

2005 Education Forum for Asia
-- Conference on Cross-Cultural Management and Training in a Global
Economy
Conference Agenda
(October 13-16), Beijing China

Thursday, October 13		Venue
All Day	Registration	Nirvana Resort Beijing
19: 00—20:30	Dinner Reception	Nirvana Resort Beijing
Friday, October 14		Venue
07: 30—08: 45	Breakfast	Nirvana Resort Beijing
09: 00—09: 45	<p>Session: Opening Ceremony of the Conference Co-Chairs: Prof. ZHANG Guohua, <i>Deputy Director, Education Committee, Beijing Municipal Government</i> Prof. Dr. Juergen Henze <i>Former Board Member, Society for Intercultural Education, Training and Research (SIETAR Europa and SIETAR Germany); Representative of Humboldt-Universitaet zu Berlin (Humboldt University Berlin)</i></p>	Nirvana Resort Beijing
	<p>Speakers :</p> <p>Prof. Dr. WANG Yiming, <i>Member, Standing Committee of the National People's Congress; Vice Chairman, All-China Federation of Industry & Commerce</i> Prof. Dr. Grzegorz W. Kolodko, <i>Director of TIGER - Transformation, Integration and Globalization Economic Research at Kozminski School of Business, Warsaw, and Former Polish Deputy Premier and Minister of Finance</i> Prof. ZHAO Baoxu, <i>Senior Advisor, International Studies School, Peking University; Advisor, Chinese Politics Academy</i> Ms. YANG Xinyu, <i>Deputy Secretaries General, Foundation College of China Scholarship Council</i> Dr. Aristide Fenster, <i>Minister, Deputy Head of Mission, German Embassy</i> Prof. Dr. HAO Ping, <i>President, Beijing Foreign Studies University</i> Ms. Johnanne Winchester, <i>Vice President, Communications Coordination Committee for the United Nations</i> Ms. Maria Jicheva, <i>Chairman, Society for Intercultural Education, Training and Research (SIETAR Europa)</i></p>	
09:45—10:15	Photograph & Tea and Coffee Break	

10:15—11:30	<p>Topic 1: Cross-cultural Knowledge Management as a Challenge for Globalization in International Business</p> <p>Co-Chairs : Mr. TIAN Xiaoping <i>General Vice Chairman, the Beijing Association for Science and Technology</i></p> <p>Prof. Dr. Kuan Yu-Chien <i>Chairman, Association of Chinese Scholars in Europe</i></p>	Nirvana Resort Beijing
	<p>Speakers:</p> <p>Prof. Dr. WANG Yiming, <i>Member, Standing Committee of the National People's Congress; Vice Chairman, All-China Federation of Industry & Commerce</i></p> <p>Prof. Dr. Grzegorz W. Kolodko, <i>Director of TIGER - Transformation, Integration and Globalization Economic Research at Kozminski School of Business, Warsaw, and Former Polish Deputy Premier and Minister of Finance</i></p> <p>Prof. ZHANG Ze, <i>Vice President, Beijing University of Technology; Academician, Chinese Academy of Science</i></p> <p>Prof. GAO Shangquan, <i>Member, United Nations Committee for Development Policy</i></p> <p>Prof. Dr. ZHONG Meisun, <i>Vice President, Beijing Foreign Studies University</i></p>	
12: 00 - 13: 00	Lunch	Nirvana Resort Beijing
14: 15 - 14: 30	Transport to the Great Hall of the People	
15: 00 - 16: 00	Courtesy Meeting with Chinese Leaders	The Great Hall of the People
16: 00 - 17: 30	<p>Session: Opening Ceremony for Education Forum for Asia</p> <p>Chair: LONG Yongtu <i>Secretary General, Boao Forum for Asia</i></p> <p>Speakers: Opening Remarks by Fidel V. Ramos, <i>Former President of the Philippines</i> Key-note Speech by H.E. Ms. Chen Zhi-li, <i>State Councilor</i> Awards Ceremony for the First Recipients of the Asian Scholarship Fund, and Speech by Their Representatives; Certificate Granting Ceremony by the new Asian Scholarship Donors</p>	The Great Hall of the People
18: 00 - 19: 00	Welcoming Dinner	The Great Hall of the People
19: 00 - 20: 30	Evening Performance	The Great Hall of the People
Saturday, October 15		Venue

