

Luxembourg, October 29, 2018

## Trade Mission to China

November 5-9, 2018

Hong Kong - Shenzhen - Shanghai

### Final Program

#### Flights recommended by Chamber of Commerce\*

##### Luxembourg – Hong Kong

Lufthansa

LH 397D 03NOV LUXFRA 1845-1935

LH 796D 03NOV FRAHKG 2215-1615 04NOV

(Transfer by bus or train from Hong Kong to Shenzhen will be organised by the Chamber of Commerce.)

##### Shenzhen – Shanghai

*Shenzhen Airlines*

CA3815 07NOV 3 SZXSHA (Shanghai Hongqiao airport) 1655-1910

##### Shanghai – Luxembourg

Lufthansa

LH 729J 10NOV PVGFRA 1350-1840

LH 398J 10NOV FRALUX 2140-2220

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\* Bus transfers are organised according to the proposed flights. Participants travelling on other flights will arrange their own transfers from and to the airport.

Each participant is personally responsible for his/her flight reservations.

## **Sunday 4<sup>th</sup> Nov.**

16:15            Arrival at Hong Kong and transfer by bus to the hotel, check-in

Renaissance Harbour View Hotel  
1 Harbour Road, Wanchai, Hong Kong  
T (852) 2584 6813   F (852) 2824 0135

19:00            **Welcome drink and briefing of the program**

Venue: Renaissance Harbour View Hotel, Mirage Bar

Free evening

## **Monday 5<sup>th</sup> Nov.**

9:15            Meet at the hotel lobby and walk to the Hong Kong Trade & Development Council (HKTDC) office <https://www.hktdc.com/>

*Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With more than 50 years of experience, its mission is to explore opportunities for Hong Kong companies, especially small and medium-sized enterprises (SMEs), and connect them with business partners around the world.*

Address: 39/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai

9:30-10:30    **Workshop**

9:30            Welcome address: Jeannot Erpelding, Director International Affairs, Luxembourg Chamber of Commerce

9:35            Welcome speech: Mr Keith Cheng, Senior Manager, Belt and Road & External Relations, HKTDC

9:45            **Roundtable discussion: Why do I choose to set up an office in Hong Kong?**

- The testimonials of Luxembourg companies settled in Hong Kong

Moderated by Tom Bernardy, Managing Director of Finexis Group

Panelists:

- Etix Everywhere: Pierre Patris, CEO Asia;
- Arendt & Medernach S.A.: Stephane Karolczuk, Partner;
- Deloitte: Cedric Carnoye, Director M&A tax and Head of Luxembourg desk;
- *Elvinger Hoss Prussen* : Xavier Le Sourne, associé en charge du bureau de Hong Kong, tbc

- 10:30-11:00 **Briefing of Hong Kong Trade & Development Council:**  
Hong Kong advantages and the work of Hong Kong: Anne Chung, Manager from the External Relations
- 11:00-11:30 **Network with guest speaker of Invest Hong Kong**, organised with the support of Belgium-Luxembourg Chamber of Commerce in Hong Kong  
  
The business advantages and opportunities in Hong Kong: Mr. Philip Kung, Head of Business and Professional Services, Invest Hong Kong
- 11:30 [Walk back to the hotel, check out](#)
- 12:00-14:00 **Networking cocktail** with the local and Luxembourg business community  
  
[Venue: Renaissance Harbour View Hotel, Boardroom 6, M/F \(Above florist\)](#)
- 12:15 Welcome speech: Jeannot Erpelding, Director International Affairs, Luxembourg Chamber of Commerce  
  
Keynote Speech: The introduction of the “Great bay” region and the development of Hong Kong, Ms. Sophie Leung, Honorary Consul of Luxembourg in Hong Kong
- 14:00 [End of the event, bus transfer to Cyberport](#)
- 14:30-17:00 **Group visit to Cyberport**  
  
