



Anti-Corruption Compliance China 2021

企业反商业贿赂 合规中国2021

Dec. 2nd-3rd, 2021 | Shanghai, China
2021年12月2-3日 | 中国·上海

Regulation | Anti-Corruption | **Data Compliance** |
Cross-Border Compliance | **Compliance System** |

Third-Party Risk Management | Digitalisation in
Compliance | Case Study

政策解读 | **反商业贿赂** | **数据合规** | **跨境合规** |
合规管理系统 | 第三方风险管理 | 合规数字化

Risk Mitigation Best Practices
助您应对特定挑战并实现预期结果



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Web: <http://www.szwgroup.com/anti-corruption-compliance-china/>

WELCOME ADDRESS 欢迎词

Dear Colleagues:

尊敬的同仁：

The outbreak of COVID-19 in 2020 brought dramatic changes in the international business environment, escalating frictions in international relations and escalating legal risks for enterprises. Alarm bells that enterprises must attach importance to compliance development have been sounded repeatedly. In the new stage of economic globalization, compliance management is the source power and fundamental guarantee for the sustainable development of international enterprises. At present, various countries are strengthening compliance supervision by means of legislation and international cooperation. The Chinese government is also paying more and more attention to law-based governance of enterprises and compliance supervision. The State-owned Assets Supervision and Administration Commission has comprehensively promoted the compliance management of central enterprises. At present, all central enterprises have set up compliance committees. The SPP is also advancing the pilot reform of corporate compliance in an orderly manner, and taking the lead in promoting the establishment of a third-party supervision mechanism for corporate compliance at the national level. When carrying out global investment and trade activities, enterprises must abide by the rules and requirements of the global market to further enhance the competitiveness of international compliance operation and management.

2020年新冠疫情爆发，国际商业环境剧变，国际关系摩擦升级，企业遭遇法律风险升级，企业必须重视合规发展的警钟一再被敲响。经济全球化新阶段，合规经营是国际化企业持续发展的源动力和根本保障。目前各个国家都在通过立法、国际合作的方式加强合规监管工作。中国政府也越来越重视依法治企与合规监管，国务院国资委全面推进中央企业合规管理工作，目前中央企业已全部成立合规委员会。最高检也在有序推进企业合规改革试点工作，并牵头推动建立国家层面的企业合规第三方监管机制。企业在全球开展投资与贸易活动时，必须遵守全球市场的规则与要求，进一步提升国际化合规经营与管理竞争力。

Anti-Corruption Compliance Forum 2021 is the most influential company compliance forum in Asia held by SZ&W Group. The forum will take the anti-corruption as the starting point and comprehensively discuss the experience and development of domestic and foreign enterprises in compliance management in the context of the international epidemic economy. More than 250 industry veterans and corporate compliance department heads as well as more than 150 well-known related corporations and associations will be invited to share opinions on the latest legal and policy interpretation, cross border business risk & compliance, corporate compliance system, third-party cooperation management and regulation technology and share successful compliance practices with mature companies to help creating a better business and market competitive environment in China. Forum aims to provide practical, innovative and comprehensive corporate compliance solutions for all attendees, so that all the participating companies can handle themselves in the new compliance era.

企业反商业贿赂合规中国2021是由上海泽为资讯集团主办的亚洲最具影响力的企业合规论坛。本次论坛将以反商业贿赂为出发点，全面探讨在国际疫情经济大背景下国内外企业在合规管理上的经验和未来发展。组委会将邀请到250多位行业内资深人士与企业合规部门负责人以及150多家国内外知名企业与会，共同就最新法律与政策解读、跨国业务合规体系管理、网络安全与数据合规、企业内部合规体系建设、第三方合作管控、合规管理创新技术应用等一系列话题进行讨论，与成熟企业分享成功的合规实践案例，助力我国营造更好的商业和市场竞争环境。旨在为所有参会嘉宾提供具有实践性、创新性、全面性以及符合新时代的企业合规解决方案，让参会企业在新合规时代的环境下应对自如，游刃有余！

Looking forward to meeting you in Shanghai!