07: 30 - 08: 45	Breakfast	Nirvana Resort Beijing
09 : 00—10 : 30	Main Conference of 2005 Education Forum for Asia (Part One) Chair: Jenny Shipley <i>Former Primer Minister, New Zealand</i> Speakers: Education Minister or Vice Minister from Asian Pacific Countries	Nirvana Resort Beijing
10 : 30—10 : 45	Tea and Coffee Break	
10 : 45—12 : 00	Main Conference of 2005 Education Forum for Asia (Part Two)	
09: 00 - 10: 30	Topic 2: Expanding the Range of International Cooperation Co- Chairs: Prof. ZHENG Yannong <i>Executive Vice President & Secretary General, China International Public Relations Association</i> Ms. Maria Jicheva <i>Chairman, Society for Intercultural Education, Training and Research (SIETAR Europa)</i>	Nirvana Resort Beijing
	Speakers: Prof. YU Keping , <i>Deputy Director, Central Compilation & Translation Bureau</i> Prof. Richard Nelson Frye , <i>Professor, Harvard University Former Chairman, Committee on Inner Asian Studies, at Harvard</i> Ms. Johanne Winchester , <i>Vice President, Communications Coordination Committee for the United Nations - (Topic: <u>Cultural Diversity Management Training and the Dawn of the Age of Wisdom</u>)</i> Prof. Dr. Juergen Henze , <i>Former Board Member, Society for Intercultural Education, Training and Research (SIETAR Europa and SIETAR Germany)- (Topic: <u>Review of and Prospects for Cross-cultural Management Experiences</u>)</i> Prof. ZHANG Yuyan , <i>General Deputy Director, Chinese Academy of Social Sciences</i>	
10: 30 - 10: 45	Tea and Coffee Break	

<p>10: 45 - 12: 00</p>	<p>Topic 3: Developing Cross-cultural Abilities Co- Chairs: Prof. Liisa Salo-Lee <i>Former President, Society for Intercultural Education, Training and Research (SIETAR Europa); Professor, University of Jyvaskyla, Finland</i></p> <p>Prof. LIU Baocheng <i>Dean, School of International Management; University of International Business and Economics</i></p>	<p>Nirvana Resort Beijing</p>
	<p>Speakers: Prof. Dr. Kuan Yu-Chien, <i>Chairman, Association of Chinese Scholars in Europe</i> Prof. HUANG Haifeng, <i>Director, China's Research Center for Economic Transition, Beijing University of Technology;</i> <i>Director, China Academic Exchange at Humboldt University Berlin - (Topic: <u>Development of and Prospect for Cross-culture Management in China</u>)</i> Prof. DU Wentang, <i>Vice President, Chinese Academy of International Culture – (Topic: <u>Harmonious and Diversified Existence of All Countries — Chinese Traditional Political and Cultural Conceptions</u>)</i> Prof. Steve Kulich, <i>Shanghai International Studies University (Topic: <u>Identities in Transition: Chinese Realities as a Challenge for Cross-cultural Training and Research</u>)</i> Prof. YUAN Jianhua, <i>Director, German Department, Beijing Foreign Studies University</i></p>	
<p>12: 00 - 13: 00</p>	<p>Lunch</p>	<p>Nirvana Resort Beijing</p>
<p>14: 00 - 15: 15</p>	<p>Topic 4: Improvement of Cross-cultural Management Skills Co- Chairs: Prof. SUN Youzhong <i>Dean, the School of English, Beijing Foreign Studies University</i></p>	<p>Nirvana Resort Beijing</p>