<http://cyberport.hk/en>  
  
*Cyberport is an innovative digital community with 1000 digital tech companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With the vision to become a main force in developing the digital tech industry as a key economic driver of Hong Kong, Cyberport is committed to nurturing youth, start-ups and entrepreneurs to grow in the digital industry by connecting them to strategic partners and investors, driving collaboration with local and international business partners to create new opportunities, and accelerating digital adoption amongst corporates and SME.*  
  
*Cyberport focuses on building key clusters of digital technology, namely FinTech, eCommerce, IoT/Wearables and Big Data/AI to foster the development of Hong Kong into a “Smart City”. With a committed team of professionals providing all rounded value added services to support our digital community and an array of state-of-the-art tech facilities, Cyberport is the flagship for Hong Kong’s digital tech industry.*  
  
[Venue: Training Theatre, Level 3, Core F, Cyberport 3, 100 Cyberport Road](#)

- 14:30 [Arrival at Cyberport](#)  
[Lobby, Level 1, Core E, Cyberport 3, 100 Cyberport Road](#)
- 14:35 Welcome address by Dr. Lee George LAM, Chairman of Cyberport
- 14:40 Introduction of Cyberport
- 15:10 Introduction of the mission and the delegation by Jeannot Erpelding
- 15:15 Introduction of Luxembourg economy by Max Fischbach, Ministry of the Economy of Luxembourg
- 15:30 Start-up presentation
- 15:45 Tour of Smart-Space FinTech
- Cyberport FinTech Community Gallery
  - iPad Demo
  - Blockchain/ TV Screen
  - Information Lab
  - HKU x Cyberport FinTech Nucleus
  - Logo Wall
  - Cyberport FinTech Start-up Gallery
- 16:00 [End of the visit, departure by bus to Shenzhen](#)  
[\(There are 2 Customs to pass though, \*\*the visa\*\* to enter mainland China is mandatory!\)](#)
- 19:30 [Check in at the hotel](#)
- [深圳四季酒店 | Four Seasons Hotel Shenzhen](#)  
[中国深圳市福田区福华三路 138 号 邮编: 518048](#)  
[138 Fuhua Third Road, Futian District, Shenzhen 518048, China](#)  
[Tel: +86 755 8826 8811](#)  
<http://fourseasons.com/shenzhen>
- Free evening

## **Tuesday 6<sup>th</sup> Nov.**

- 9:00 [Meeting at the hotel lobby, departure by bus](#)
- Visit Huaqiangbei 华强北 electronics manufacturing hub and market - China's "Silicon Valley of Hardware"
- Huaqiangbei is an area and subdistrict of Futian, Shenzhen, Guangdong Province, China. The subdistrict runs from Shennan Road at SEG Plaza near Huaqiang Road Station of the Shenzhen Metro for 1 kilometre (0.62 mi) north to the Pavilion Hotel. The central area of the district is along Huaqiang Road, a busy pedestrian street which the district is named after.*

*The area is characterized by tree-lined streets with wide (5 to 20 metres (16 to 66 ft)) footpaths. Huaqiangbei is famous for its variety of electronics and clothing shops, though it has a notorious history of selling counterfeit and smuggled goods.*

Lunch tbc

Afternoon Visit **Tencent 腾讯** <https://www.tencent.com/en-us/>

*Headquartered in Shenzhen, China, and founded in 1998, Tencent is an internet-based technology and cultural enterprise. Tencent's mission is to "improve the quality of life through internet value-added services". Guided by its "user oriented" business philosophy, Tencent achieves its mission via the delivery of integrated...*

**Address: Tencent Headquarters, Nanshan, Shenzhen, China, 518057**  
**Tel: +86 755 8601 3388**

Visit **DJI 大疆** <https://www.dji.com/fr/>

*The world's leading drone developer*

*DJI was established in 2006 with an aim to create "The Future of Possible". The company is dedicated to intense R&D and is the driving force behind the rise of the consumer drone. DJI is redefining what it means to be "Made in China".*

*During the past decade, DJI has constantly improved its technology and products, ushering in a new era of aerial photography. As the leader in consumer drones, DJI products account for over 70% of global market share. Its flying platforms and handheld devices are sold in over 100 countries and regions around the world.*