我们期待在上海与您共襄盛举！

Best Regards!

顺颂安祺！

Organizing Committee of Anti-Corruption Compliance China 2021

企业反商业贿赂合规中国2021组委会



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法律先生
LEX MAGISTER

PART OF CONFIRMED SPEAKERS 部分已确认演讲嘉宾



刘剑
执行副总裁/区域合规官
戴姆勒大中华区有限公司



冯晓炬
亚太区总法律顾问、合规官
圣戈班中国投资有限公司



范磊
首席合规官
浪潮电子信息产业股份有限公司



于婷婷
亚太区法务负责人
某德国公司



许轲
法务总监、副总经理
白银有色(北京)国际投资有限公司



周颖
法务与合规总监
康美包装



阎天翔
首席合规官
长安汽车



罗斌
总法律顾问
宝尊电商



张劲波
中国区法律合规总监
灵北制药



王平
法律合规总监
虎牙科技



林贤伟
法务总监
德赛西威



Angela Yan
高级法务经理
德州仪器



陈立彤
会长
中国企业文化促进会合规



汤伟洋
合伙人
君合律师事务所



雒宏伟
博士, Intertek中国体系认
证部北区总经理



刘海涛
合伙人
金杜律师事务所



陈炽
合伙人
法政及诚信合规服务
安永(中国)企业咨询有限
公司



马建新
中国区总监
道琼斯风险合规



李明
智能解决方案事业部
总经理
合合信息科技



叶海波
教授、合规研究院执行院长
深圳大学



贾博妍
联合创始人
iLAW合规



许国盛
资深顾问
环球律师事务所



王冠
亚太区总经理
Exterro



李婷婷
大中华区金融犯罪实务
负责人, 副总监
穆迪分析



叶小忠
总裁
赛尼尔法务智库



尹箫
合伙人
君合律师事务所



Jacob Clark
国际法律顾问
元达温斯顿



陈立成
中国业务负责人
埃贝



贾申
资深顾问
中伦律师事务所



持续更新中.....

WHO SHOULD ATTEND 谁应参加

By Industry 按行业分类

- Medical and Healthcare
医疗与健康
- Oil, Gas and Mining
石油, 天然气和矿业
- TMT
科技、媒体和通信
- FMCG and Retail
快速消费品和零售业
- Engineering and Construction
工程和建筑
- Chemicals and Materials
化学品和材料
- Automobiles and Spare Parts
汽车和备件
- Machinery and Equipment
机械和工具
- Household Appliance and Electronics
家用电器和电子产品
- Insurance and Banking
保险和银行业务
- Public Utilities
公共设施
- Rail and Transportation
铁路和运输
- Real Estate
房地产
- Aerospace & Defense
航空航天与国防
- Tourism
旅游业
- Gaming & Entertainment
游戏和娱乐
- Others
其他

By Job Title 按职位分类

- Top Management
高层管理人员
- Chief Compliance/Legal/ Ethics/Financial/
Risk Officer
首席合规/法律/职业道德
- Compliance & Ethics Director/Manager
道德/财务/风险官员
- General Counsel/Legal Director
合规与职业道德总监/经理
- Legal Manager/Legal Counsel
总法律顾问/法律总监
- Internal Audit Director/ Manager
法律经理/法律顾问
- Internal Control Director /Manager
内部审计总监/经理
- Finance Director/Manager
内部控制总监/经理
- Investigation Director /Manager
财务总监/经理
- Head of Risk Management
调查主任/经理
- Security/Case handling
风险管理负责人
- Governance/GRC
安全/案件处理负责人
- Sales and Marketing
Director/Manager
销售和营销总监/经理
- BD and Commercial
Director/Manager
BD和商务总监/经理
- Purchasing Director
/Manager
采购总监/经理
- Supply Chain Director
/Manager
供应链总监/经理

Speakers to Invite 演讲嘉宾来自于

- Government Officials
政府官员
- Authorities and Experts from Global Organizations
国际组织权威机构和专家
- World-Leading Multinational Companies in Different Industries
不同行业世界领先的跨国公司
- World-Leading Law Firms and Consulting Firms
世界领先的律师事务所和咨询公司



