



CHINA
MACRO
GROUP

policy · market · strategy

Zurich | Munich | Beijing

*Travel with us to Shenzhen to
join our learning conference!*

2025 European China Conference Shenzhen (ECCS), 9-12 November 2025

**China's evolving policy and business context for European strategic decision-making ahead
of the 15th FYP (2026-2030)**

Brochure deck for target participants interested in 2025 ECCS

February 2025

Contact:

Markus Herrmann Chen | 陈瑞华

Co-Founder and Managing Director

mherrmann@chinamacro.ch

[China Macro Group \(CMG\)](#)



Profile

- CMG is an agile, service-minded and innovative **management consulting and research firm**
- CMG serves European **corporate, investment and public sectors** on China related questions
- It specializes in aiding **strategic decision-making** of governance and executive bodies
- CMG contributes **content publicly** via various initiatives such as Primers and webinars
- CMG operates with presences in **Zurich, Munich and Beijing**

Our approach

Cross-cultural epistemic

Team dialectics, socio-economic grounded China analysis and accountable also to Chinese discourse

Interdisciplinarity

Business management/strategy, public policy, macroeconomy and geopolitics/geoeconomics

“Multipolar” analytics

For geopolitical/geoeconomic analysis actively use or seek expertise and views from respective “pole”

Research values

Original, fact-based and calibrated – plus extensive Chinese expert network

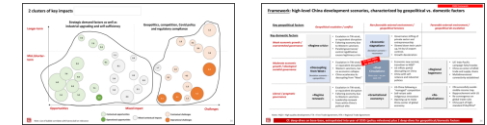
Professional services DNA

Listening, ownership and co-creation as foundation to build trusted and tailored collaborations

Our value proposition – 4 service areas

Consulting

- Strategy devising / review
- China development scenarios
- HQ-subsiidiary alignment



Briefing

- China’s development strategy
- Strategic business context
- Market/competitive trends



Monitoring

- Strategic business context
- Sector / market factors
- Geopolitical / risk factors



Curation

- Learning conference / training
- Event/webinar moderation
- Speaker/expert referrals



CMG's mission statement for ECCS



CMG's mission for ECCS as a high-value learning conference

Curate high-value learnings and engagements on-the-ground in China to equip the target group from European organizations with relevant strategic / contextual intelligence, peer networks and cross-cultural awareness

Value proposition for participants

You will gain...

... **strategic intelligence** on China's evolving policy and business environment, **engage** with leading experts and **network** with peers

The 2025 ECCS is...