	<p>Speakers:</p> <p>Ms. Maria Jicheva, <i>Chairman, Society for Intercultural Education, Training and Research (SIETAR Europa)</i></p> <p>Prof. Liisa Salo-Lee, <i>Former President, Society for Intercultural Education, Training and Research (SIETAR Europa); Professor, University of Jyvaskyla, Finland</i></p> <p>Prof. Stan Strzelczak, <i>Warsaw University of Technology</i></p> <p>Prof. Juergen Deller, <i>Professor, Management Assessment and Development, University of Lueneburg, Germany</i></p>	
15: 15 - 15: 30	Tea and Coffee Break	
15: 30 - 17: 00	<p>Topic 5: Measures to Improve China’s International Competitiveness</p> <p>Co-Chairs: Prof. WAN Rong <i>President, China Society for Commodity Science; President, IDWT</i></p> <p>Prof. Dr. HE Jingsha <i>General Vice Dean, School of Software Engineering, Beijing University of Technology</i></p>	Nirvana Resort Beijing
	<p>Speakers:</p> <p>Prof.Dr. MA Chongfang, <i>the College of Energy and Environmental Engineering, Beijing University of Technology</i></p> <p>Dr. Helga Werle-Burger, <i>Former Curator, Lübeck Museum</i></p> <p>Mr. DING Yuguang, <i>General manager, Beijing Imperial Court Cultural Development Co., LTD - (Topic: <u>Influence of Culture on Enterprise Core Competitiveness</u>)</i></p> <p>Dr. Michael Prosser, <i>Founder, U.S.A. Cross-cultural Communication Association</i></p>	
18: 00—19: 00	Dinner	Nirvana Resort Beijing
19: 30—21: 00	Evening Performance	China Grand Theater
Sunday, October 16		Venue
07: 00—07: 30	Breakfast	Nirvana Resort Beijing
07: 30—09: 00	Transport to Beijing University of Technology	

<p>09: 15 - 10: 10</p>	<p>Topic 6: Review and Prospects of Cross-cultural Management and 45th Anniversary Celebration of Beijing University of Technology</p> <p>Chair: Prof. LU Zhenyang <i>Vice President, Beijing University of Technology</i></p> <p>Welcoming Address by Prof SUN Chongzheng, <i>Chairman, Beijing University of Technology</i> Speech by Mr. SHEN Wenbo, <i>General secretary, China Youth Concerns Committee Education Development Center</i></p> <p>Prof. Dr. Grzegorz W. Kolodko, <i>Director of TIGER - Transformation, Integration and Globalization Economic Research at Kozminski School of Business, Warsaw, and Former Polish Deputy Premier and Minister of Finance</i> – (Topic: <u>Comparative International Experience in Economic Transition and Importance of Cross-culture Exchange</u>)</p> <p>Ms. Johanne Winchester, <i>Vice President, Communications Coordination Committee for the United Nations</i> – (Topic: <u>Importance and Prospect of Education and Culture to Globalization</u>)</p>	<p>Yifu Library (New Library), Beijing University of Technology</p>
<p>10: 10 - 10: 30</p>	<p>Photograph & Tea and Coffee Break</p>	
<p>10: 30 - 11:30</p>	<p>Seminar 1: Global Trends and Local Realities: Challenges for Cross-Cultural Training</p> <p>Co-Chairs: Prof. LI Kuiliu <i>Germany Department, Beijing Foreign Language University</i></p> <p>Prof. WU Guowei <i>Vice President, Beijing Association of International Trade; Professor, School of Economics & Management, Beijing University of Technology</i></p> <p>Speakers :</p> <p>1) Dr. ZHANG Jin, <i>Director, Human Resources Research Center, Humanities School, Beijing University of Technology</i></p> <p>2) Dr. ZHAO Xiaoxia, <i>School of Economics & Management, Beijing University of Technology</i> - (Topic: <u>Understanding</u></p>	<p>4th Floor, Sci-tech Building, Beijing University of Technology</p>