AGENDA 议程概览

Day 1 第一天	AM 上午	Session1: Trends and Challenge in International Anti-Corruption Compliance under the Pandemic 疫情经济下全球反商业贿赂合规趋势及挑战 Session 2 :Data Security and Data Compliance 数据安全与数据合规专题
	PM 下午	Session 3 :Compliance Risk Management for Cross-Border Business 跨国业务合规风险管理实践
Day 2 第二天	AM 上午	Session4: Compliance Effectiveness: How to Build An Effective Internal Compliance Management System 合规有效性:企业内部合规管理体系构建实践分享
	PM 下午	Session5: Third-Party Risk Management and Standardization 合作第三方的管理与规范实践分享 Session6: Digitalisation in Compliance:Application of innovative technology in compliance management 合规数字化:合规管理创新技术应用

HOT ISSUE 会议热点

- Authoritative interpretation of Law Countering Unfair Competition ,China Foreign Investment Law, Anti-Monopoly Law, Guiding Opinions on the Third Party Compliance Supervision and Evaluation Mechanism of the Enterprises Involved in the Case'
中国《反不正当竞争法》、《外商投资法》、《反垄断法》、《涉案企业合规第三方监督评估机制的指导意见》权威解读, 答疑解惑
- Authoritative interpretation of Data Security Law,Cyber security Law, Personal Information Protection Law,GDPR
《中国数据安全法》、《中国网络安全法》、《个人信息保护法》与《通用数据保护条例》条例与规则解读
- Data Security--The Impact of Data Security Law,Personal Information Protection Law, GDPR on Enterprises in China
数据安全专题-解读《中国数据安全法》、《个人信息保护法》及欧洲《通用数据保护条例》对在华企业的影响
- Latest case study of FCPA and UK Bribery Act
FCPA、英国《反贿赂法案》最新执法案例
- The impact of the intensifying Sino-US economic trade war on the compliance of Chinese enterprises
中美经济贸易战加剧对我国企业合规的影响
- Inspiration of DOJ Evaluation of Corporate Compliance Programs Updated Guidance
美国司法部《企业合规体系有效评价》借鉴启示
- Compliance risk management for cross-border business (Including export, overseas infrastructure business, cross-border mergers and acquisitions, cross-border e-commerce)
跨境业务(含出口、海外基建、跨国并购、跨境电商)商业合规风险管理实践分享
- The latest progress of trial reform of SOE compliance
国有企业合规试点改革最新进展
- Compliance effectiveness: Difficulties and implementation in the construction of an anti-corruption compliance system
合规有效性:反商业贿赂合规制度建立实施的困难及解决方案
- Practice sharing on establishing internal corporate compliance management system
企业内部合规管理体系构建实践分享
- Third-Party due diligence, the most profitable solutions
第三方调查,最具效益解决方案提供
- Case studies of third-party risk management in pharmaceutical enterprises
制药企业第三方合作中的管控与矫正
- Case study: anti-corruption and internal investigations in internet company
互联网公司的反腐败内部调查实践分享
- Explore the challenges to traditional law enforcement and corporate compliance brought by new business forms such as platform economic and big data
解读平台经济、大数据等新型业态,对传统的执法和企业合规带来的挑战
- Digitalization of compliance: Application of innovative technology in compliance management
合规数字化:合规管理最新前沿技术应用

DAY 1 THURSDAY 2 DECEMBER 2021

Regulation | Anti-Corruption | Data Compliance | Cross-Border Compliance

 0830 **Registration and Networking Refreshments 签到**

 0900 **Co-Chair Opening Remarks 大会主席致辞**
Session1: Trends and Challenge in International Anti-Corruption Compliance under the Pandemic
疫情经济下全球反商业贿赂合规趋势及挑战

 0910 **Latest Development in International Anti-Corruption Compliance Enforcement**
全球反商业贿赂合规最新发展
Henry Chen, Chairman, Compliance Culture Working Committee of China Enterprise Culture Improvement Association
陈立彤, 中国企业文化促进会合规管理委员会会长

