepreneur Ecology (SEE)

Moderated by

Chen Weihong Anchor of CCTV

10:40 -12:10 **Plenary Session**

Next Engine of the World Economic Growth

As the contradiction between economy growth mode and nature is drawing increasing attention and the global economy is coping with a sudden drop, it is more and more necessary for us to make decisions and take actions as an Interest Community. When mulling over short-term incentive policies to fight the recession, can we look ahead and develop strategies for long-term growth?

Ÿ What is the next engine of growth of the world economy?

Ÿ Are we brave and wise enough to achieve a valuable consensus for the future of the world?

Ÿ Can the green economy represented by clean energies and technologies become the trend of the new economy?

Liu Chuanzhi President of Legend Holdings Ltd., Board Chairman of Lenovo Group

Ma Weihua President & CEO of China Merchants Bank

Zhou Dadi Energy Research Institute Director National Development and Reform Commission

Joseph B.Fuller CEO of Monitor Group

Zou Ji Professor & Deputy Dean, Renmin University of China

Simon Zadek Chief Executive of Accountability

Moderated by

Chen Weihong Anchor of CCTV

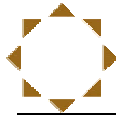
12:30 -13:50 **Luncheon**

14:00-14:20 **Reports Release**

14:20-15:50 **Plenary Session**

Green Transcendence: Way to Success in Economic Recession

The economic recession not only tests our sustainable surviving ability but also stimulates creations in business. To survive through the severe winter, we should not only save cash but also invest for the future. Enterprises should provide new values; seize



upgrading opportunities of secondary and tertiary market to make progress. The green leap-forward strategy, which is based on a long-term factor and facing a pyramid foundation, will enlighten you on the way to success in your industry.

- Y What is a “positive loss”? How to measure short-term benefits and long-term value?
- Y How to win new markets through upgrading technologies and products.
- Y How to plan sustainable future growth in the crisis?

- Wang Jianlin** Chairman of Dalian Wanda Group Co.,Ltd.
- Guo Guangchang** Chairman of Shanghai Fosun High Technology (Group) Co., Ltd.
- Li Shufu** Chairman of Geely International Corporation
- Liu Jiren** Chairman & CEO of Neusoft Corporation
- Li Gong** Chairman of Accenture Greater China
- Pan Jiahua** Director of Research Center for Sustainability Development, Chinese Academy of Social Sciences

Moderated by

He Li President of *CBN Weekly*

15:50-16:10 *Tea Break*

16:10-17:40 *Roundtable Session*

The Predicament of Maximizing Shareholders’ Interests

The business sector has become one of the major forces to improve the state of the world and the welfare of the human beings. However, is it developing on the right track? Can we unite right value concept and business success together?

A few companies suffered from damage to their images or performance shrinking owing to issues such as poor product quality and commercial bribery, while the majority manifested strong conscientiousness through their disaster relief activities. Once considered perfect value concept is trapped and losing its attraction.

- Y Will the sole pursuit of shareholders’ interests turn into its opposite and ultimately impair shareholder value?
- Y How do we realize business values of enterprises

through constituting clear social responsibilities of enterprises?

- Hu Baosen** Board Chairman of Central China Real Estate Ltd.
- Jiang Xipei** Chairman & CEO of Far East Holding Group Co., Ltd.
- Wang Ruoxiong** Board Chairman of TianTai Group
- Miao Hongbing** Chairman of White-collar Co.Ltd.
- Wang Bing** Chairman of DingTian Asset Management
- Jill Buck** Founder and Executive Director of Go Green Initiative
- Renato J.Orsato** Senior Research Fellow of Social Innovation Centre, INSEAD
- Kate Swann** Chief Operating Officer of Frog Design
- Jonathan R. Woetzel Senior** Director in McKinsey & Company's Greater China
- Zhang Aiqun** Vice President of Geely International Corporation
- He Zhenlin** SANY Heavy Industry Co., Ltd
- Li Weiyang** Deputy Director of Social Responsibility Office, State Grid
- Zhai Xiaohua** CEO of Canadian Solar Inc
- John Gao** Deputy Managing Director, CAMCO
- Moderated by
- Xia Hua** Chairman of Eve Fashion Group

16:10-17:40 *Parallel Session*

Investment and Financial Support to Green Industry

Green industry is growing into a new wave of social innovation, following the Internet, to drive the transformation of economic development. Green industry not only focuses on new energy, but also involves environmentally friendly innovations in science and technology, such as biologic gene, ocean technology and space technology, etc. More and more venture capitalists are attracted by green investment. Even if it is in a crisis currently, green investment continues with the convincing upward trend, and it is much possible to take the first place in economic rehabilitation.