**Address: 深圳市南山区高新南四道 18 号创维半导体大厦西座 14F, 518057**  
**Shenzhen**

**Tel: 0755-36383257 / 0755-36383031**

**Email: enterprise@dji.com**

16:00 [Back to the hotel](#)

17:00-20:00 Meeting and networking cocktail with Shenzhen companies, in collaboration with **Euro-China Economic and Trade Cooperation, A.s.b.l.**

**Venue: Four Seasons Hotel Shenzhen, 7<sup>th</sup> floor, Orchid room**

Welcome address: Jeannot Erpelding, Director International Affairs,  
Luxembourg Chamber of Commerce

Welcome speech: Dr. Francisco Nadal De Simone, President Euro-China Economic and Trade Cooperation A.s.b.l.

Speech: Vice-Mayor of Shenzhen tbc

Speech: Gabriel Baptista, Responsible for Asia, Ministry of the Foreign and European Affairs

Presentation of Luxembourg innovation, Max Fischbach, Foreign Trade and Investment Promotion Directorate, Ministry of the Economy

(with consecutive translation)

Networking cocktail

// **Parallel: Luxembourg for Tourism Travel Trade VIP Dinner in Hong Kong**

**Venue: Marco Polo Hong Kong Hotel  
No. 3 Canton Road, Harbour City, Tsim Sha Tsui, Kowloon**

18:00 Arrival of guests, welcome drink  
18:30 Official welcoming by Ricky Wohl, Director for Tourism at the Ministry of the Economy  
18:40 Destination presentation by Manon Breden of Luxembourg for Tourism  
19:00 Dinner After entrée and soup, supplier presentations (max. 5 min. each)  
21:00 End of the dinner

### **Wednesday 7th Nov.**

9:00-11:00 **Seminar: Luxembourg, Innovation Hub of Europe**

In collaboration with **Technology & Innovation Bureau / Science & Technology Association of Futian District, Shenzhen** 深圳福田区科技创新局

**Venue: Four Seasons Hotel Shenzhen, 7<sup>th</sup> floor, Jasmin room**

Movie projection of Luxembourg

Welcome address: Jeannot Erpelding, Director International Affairs, Luxembourg Chamber of Commerce

Keynote speech: Huang Wei, Standing Deputy District Mayor, Futian District, Shenzhen tbc

Speech: Gabriel Baptista, Responsible for Asia, Ministry of the Foreign and European Affairs

Presentation: Luxembourg economy and innovation, Max Fischbach, Foreign Trade and Investment Promotion Directorate, Ministry of the Economy

Presentation: Technology & Innovation of Futian District, Shenzhen tbc

Company testimonial: Huawei tbc

(with simultaneous translation)

11:00-12:00 Matchmaking with Shenzhen companies

12:00 [Check out at the hotel](#)

12:00-14:00 Networking lunch

[Venue: Four Seasons Hotel Shenzhen, 7th floor, Orchid room](#)

14:45 [Bus transfer to the airport and flight to Shanghai](#)

[CA3815 07NOV 3 SZXSHA \(Shanghai Hongqiao airport\) 1655-1910](#)

19:30 [Arrival in Shanghai, bus transfer to hotel](#)

[ANDAZ XINTIANDI, SHANGHAI 上海新天地安达仕酒店](#)  
[88 Songshan Road, Shanghai, China / 嵩山路 88 号, 上海中国 / 200021](#)  
[T +86 21 2310 1283](#)  
[andazshanghai.com](#)

Free evening

// [Parallel: Luxembourg for Tourism delegation](#)

[Check-out & flight to Shanghai](#)

[Recommended: KA874 13:00 \(HKG\) – 15:30 \(PVG\)](#)

[Arrival in Shanghai](#)

[Evening: Casual dinner with tour operators \(Organised in conjunction with Wallonia\)](#)

### **Thursday 8<sup>th</sup> Nov.**

// **[Parallel: Luxembourg for Tourism Shanghai Travel Trade Seminar & lunch reception](#)**