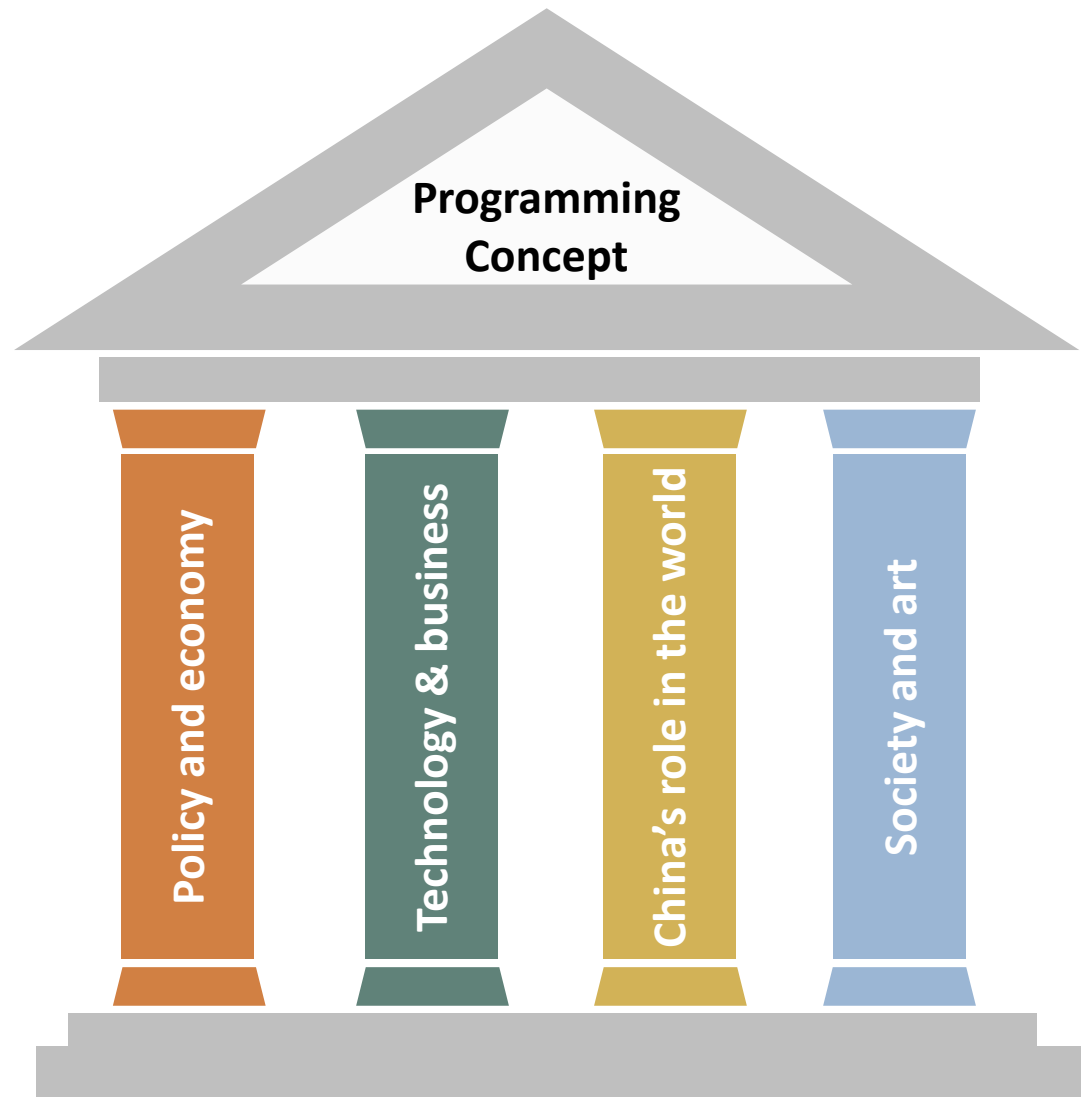
...a compact **3-day learning conference** with **high-value content** with leading China-based experts and practitioners, **site visits** to leading local companies as well as **networking time** with your peers and the local European business community

The content is...

...is **designed** to support European headquarters across corporate, investment and public sectors in times of strategic decision-making – especially strategy development, partnerships and investment decisions – regarding China and focuses on **contextual factors** of general relevance, ranging from a persistently difficult post-Covid economic recovery, an ambitious policy agenda to drive China's development and reform priorities, a rapidly evolving corporate landscape increasingly harnessing China's digital economy and indigenous innovation, to understanding how Beijing views the world and deals with geopolitical factors



ECCS' programming framework: four relevant thematic pillars



Four Thematic Pillars

I. Policy, economy, development

- China's key developmental challenges
- Development and reform policy priorities
- Macroeconomic factors

II. Business, entrepreneurship, technology

- Company visits (e.g. Tencent, BYD, Ping'an)
- Shenzhen's vibrant VC ecosystem
- Foreign business in China
- Entrepreneurship and leadership in China

III. China's role in the world / geopolitics

- Beijing's view of the world
- China's foreign policy
- Key geopolitical factors

IV. Society and art

- Shenzhen through the lens of architecture
- Journalism in China
- Visit to M+ museum in Hong Kong

ECCS' target participants: professionals in managerial positions in European organizations



ECCS' target participant profile:

- Holding a managerial position in corporate, investment or public sector
- Affiliated to a European institution
 - Based in Europe or in the Asia-Pacific region, and secondarily also based in China
- In practical need of compact, relevant and up-to-date strategic intelligence on the Chinese market

Participants' key benefits



Strategic intelligence

Gain strategic intelligence based on a relevant and broad **programming framework**, delivered by **leading experts** with high-quality curation and moderation



Networking

Meet **50+ peers** from across European **countries and sectors**, leading China-based **experts and practitioners** plus the local **European business community** – and actively stay in touch as **alumni**



Personal growth

Join this **on-the-ground engagement** to broaden your horizon, engage in **cross-cultural exchange** and debates with Chinese and local viewpoints – obtain a **conference certificate** confirming this investment

ECCS location (1/2): Shenzhen – convening in China’s youngest metropolis, a globally aspiring tech hub

In a nutshell

Besides its **prominent location** within the Greater Bay Area and right across from Hong Kong, Shenzhen is China's **youngest metropolis** – in terms of both history as well as its energetic citizens that venture from all corners of China in the pursuit of opportunities – and one of China's **key technology and manufacturing hubs**, boasting corporate giants such as Tencent, Baidu, Ping'an, Huawei as well as a vast number of highly entrepreneurial start-ups