 0940 **The new development of corporate compliance management**
企业合规管理的最新发展
Claudia Liu, Vice President, Regional Compliance Officer of Greater China, Daimler
刘剑, 戴姆勒大中华区合规官, 中国贸促会全国企业合规管理专家委员会专家

 1010 **Enterprise Compliance System Construction and Related Legal Risks**
企业合规建设及相关法律风险
Haibo Ye Professor, Exective Dean, Institute of Compliance Study, Shenzhen University
叶海波教授, 深圳大学合规研究院执行院长

 1040 **Networking Break 茶歇**

 1110 **Panel Discussion: How to Proactively Update Compliance Program in Response to Rapidly Changing Regulations as a Compliance Officer**
专题讨论: 企业合规部门如何及时有效地更新合规制度去应对快速变化的国际商业环境和政策条款

- 探讨当前政治经济形势、行业趋势对企业合规发展的挑战和机遇
- 实体清单与企业合规
- 跨国经营企业商业环境的变化与合规应对
- 美国司法部《企业合规体系有效评价》借鉴
- 《中国外商投资法》、FCPA、英国《反贿赂法案》《中国反不正当竞争法》最新执法趋势及对企业合规体系的影响

Jason Jia, Counsel, Zhong Lun Law Firm
Chi Chen, Partner, Forensic & Integrity Service, Ernst & Young (China) Advisory Limited
Claudia Liu, Vice President, Regional Compliance Officer of Greater China, Daimler
冯晓炬, 圣戈班中国投资有限公司亚太区总法律顾问、合规官
刘剑, 戴姆勒大中华区合规官, 中国贸促会全国企业合规管理专家委员会专家
Xiaoju Feng, General Counsel, Compliance Officer, APAC Region, Saint-Gobain Asia Pacific
Chloe Xu, General counsel, Deputy CEO, Baiyin Nonferrous (Beijing) International Investment Company
许轲, 白银有色(北京)国际投资有限公司法务总监、副总经理
贾申, 中伦律师事务所资深顾问
陈焱, 安永法证及诚信合规服务合伙人
Session 2 :Data Security and Data Compliance
数据安全与数据合规专题

 1150 **欲善其事, 必利其器: 隐私数据管理方法论及落地工具**
Leo Chen, Director, Mainland China/Hong Kong, Epiq
陈立成, 埃贝中国业务负责人

 1230 **Networking Luncheon 午餐**

 1400 **Panel Discussion: Data Security--The Impact of Data Security Law, Personal Information Protection Law, GDPR on Enterprises in China**
专题讨论: 数据安全专题-解读《中国数据安全法》《个人隐私保护法》及欧洲《通用数据保护条例》对在华企

业的影响

- GDPR 与《中国网络安全法》《个人隐私保护法》《中国数据安全法》
- 在《通用数据保护条例》监管环境下如何防止数据泄露隐私验证的重要性
- 执法调查冲突处理
- 跨国企业如何在中国《数据安全法》《个人隐私保护法》与其他法令之间寻求平衡以避免两者之间的冲突?
- 跨国企业跨国数据传输内部商业信息的合规体系

Fan Lei, Chief Compliance Officer ,Inspur Electronic Information Industry Co.,Ltd

Benjamin Yin, Partner, JunHe LLP

David Lin, Legal Director, Desay SV

范磊, 浪潮电子信息产业股份有限公司首席合规官

Jacob Clark, 国际法律顾问, 元达温斯顿

Jacob Clark, Foreign Counsel , YuandaWinston

Michael Yan , Chief Compliance Officer, Chongqing Chang'an Automobile

尹箫, 君合律师事务所合伙人

阎天翔, 长安汽车首席合规官

林贤伟, 德赛西威法务总监

1440

如何利用数据和技术辅助识别商业欺诈和潜在的空壳公司

Marina Li, Assistant Director -Financial Crime Practice Lead for Greater China, Moody's Analytics