	<p><u>Cultures and Success of Mergers)</u></p> <p>3) Prof. LI Nong, <i>the College of Architecture Engineering, Beijing University of Technology</i></p> <p>4) Prof. Ye Tingfang, <i>Institute of Foreign Literature, The Chinese Academy of Social Sciences</i></p> <p>5) Mr. Martin Meiner, <i>R&D President, Beijing Siemens Cerberus Electronics Ltd</i></p> <p>Participating in Discussion :</p> <p>1) Dr. Michael Prosser, <i>Founder, U.S.A. Cross-cultural Communication Association</i></p> <p>2) Prof. Juergen Deller, <i>Professor, Management Assessment and Development, University of Lueneburg, Germany</i></p> <p>3) Ms. CAI Jinyan, <i>School of Economics & Management, Beijing University of Technology</i></p> <p>4) Prof. Steve Kulich, <i>Shanghai International Studies University</i></p> <p>5) Tso Chen Guan, <i>Russian Philharmonic Orchestra</i></p>	
<p>10 : 30 - 11 : 30</p>	<p>Seminar 2 : Characteristics of Chinese Culture-International Cross-cultural Management Experience in Comparison</p> <p>Co-chairs: Prof. Stan Strzelczak <i>Warsaw University of Technology</i></p> <p>Dr. GU Xiulin <i>Humanities School, Beijing University of Technology</i></p> <p>Speakers :</p> <p>1) Prof. Dr. QIAN Weiliang, <i>General Deputy Dean, Humanities School, Beijing University of Technology</i></p> <p>2) Prof. Dr. Liisa Salo-Lee/ Prof. Dr. Tony Fang, <i>University of Jyvaskyla /Stockholm University</i></p> <p>(Topic: <u>Towards a New Paradigm in Cross-cultural Research and Training</u>)</p> <p>3) Prof. GUAN Shijie, <i>School of Journalism and Communication, Peking University</i></p> <p>4) Dr. ZHANG Wen, <i>Beijing Foreign Language University</i></p>	<p>4th Floor, Sci-tech Building, Beijing University of Technology</p>

	<p>5) Prof. Dr. Kazimierz Wackowski / Dr. Janusz Szymanski, <i>Warsaw University of Technology</i></p> <p>6) Dr. Eden Naby, <i>Expert of Assyrian culture</i></p> <p>7) Ms. WU Wenyang, <i>Deputy Director, International Exchanges, Beijing University of Technology</i></p> <p>Participating in Discussion :</p> <p>1) Ms. CHEN Li, <i>Deputy President, China Education Television</i></p> <p>2) Prof. Dr. ZHANG Jin, <i>Information Management Department of American College of Computer & Information Sciences</i></p> <p>3) Prof. ZHANG Laimin, <i>Chief Editor, China Enterprise News</i></p> <p>4) Ms. TANG Dawei <i>Chief Editor, Editorial Office of Environmental Protection</i></p> <p>5) Ms. ZHAO Shuhua, <i>School of Economics & Management, Beijing University of Technology</i></p>	
<p>10 : 30 - 11 : 30</p>	<p>Seminar 3 : Advanced Training Program for Cross-cultural Management:</p> <p>Co-Chairs : Prof. Juergen Henze</p> <p><i>Former Board Member, Society for Intercultural Education, Training and Research (SIETAR Europa and SIETAR Germany) (Topic: <u>Typically Chinese and Typically German: Fits and Misfits in Cross-cultural Theory and Training</u>)</i></p> <p>Prof. FENG Xiaohu <i>Sino-German School, University of International Business and Economics</i></p> <p>Speakers :</p> <p>1) Mr. Edmund James, <i>President, Investment Consultant Company in U.S.A</i></p> <p>2) Mr. WEN Jianbo, <i>Partner, Alliance PKU Management Consultants Ltd. President, Chen Du Jinqizhi Management Software Co., LTD - (Topic: <u>Using Chinese Management Philosophy to Lead Western Management</u>)</i></p>	<p>4th Floor, Sci-tech Building, Beijing University of Technology</p>

	<p><u>Science — Establishing a Management Capability for Chinese Enterprises based on traditional Chinese Culture)</u></p> <p>3) Mr. JIN Xiaodong, <i>School of Economics & Management, Beijing University of Technology</i></p> <p>Participating in Discussion :</p> <p>1) Prof. LIU Baocheng, <i>Dean, School of International Management, University of International Business and Economics</i></p> <p>2) Ms. Maria Jicheva, <i>Chairman, Society for Intercultural Education, Training and Research (SIETAR Europa)</i></p>	
11: 45—12: 00	Transport to a Five-star Hotel for Lunch	
12: 00—13: 00	<p>Lunch</p> <p>Welcoming Address:</p> <p>Prof. LU Zhenyang <i>Vice President, Beijing University of Technology</i></p> <p>Prof. Liisa Salo-Lee <i>Former President, Society for Intercultural Education, Training and Research (SIETAR Europa); Professor, University of Jyvaskyla, Finland</i></p>	<p>Regal Palace Theatre Restaurant Chinese Cuisine House</p>
13:00-13:15	Transport to Beijing University of Technology	
13 : 30 - 15 : 00	<p>Seminar 4 : Advanced Training Program for Cross-cultural Management: How Chinese Companies can Develop Cross-cultural Competence in Global Business Environment</p> <p>Co-Chairs : Prof. Dr. LIU Manhong <i>Director of Research Center for Venture Capital Investment of Renmin University</i></p> <p>Prof. Peter C. King <i>Expert, Beijing University of Technology</i></p> <p>Speakers :</p> <p>1) Mr. HUANG Weidong, <i>President, Astones Cross-cultural</i></p>	<p>4th Floor, Sci-tech Building, Beijing University of Technology</p>