Location: Greater Bay Area, 20min train from Hong Kong, 2h 20min flight from Shanghai, 3h 25min from Beijing



Population: 17.66 M (2022), compared to 314 K (1979), +5'541%



GDP: 482 B USD (2023), 3rd city in China after Shanghai and Beijing



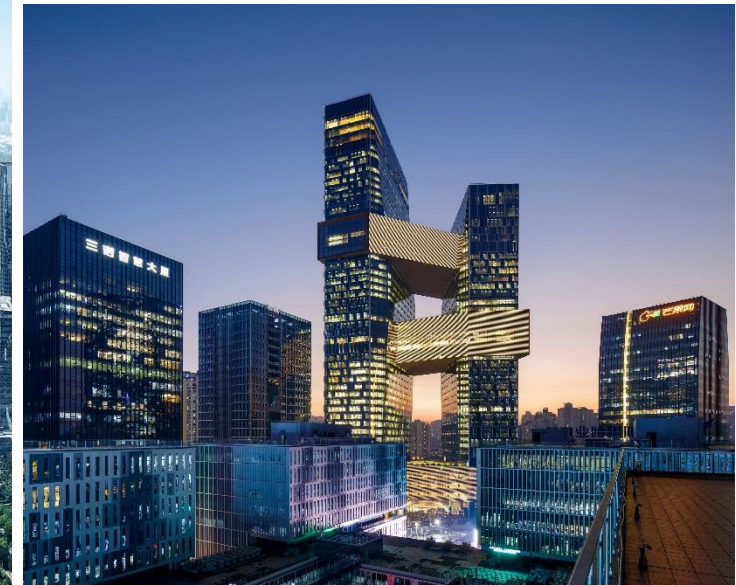
Tech-hub: home to tech giants such as Tencent, Huawei, DJI and BYD



Ping An Finance Center



Shenzhen Civic Center and the City's Skyline



Tencent Global Headquarter

ECCS location (2/2): Conference venue – conveniently located in the heart of Shenzhen

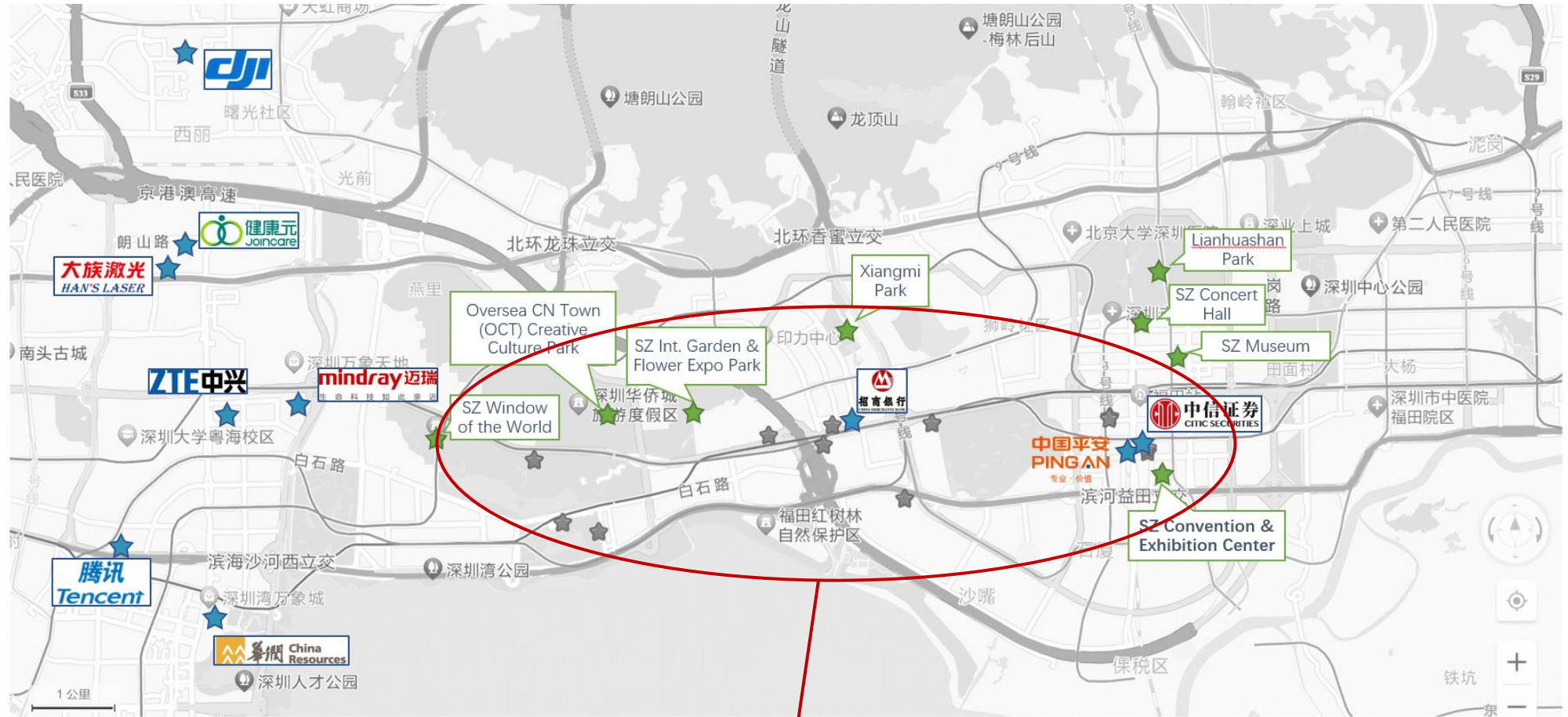
★ Close-by company headquarters (for possible visits)