李婷婷, 大中华区金融犯罪实务负责人, 副总监, 穆迪分析

1510

Latest development of data protection and compliance

数据保护及合规的最新发展

Partner, JunHe LLP

汤伟洋, 君合律师事务所合伙人

1540

Networking Break 茶歇

1610

Case studies on data and personal information compliance

企业数据及个人信息合规实践分享

Bin Luo, General Counsel, Baozun E-commerce

罗斌, 宝尊电商总法律顾问

1640

Latest development of data protection compliance for intelligent connected vehicles

智能网联汽车数据保护合规的最新发展

David Lin, Legal Director, Desay SV

林贤伟, 德赛西威法务总监

Session 3 :Compliance Risk Management for Cross-Border Business
跨国业务合规风险管理实践

1710

Establishment of Export Compliance System for Enterprises under the New Situation

新形势下企业出口合规体系构建

- 美国的经济制裁和出口管制
- 企业商业行为常见及潜在风险与可能引发的制裁
- 高效建立出口合规体系
- 合规尽职调查的实践
- 中国《出口管制法》、限制技术出口及不可靠实体清单给企业经营带来的影响

Fanley, Chief Compliance Officer ,Inspur Electronic Information Industry Co.,Ltd

范磊, 浪潮电子信息产业股份有限公司首席合规官

1740

Case Studies on Compliance Risk Management of Cross-Border Business Activities

跨国业务风险管理及企业合规实践案例分析

- 跨国业务反商业贿赂、反垄断、出口管制合规评估
- 企业风险进行分析评价的方法探讨
- 合规风险监测及预警方法探讨
- 案例分析

Chi Chen,Partner, Forensic & Integrity Service,Ernst & Young (China) Advisory Limited

陈焱, 安永(中国)企业咨询有限公司法证及诚信合规服务合伙人

1810

Wrap up 大会第一天结束

DAY 2 FRIDAY 3 DECEMBER 2021
Compliance System|Third-Party Risk Management|Digitalisation in compliance|Case Study

0900 **Co-Chair Opening Remarks:Corporate Compliance--Current Challenges and Trends in the Post COVID Era**
 欢迎辞:企业合规是后疫情时代的挑战和趋势
Chairman: Johnson Ma,Director of Risk & Compliance,Dow Jones
 大会主席: 马建新, 道琼斯合规中国区总监

Session4: Compliance Effectiveness: How to Build An Effective Internal Compliance Management System
合规有效性: 企业内部合规管理体系构建实践分享

0910 **Difficulties and Solutions in the Establishment and Implementation of Anti-Corruption System**
 反商业贿赂合规制度建立实施的困难及解决方案
Harry Liu, Partner, King&Wood Mallesons
 刘海涛, 金杜律师事务所合伙人

0940 **Panel Discussion: How to Establish an Anti-Corruption Compliance System That Can Adapt to China and Overseas**

专题讨论:如何既建立适合中国又被国际认同的反商业贿赂合规体系

- 中外资企业合规体系建设的困难和阻碍
- 如何紧跟立法和监管体系的发展评估并建立有效的合规管理制度?
- 面对政策和法律环境的变动,如何有效检测和分析风险?
- 合规管理的顶层设置
- 持续优化区域合规监管体系
- 重点合规领域引入外部顾问
- 反商业贿赂调查应对措施

Cunchao Tu, CEO, PowerLaw AI
Johnson Ma,Director of Risk & Compliance,Dow Jones

周颖, 康美包装法务与合规总监

涂存超, 北京幂律智能科技有限责任公司 CEO

Ivy Ye, 博峰地产风险及合规负责人

Kenneth Zhou, Head of Legal and Compliance, SIG Combibloc Group
Ping Wang, Legal Compliance Director, Huya Technology Company

马建新, 道琼斯风险合规中国区总监

王平, 虎牙科技公司合规总监

1020 **Networking Break 茶歇**

1050 **KYC Solutions:Balancing Between Regulatory Compliance, Customer Experience and Cost Efficiency**
 KYC 解决方案: 监管合规, 客户体验以及成本效益的三方平衡