- Y Investment prospect of China’s green technology before the year 2012
- Y Role of banking business in low-carbon financing and in development of green industry

- Mark Woodall** CEO of Climate Change Capital
- Deng Feng** Partner of Northern Light

Venture Capital

Wen Yibo Chairman of Beijing Sound Group
Jiang Xianzhou Chairman of China Construction Bank Foundation
Zheng Yonggang Chairman of Shanshan Group Co.,Ltd
Zhou Lidong Officer of Chinese Banking and Finance Program World Wildlife Fund (WWF)

Moderated by

Tang Yue Founding Partner of Blue Ridge Capital China

18:30-20:30 *Theme Banquet*

Ÿ Theme banquet for “*No Shark-fin Buying, No Sharks Killing*”

Ÿ Launching Ceremony for *Green Herald Magazine*

April 23, 2009, Thursday

09:00-10:30 *Theme Session*

From Leaders to “Green Giants”

The most farsighted enterprise leaders today are striving for green transformation of their enterprises. Annual model enterprises among China green companies have obtained primary achievements in some fields like new green products and service market, reduction of total cost through improvement in resource productivity, active investment in new energy and so on. These prospective “green giants” will discuss new green strategy and share the best new cases with you.

Ÿ What kinds of market value, in detail, can be generated from environmental management and technical input?

Ÿ How does green leadership impel sustainable precedence of enterprises?

Ÿ Green cases involving energy saving and consumption reduction, resource productivity, technological research and development, green brands and so on.

Jin Zhiguo President of the Tsingtao Brewery Co., Ltd.

Wang Yusuo Board Chairman of ENN Group

Johnny Kwan Vice President of BASF Group, Chairman of BASF Great China

Hera Kitwan Siu Vice President of Nokia (China) Invest Co., Ltd

Linda Adams Secretary of California Environmental Protection Agency, United States

Li Guoqing Vice President of Dell China

Moderated by

Wang Weijia Chairman & CEO of Mtone Wireless

09:00-10:30 *Roundtable Session*

Environmental Market, Climate Change and New Business Opportunities

In the second half of 2008, the establishments of three environmental resource exchanges in Beijing, Tianjin and Shanghai indicate that the market mechanism of resource and pollutant emission right is ultimately launched. The climate change negotiation in Copenhagen intends to make new regulations of international politics and market, which adds new variables to the competition home and abroad.

Ÿ How large is the market of environmental resource? How do we benefit from it?

Ÿ What are the costs and opportunities Chinese enterprises face on the path to low-carbon economy?

Mei Dewen General Manager of Beijing Environment Exchange

Lin Jian CEO of China Shanghai Environmental& Energy Exchange

Gao Zhengqi General Manager of Tianjin Emission Rights Exchange

Emiel Van Sambeek Consulting Director of Energy Strategy of Azure International

Zhou Guomei Researcher of State Environmental Protection Administration, Policy Research Center

Ingo Karsten Minister Embassy of the Federal Republic of Germany, Beijing

David Concar Climate Change Counselor of British Embassy in China

Paul Dickinson CEO of Carbon Disclosure Project (CDP)

Yang Fuqiang Director of Global Climate Change Solutions for WWF-International

Nigel Inkster CMG Director of Transnational Threats and Political Risk, International Institute for Strategic Studies

Marcel Engel Managing Director, Regional Network, World Business Council for Sustainable Development (WBCSD)

Zhang Shigang Coordinator of UNEP China

Jim Mahoney Managing Director, Cleantech China

Xie Chongwei General Manager, Ecomagination, GE China

Moderated by

Jia Feng Director of Publicity and Education, Ministry of Environmental Protection of PRC

09:00-10:30 *Parallel Session*

Investing in Nature: A Greener Business Incentive

Since natural resources is hardly a renewable fortune that human beings live on, can business and environment protection unite effectively? Neither the pursuit of simple protection or blind belief in economic growth is advisable. Innovative thinking and financial tools will help us to find the compromising and feasible solutions. Can the experience of international environmental organizations enlighten us and be applied to China?

Y With the gradual completion of forest tenure reform and policies of rural land transfer, what opportunities will private capital have to enter the field of environment protection?

Y How do we promote the combination of environmental activities launched by non-governmental organizations with commercial strength in exploring innovative modes of social, responsible investment?

Bill Ginn Chief Conservancy Program Officer, TNC

Xu Jintao Professor of Property and Recourses Institute, Peking University

Niu Wenyuan Team Leader and Chief Scientist, Team of Sustainable Development Strategy Research of the Chinese Academy of Sciences

Norwell Coquillard, President of Cargill China

Feng Lun Chairman of Vantong Real Estate Co.,Ltd.

Wu Kegang Chairman of Yunnan Red Wine Co.,Ltd.

Huang Qing Secretary to the Board, Shenhua Group Corporation Limited

Pascal Gondrand Chief Representative for Greater China, Counsellor for International Investment

Moderated by

Tian Suning Chairman of CBC Partners, L.P.