	<p><i>Development Co, Ltd.</i></p> <p>2) Mr. Bill Crampton, <i>President, Boston Training Company in America</i></p> <p>3) Prof. ZHANG Jin, <i>Professor, American College of Computer and Information Sciences, USA</i></p> <p>Participating in Discussion :</p> <p>1) Prof. Juergen Henze, <i>Former Board Member, Society for Intercultural Education, Training and Research (SIETAR Europa and SIETAR Germany)</i></p> <p>2) Prof. Liisa Salo-Lee, <i>Former President, Society for Intercultural Education, Training and Research (SIETAR Europa); Professor, University of Jyvaskyla, Finland</i></p> <p>3) Ms. Maria Jicheva, <i>Chairman, Society for Intercultural Education, Training and Research (SIETAR Europa)</i></p> <p>4) Prof. Juergen Deller, <i>Professor, Management Assessment and Development, University of Lueneburg, Germany</i></p> <p>5) Prof. RUAN Pingnan, <i>Vice Dean, Economics & Management</i></p> <p>6) Ms. WU Wenyong, <i>Deputy Director, International Exchanges, Beijing University of Technology</i></p> <p>7) Prof. ZHANG Jin, <i>Professor, American College of Computer and Information Sciences, USA</i></p>	
<p>13: 30 - 16: 15</p>	<p>Seminar 5: Cross-cultural Transactions and Globalization of Traditional Asian Medicine</p> <p>Co-Chairs : Prof. LIU Baocheng</p> <p><i>Dean, School of International Management, University of International Business and Economics</i></p> <p>Dr. Mona Schrempf</p> <p><i>Research Fellow, Humboldt University</i></p> <p>Speakers:</p> <p>1) Dr. Beate Hübner, <i>Department of Traditional Chinese Medicine (TCM), Jinan University - (Topic: <u>Global Aspects of TCM</u>)</i></p> <p>2) Prof. TU Deng Peng Cuo, <i>Central University for Nationalities</i></p> <p>3) Mr. Zhong Weijie, <i>Traditional Chinese Medicine (TCM)</i></p>	<p>4th Floor, Sci-tech Building, Beijing University of Technology</p>

	<p><i>doctor in Germany - (Topic: <u>TCM in Germany</u>)</i></p> <p>Participating in Discussion :</p> <p>1) Prof. LI Dinggang, <i>Director, Center for knubbly gene treatment, Haidian Hospital</i></p> <p>2) Prof. LIU Zhe, <i>Director, Beijing Institute of Medical Psychology</i></p>	
15: 15 - 16: 15	<p>Seminar 6 : International Youth Academic Exchange (YAE) Improve Youth Students' Cross-Cultural Abilities</p> <p>Chair : Mr. MA Hongyi</p> <p><i>CR CET(China's Research Center for Economic Transition), Beijing University of Technology</i></p> <p>Ms. ZHANG Xiaoling <i>German Department, Beijing Foreign Studies University</i></p> <p>Welcoming Address :</p> <p>Prof. FENG Pei, <i>Beijing University of Technology</i> Prof. YUAN Jianhua, <i>Beijing Foreign Studies University</i></p>	<p>Yifu Library (New Library), Beijing University of Technology</p>
16: 15 - 18: 00	Back to Nirvana Resort Beijing	
18: 00—20: 00	<p>Farewell Dinner & Closing Ceremony Chair: Mr. YAO Wang, <i>Director, Boao Forum for Asia</i></p>	<p>Nirvana Resort Beijing</p>
21 : 00-22 : 30	<p>Cultural Communication Activity of China Academic Exchange at Humboldt University at Berlin Sponsor: DAAD</p>	<p>TBC</p>