Ming Li,General Manager, Intelligent Solutions Business Unit,INTSIG

李明, 智能解决方案事业部总经理, 合合科技

1120 **ISO 37001 Anti-bribery management systems**
 ISO 37001 反贿赂管理体系解读

Howard Luo, PhD, GM of Intertek BA North China, Intertek

雒宏伟博士, Intertek 中国体系认证部北区总经理

1150 **How to set up internal compliance system to effectively support business**
 如何建立内部合规制度以有效支持业务

Kenneth Zhou, Head of Legal and Compliance, SIG Combibloc Group

周颖, 康美包装法务与合规总监

1220 **Networking Luncheon 午餐**

1400 **Corporate Compliance in the Digital Age**
 数字化时代的企业合规

Boyan Jia, Co-founder, iLAW Compliance

贾博妍, iLAW 合规联合创始人

1430 **Internal Anti-fraud Internal Investigation Practice**

如何撬开紧闭的嘴：企业内部反舞弊内部调查实践

[Timini Yu, Head of Legal APAC, German company](#)

于婷婷，某德国企业亚太区法务负责人

1500

The latest progress of trial reform of SOE compliance

国有企业合规试点改革最新进展

[Xiaozhong Ye, President, SENIOR](#)

叶小忠，总裁，赛尼尔法务智库

1530

Networking Break 茶歇

Session5: Third-Party Risk Management and Standardization

合作第三方的管理与规范实践分享

1600

Case Study: Due Diligence on Third Party

实践分享：第三方尽职调查

[Angela Yan, Senior Legal Counsel, Texas Instruments](#)

Angela Yan，德州仪器高级法务总监

1630

Panel Discussion: Difficulties and Solutions in Monitoring and Auditing the Third Party

专题讨论：第三方合作管控中的难点与解决方案

- 如何有效地评估某一第三方所构成的风险
- 如何通过有效的第三方尽职调查帮助企业迅速筛选合作伙伴
- 内部审计和第三方审计
- 第三方内部调查，评估频率
- 对线上供应商、商业活动和客户付款的合作管控
- 如何为特定的第三方利益相关者定制培训计划
- 如何有效避免企业支付的资金被用于违规用途

[Simon HUI, Partner, Baker McKenzie](#)

[Timini Yu, Head of Legal APAC, German company](#)

[Guan Wang, APAC General Manager, Exterro](#)

[Julie Zhang, Compliance Officer, smart Automobile](#)

张菁，smart 汽车公司合规官

张劲波，灵北制药中国区法律合规总监

许国盛，环球律师事务所资深顾问

[Henry Zhang, Legal & Compliance Director, China Lundbeck](#)

[Kok Shen Koh, Senior Consultant, Global Law Office](#)

[Angela Yan, Senior Legal Counsel, Texas Instruments](#)

Angela Yan，德州仪器高级法务总监

王冠，Exterro 亚太区总经理

Session6: Digitalization on Compliance: Application of innovative technology in compliance management

合规数字化：合规管理创新技术应用

1710

Case Study: New technology Appliance for Third Party Due Diligence and KYC

实践分享：合作第三方管理的创新技术应用

- 数据技术在第三方尽职调查中的应用
- 通过强大的第三方管理系统为业务伙伴创造价值
- 第三方尽职调查自动化
- 企业和个人的责任风险对新技术应用的依赖程度
- 机器学习以及其他技术革新对于风险侦测评估的支持
- 区块链、大数据及 AI 科技在第三方尽职调查中的应用