Venue: Marriott Shanghai City Center  
555 Xizang Middle Rd, Huangpu Qu, Shanghai Shi, China, 200003

- 9:00 Arrival of guests and registration
- 9:30 Official welcoming by Ricky Wohl, Director for Tourism at the Ministry of the Economy
- 9:40 Destination presentation by Manon Breden, Luxembourg for Tourism
- 10:00 Supplier presentations (max. 10 min. per supplier)
- 11:00 Coffee break
- 11:15 Networking session
- 12:00 Lunch reception
- 13:00 End of the seminar

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- 9:00 Meet at the hotel lobby, transfer to China International Import Expo (CIIE)  
<https://www.ciie.org/ciie/f/book/index?locale=en>

Venue: National Exhibition and Convention Center (Shanghai)

Whole day **Free visit of CIIE**

Recommendation of booths: EU commission booth, Alibaba shop

17:00-18:00 **Visit and reception at Cargolux/HNCA booth**

18:00 Transfer to the hotel

19:00 Meet at the hotel lobby, walk to the restaurant

Dinner at the former French concession

Venue Jade Garden, 3/F, South Building, Hong Kong Plaza, No. 283, Huai Hai Middle Rd. 淮海中路 283 号香港广场南座 3 楼苏浙汇 (近黄陂南路)

### **Friday 9<sup>th</sup> Nov.**

9:00 Meet at the hotel lobby, transfer to the Consulate General of Luxembourg in Shanghai

Venue: LTIO/Consulate General of Luxembourg in Shanghai  
907-908, No. 1788 Nanjing Xi Lu, Shanghai 200040

Tel: +86 21 6339 0455

<http://shanghai.mae.lu> <http://www.investinluxembourg-china.com>



**9:30 Workshop: how to do business in China? - The update and evaluation of Chinese market**

- Moderation and welcome address: Na Shi, Advisor International Affairs, Luxembourg Chamber of Commerce
- Keynote speech: Luc Decker, Consul General of Luxembourg in Shanghai / Executive Director of Luxembourg Trade & Investment Office

10:30 Guest speakers:

- Virginie De Jongh, General Manager, BenCham Shanghai
- Etienne Charlier, EUsino business consulting

11:00 Conclusion remark: Luc Decker, Consul General of Luxembourg in Shanghai / Executive Director of Luxembourg Trade & Investment Office

[Transfer to the lunch venue](#)

**12:00 Debriefing and farewell lunch offered by the LTIO/Consulate General of Luxembourg in Shanghai**

[Venue: Lost Heaven \(Silk Road\)](#)

[2/3F, 758 Julu Lu, Near Fumin Lu address, 花马天堂 \(丝绸之路\) 巨鹿路 758 号 2/3 楼, 近富民路 Tel: 02162669816](#)

Afternoon

// Individual visit of China International Import Expo (CIIE)

**Saturday 10<sup>th</sup> Nov.**

10:30 [Check out and bus transportation to the airport](#)

13:50 [Flight back to Luxembourg](#)

(\*Afternoon For those who stay further in Shanghai, there is a TV SHOW “The way to Luxembourg” that will be hosted in Shanghai Oriental Pearl TV Tower.)

(End of the program)

Useful contacts:

- **Chamber of Commerce of the Grand-Duchy of Luxembourg:**

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Organization group: [China@cc.lu](mailto:China@cc.lu) +352 42 39 39 364/313 (office)

Ms. Na Shi: [Na.shi@cc.lu](mailto:Na.shi@cc.lu) +352 621 292 235

Mr. Jeannot Erpelding: [Jeannot.erpelding@cc.lu](mailto:Jeannot.erpelding@cc.lu) +352 621 156 982

- **Embassy of the Grand Duchy of Luxembourg in Beijing**

Unit 17, Tower B, Pacific Century Place

2A Gongtibeilu, Chaoyang District, Beijing 100027

Tel: +86 10 8588 0900

- **Consulate General of the Grand Duchy of Luxembourg in Shanghai / Luxembourg Trade and Investment Office Shanghai (LTIO)**

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- **Luxembourg for Tourism GIE**

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