



Entwurf

TIMES-China Network 2006

German-Chinese TIMES*- Symposium 2006

Establishing and Expanding German-Chinese
Business Relations in the TIMES-Industry

November 16, 2006
9.30 am – 6.30 pm

Hamburg
Germany

Organization:
Free and Hanseatic City of Hamburg
Hamburg@work
Skillnet

* Telecommunication, IT, Media, E-Business, Service Provider



Concept

The Chinese market is attracting many German Media and IT-companies. The central segments of the Chinese TIMES-markets (Telecommunication, IT, Media, E-Business, Service Provider) have exhibited double-digit growth rates over the past years and China is headed to become the third biggest IT-market worldwide by 2010.

Likewise, many Chinese TIMES-companies show an increasing interest in becoming involved in the German market. More and more Chinese media and IT-companies evaluate the German market or have already set up first businesses in Germany. With currently some 400 Chinese companies invested in Hamburg, the city has already developed a well-established China-network and is the leading Chinese business centre in Europe.

Given this situation, Hamburg@work in cooperation with Skillnet initiated the „TIMES-China Network 2006“ to support German and Chinese TIMES-companies in their first steps to enter the respective market and intensify the cooperation between established business contacts.

The anchor events of the „TIMES-China Network 2006“ will be the **German-Chinese TIMES-Symposium** focusing on the media and IT-industry. High-ranking decision makers and business professional from the TIMES-industry will join in for business exchange and cooperation in Hamburg. The participating TIMES-companies will exchange information related to the practice of German-Chinese business cooperation. Distinguished speakers from Germany and China will present and discuss facts and news about the current development in the TIMES-China-business.

Furthermore, the symposium offers the opportunity for concerted networking and matchmaking activities to get in touch with relevant industry contacts in order to establish and develop business connections. In addition, a delegation of Chinese TIMES-decision makers will attend the symposium. If required, participating companies can be introduced to potential cooperation partners prior to the symposium and individual appointments can be arranged to be held at the symposium.



General Information

- Title**
- German-Chinese TIMES-Symposium 2006
- Slogan**
- Establishing and Expanding German-Chinese Business Relations in the TIMES-Industry
- Location**
- TBA, Hamburg, Germany
- Date + Time**
- November 16, 2006, 9.30 am - 6.30 pm
- Organizer**
- Free and Hanseatic City Hamburg
 - Hamburg@Work
 - Skillnet GmbH
- Target Groups**
- Decision makers and executives from selected German companies in the TIMES-industry (Telecommunication, IT, Media, E-Business, Service Provider) with interest in business relations with China
 - Decision makers and executives from Chinese TIMES-companies that are focusing on setting up and expanding business with German partners
- Number of Participants**
- Approximately 150 decision makers and executive managers from distinguished TIMES-companies in Germany and China are expected to attend, among them a high-ranking Chinese TIMES-delegation
- Contact**
- Skillnet: Mr. Malte Barth, Tel.: (+49) 40 280154-10, Malte.Barth@skillnet.com, Mrs. Alexandra.Foehre, Tel.: (+49) 40 280154-43, Alexandra.Foehre@skillnet.com
 - State Ministry for Economic and Labour Affairs (Department of Media, IT and Telecommunication): Jens Unrau, Tel.: (+49) 40 428 41 1352, jens.unrau@bwa.hamburg.de
- Interested Sponsors**
- German Center, Shanghai
 - BDO
 - Taylor Wessing
 - Schulz Noack Bärwinkel
 - Oracle
- Participation Fee**
- 100 €/participant, 80 € for members of Hamburg@work e.V.

Agenda

Time	Slots – Content
9.30am - 11.00am	<ul style="list-style-type: none"> • Opening speech • Keynotes <p>3 speakers</p>
11.00am - 11.30am 11.30am - 1.00pm	<ul style="list-style-type: none"> • Coffee break • Presentations <p>Approx. 3-4 speakers</p>
01.00pm - 2.30pm 2.30pm - 4.00pm	<ul style="list-style-type: none"> • Lunch break • Presentations <p>IT/Media-split program, each with 3-4 speakers</p>
4.00pm - 4.30pm 4.30pm - 6.00pm	<ul style="list-style-type: none"> • Coffee break • Matchmaking, individual meetings
6.00pm - 6.30pm	<ul style="list-style-type: none"> • Finishing notes
7.00pm - ...	<ul style="list-style-type: none"> • Possibility to participate at the „Shanghai Lounge“*

* The „Shanghai Lounge“ is a periodically held networking event. Selected high-ranking representatives from the German and Chinese community in Hamburg gather in a lounge-style setting to exchange and discuss views and intensify bilateral business cooperation



Benefits for speakers

- **Opportunity to position** your company and your brand in reference to the relevant theme, signaling **strong competence** on the subject matter
- Active access to more than 18,000 decision makers, potential clients and business partners by sending out invitations and reminders
 - Skillnet distribution (Germany) → 3 x 1,000 Contacts
 - Skillnet distribution (China) → 3 x 400 Contacts
 - Hamburg@work direct distribution → 2,500 Contacts
 - Hamburg@work newsletter distribution → 8,000 Contacts
 - Hamburg Chamber of Commerce distribution → 4,000 Contacts
- **Direct access** to approx. 150 decision makers and executive managers from selected German and Chinese TIMES-companies at the event
- **Focused approach** and **increased brand recognition** among the selective target group
- Establishing and maintaining **expert status** concerning the **attractive topic**