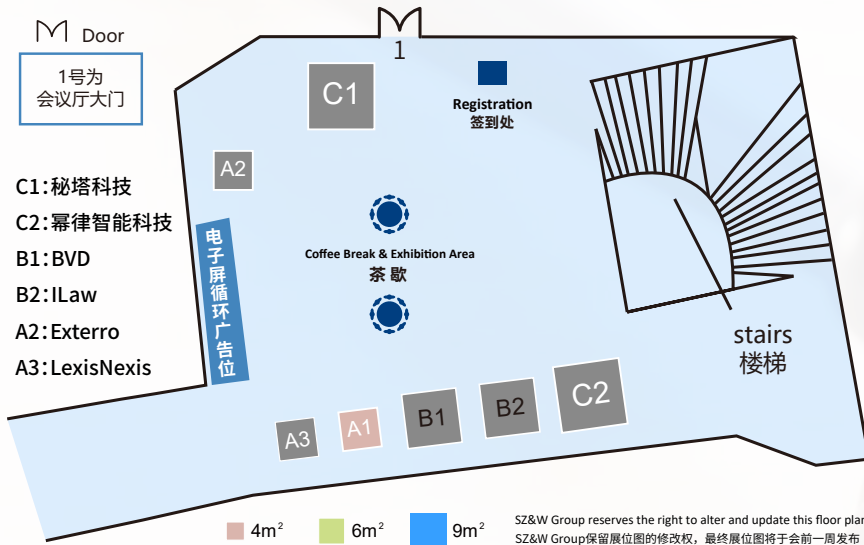
[Guan Wang, APAC General Manager, Exterro](#)

王冠，Exterro 亚太区总经理

1740

Conference Concludes 大会闭幕

Exhibition Floor Plan 平面展位图



WHO SHOULD SPONSOR 谁应赞助

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- Security & Investigations 安全及调查公司
- RegTech 合规科技
- Compliance Services 合规服务机构



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Lanyard Sponsor 胸牌挂带赞助	3	x	x
Delegate Bag Sponsor 资料袋赞助	3	x	x
Insertion Sponsor 插袋赞助	1	x	x
Standard Booth 标准展台赞助	3	x	6m ²
Panel Sponsor 圆桌赞助	1	x	x

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Become a Sponsor, Make your Connection 成为赞助商, 建立您与客户的联系

Do business with all your target client in one place! 在同一场合下与您的所有目标客户洽谈生意机会!



ARE YOUR POTENTIAL CLIENTS AWARE OF THE EXPERTISE YOU OFFER? 您的潜在客户了解您提供的专业解决方案和产品吗?

- Educate the market about your products 您可能需要培养和教育您所在的市场, 通过您的产品、服务、专业人员和数据记录
- Enjoy a complete 30 minute presentation 通过组织30分钟的全面演讲, 尽情享受对所有嘉宾宣讲的时刻
- Join a key panel debate 参加圆桌讨论可以使您在语言表达中直击您的客户

Solution 1: Keynote address/Chairman opportunities/Moderator/ Panelist...
解决方案1: 主旨演讲/大会主持人机会/圆桌讨论主持人/圆桌讨论嘉宾

IS YOUR BRAND RECOGNISED BY MARKET? 您的品牌在市场中知名吗?

- Use our extensive marketing campaign 您可以用我们广泛的市场营销活动来帮助您在目标市场中定位出您的LOGO和企业介绍——即使他们没有来参会!

Solution 2: Exhibition booth/coffee break sponsor/luncheon sponsor/cocktail sponsor...
解决方案2: 展台/茶歇赞助/午餐赞助/鸡尾酒会赞助

DO YOU FIND IT HARD TO IDENTIFY AND GET IN FRONT OF THE DECISION MAKERS? 您是否觉得识别和接触决策者是有困难的?

- Benefit from having all your potential clients 一次性在同一场合见到您所有潜在客户的好处
- Send your best sales people to ensure you have the man power to meet everyone 分派您最好的销售精英确保您有人力见到所有人
- make 1-1 contact 用合理的计划和执行在会中、会前、会后与客户进行一对一会面

Solution 3: Exhibition booth/Delegate bag/Insertion...
解决方案3: 展台/嘉宾手袋赞助/插页赞助

ARE YOUR COMPETITORS EATING YOUR LUNCH? 您的竞争对手有没有吃掉您的份额?

- No one can afford to sit back and let the business come to them 没有人能袖手旁观, 坐等客户来找他们
- Don't sit in the audience and listen to your competitors 不要只坐在观众席中去听您的竞争对手去讲述他们是多么棒——走到台前去!
- Ensure your business is at the forefront 确保您的产品和服务在客户脑海中排名最靠前

Solution 4: Luncheon sponsor
解决方案4: 午餐赞助