10:30-10:40 *Tea break*

10:40-11:30 *Closing Ceremony*

Keynote Speeches

Fu Chengyu General Manager of China National Offshore Oil Corp

Jonathan Lash President of World Resource Institution (WRI)

Zhu Min Group Executive Vice President, Bank of China

Ian Duffy President, IKEA Asia Pacific

Closing Speech

2009 Rotating President of China Entrepreneur Club

Host:

Wang Weijia Chairman & CEO Mtone Wireless

11:30-12:30 *2008 Awarding Ceremony of China Green Benchmark Companies*

Presented by

Wang Liyan Professor of Guanghua School of Management, Peking University

Dermot O' Gorman China Representative of WWF

Zhang Shigang Coordinator of UNEP China

Liu Meng Head of UN Global Compact China

Christophe Weber Beijing Chief Representative of World Economic Forum

Stephen Phillips Chief Executive of China-Britain
Business Council

Charles A. Tang Chairman of the Brazil-China
Chamber of Industry & Commerce

Dominique Escand Advisor to President of
Dassault Group, France

Frank-Jürgen Richter President of Horasis

Margret J. Kim Senior International Climate
Policy Advisor & China Program Director, Office of
the Chair California Air Resources Board, the State of
California, U.S.

Guo Zhenxi Director of Advertisemeng and
Economic Information Center
CCTV, Associate Senior Editor
and Economic Channel Director

Chen Tong Executive Vice-President and chief
editor of sina

Host:

Wang Weijia Chairman & CEO Mtone Wireless

12:30-13:30 Luncheon

13:30-18:00 Benchmark Companies Visits

Y **UFIDA Software Co., Ltd.**

Y **ENN Group**

Y **Yizhuang Research and Development Centre of
NOKIA**

April 24, 2009, Friday

08:00-15:00 Daonong.BMW Golf Cup

Venue: Beijing Cascades Country Golf Club

About Expenses:

n Participation Fee:

RMB 8000 per person or USD1200 per person

n Account information:

Account name: Beijing Downons Culture Development Ltd.

Bank: Beijing Zhongguancun Branch of China Merchants Bank

Account No: 860381977610001

n Procedures:

Fill in the registration form

Pay the registration fees via bank transfer

Fax the registration form and payment warrant to 0086-10-62768122

Registration will be confirmed via telephone within 2 days

Registration confirmation letter will be faxed within 3 days

Present the registration confirmation letter to the reception desk of the summit hotel and pick up your delegate badge on April 21.

Y Fees:

1, The registration fees cover lunch and dinner of April 22 & 23 and summit materials.

2, Cancellation allowable upon written notice. 80% of the registration fee is refundable if cancellation request is made before April 10, 2009 and non-refundable after the same date.

The registration deadline is April 15, 2009.

Contact information of the organizing committee

Telephone: 0086-10-62766066-meeting participation: 827/826

-foreign participants: 811/813

-speakers & guests: 808/855

-business cooperation: 861/816

Fax: 0086-10-62768122

Address: Room 501, Innovation Center, Peking University Technology Park, No.127-1, Zhongguancun North Avenue, Haidian District, Beijing, P. R. China, 100080

E-mail: meeting@daonong.com

Website: www.daonong.com

Online registration is highly recommended, please visit: 2009.daonong.com

| Registration form of the Annual Summit of China Green Companies 2009 | | | | | | | | | |
|--|--|---------------------|--------------------|---------------------|-----------------------|---|------------------------|---------------------|-------------------|
| Name | | Gender | | Telephone | | Photo Please upload to the website | | | |
| Mobile | | Fax | | Email | | | | | |
| Company/Or ganization | | | | Title | | | | | |
| Contact person | | Phone | | Mobile | | | | | |
| Company address | | | | Postal code | | | | | |
| Participation details (please click√) | April 21, 2009 | April 22, 2009 | | | | April 23, 2009 | | | |
| | Registration | Opening ceremony | Keynote summit | Parallel summits | Charity Events | Parallel summits | Keynote summit | Closing ceremony | Company Visits |
| | | | | | | | | | |
| Hotel information | | | Room type | | Single room(yuan/day) | | Double room (yuan/day) | | |
| | Sofitel Wanda Beijing | | A. Deluxe room | | 1500 RMB | | 1500 RMB | | |
| | | | B. Executive suite | | 2690 RMB | | | | |
| | Check-in date: | | | | Check-out date: | | | | |
| Hotel reservation hotline: 0086-10-85996666-6836 | | | | | | | | | |
| Value-added services | <input type="checkbox"/> to join China Entrepreneur Club | | | | Tel: 0086-10-62766066 | | | | -808 |
| | <input type="checkbox"/> to join China Green Companies League | | | | | | | | -861 |
| | <input type="checkbox"/> to receive free copies of Green Herald Magazine | | | | | | | | -827 |
| | <input type="checkbox"/> to join China Entrepreneur Golf Club | | | | | | | | -812 |
| | <input type="checkbox"/> to apply for China Green Companies Appraisal | | | | | | | | -830 |
| Signature (authorized representative) | | | | | | | | | |
| ■ Please fill this form and fax to 0086-10-62768122. | | | | | | | | | |