

Seminar

The China Challenge

27 January 2010, De Baak, Driebergen, 12:00-16:00

De Baak Management Center VNO-NCW, De Horst 1, 3971 KR, Driebergen.

On the 27th of January De Baak will organize a lecture and discussion on the "China Challenge". Chinese companies not only grow in China, increasingly Chinese companies – with strong government support - are interested and active in our European markets. How big is this threat for European companies and what should we (business and government) do to turn this "threat" into an opportunity? **Zvika Shalgo, CEO of PTL Group**, will address the threats and opportunities arising from this China Challenge, followed by a panel discussion led by **Harry Starren (CEO, de Baak)**. We are looking forward to participants 'facing' the threat of Chinese companies and participants 'dealing' with them. These broad topics will be supported by insider views and case studies. We are looking forward to welcome you at our seminar.



Program

- 12:00 Network lunch + Registration
- 13:00 Introduction by **Harry Starren**
- 13:15 Presentation by **Zvi Shalgo**
"The growing threat (and opportunities) from the Chinese businesses in the foreign markets & Role of governmental business support to deal with the issues."
- 14:15 Coffee Break
- 14:45 Panel discussion led by **Harry Starren**
- 16:00 Networking Drinks



Speakers



Zvi Shalgo, CEO PTL Group: Founder and CEO at PTL Group (China) has more than 14 years experience of setting up and managing operations in China. Supporting international companies' penetration initiatives, Zvi gathered invaluable hands-on personal experience in all aspects of penetration to Chinese markets. His PTL Group provides outsourced logistics, finance and HR management solutions and also specializes in turnaround and change management projects focusing specifically on sales and distribution operations.

www.PTL-Group.com



Harry Starren, CEO De Baak: Mr. Harry Starren has held positions as academic researcher, professor, manager at a research/consulting firm, and manager of the postgraduate course Business and Public Administration in Utrecht. In addition to his current management position, he works as a trainer, teacher and consultant, in particular in the area of professional organization management. Harry Starren is on a number of specialist juries and the supervisory boards of a number of companies. He also holds management positions in a number of civil-society organizations.

www.debaak.com

Registration

Send your registration to shanghai@debaak.com

Costs

€150,- (includes lunch)