★ Landmarks and sightseeing places

In a nutshell

The conference will take place in a high-end hotel in **Futian District**, the heart of Shenzhen

We will offer **negotiated rates for accommodation**



The conference will be held in the heart of Shenzhen. The hotel and conference venue will be announced

Summary view – for interested participants

What is it?

Compact learning conference curating high-value contextual content for learning and engaging in China to support European headquarters in times of strategic decision-making

What it is not?

Business matchmaking, sector-specific program (e.g. medical device)

Target group?

50 managers affiliated to European organizations based in Europe or Asia-Pacific, secondarily in China

Key benefits?

Strategic intelligence, networking (incl. alumni community) and personal growth (incl. certification)

Programming pillars?

Policy/economy/development, technology/business/entrepreneurship, geopolitics, society/culture

Where/when?

Shenzhen, 9-12th November 2025

Impact on your work week?

3 full days, running Sunday noon till Wednesday noon – using 2.5 days of working week, leaving 2.5d for personal business trip domestically in China after conference

Price?

(Unified pricing across all channels)

EUR 4'000.- per participant (all included, except for travel and visa)

EUR 2'500.- for China-based participants (excl. hotel / travel)

Registration deadline?

End June 2025 – registration declares binding intent to purchase ECCS conference service, pending CMG decision by end June 2025 if ECCS will be held considering number of processed registrations

For queries email us at conference@chinamacro.ch

How to successfully organize a business-relevant conference in China in a complex context

CMG has from 22-25 October organized, curated and moderated this year's stars China symposium 2023 in the country's technology hub Shenzhen. This has been an enriching experience, and we feel encouraged by the positive feedback we have received by participants, speakers and partners.

Looking back, we also drew a lot of learnings from curating such a large-scale Europe-China business conference in China from an overseas base. Find here our ABC on what we believe are crucial key ingredients towards a successful conference.

The ABC guide for curating a large-scale Europe-China business conference in today's China from an overseas base

A for Attitude	Make clear why you conduct a conference in China, articulate your purpose including the key metric you hope to generate, e.g. mutual understanding and trust
B for Bold	Curate at arm's length and seek respectful dialectics to enable more robust opinion building, eventually leading to more trust and business follow-up
C for Cross-cultural	This communication is a cross-cultural act, work hard to minimize misunderstandings, simple terms like market, governance, security can mean very different things
D for Didactic	Communicating complex and multi-factor developments in China is a didactic challenge, written and verbal framings by host and moderators minimize misunderstandings
E for Endorsement	Displaying due behavior as conference host and a guest in China is crucial, local government endorsement in the form of greetings or welcome speech matters
F for Food	Chinese food, this unique breadth and depth of flavors, textures and optics - make it a conscious part of the program
G for Gender	Curate for conscious gender balance - Chinese business environment is full of female Chinese leaders and entrepreneurs, showcase them
H for Humanize	Talking about geopolitics, policy and macroeconomics in China makes sense given the continental size, try to humanize their drivers, impacts and hopes
I for Institution	Be very clear which institution is the host of the conference, patiently introduce it and mention its earlier track record in China - this matters in China
J for Jetlag	If significant number of conference attendees fly in, optimize your program to better help overcome jetlag, least by providing best possible coffee or tea
K for Kaleidoscopic	Discussing China is - epistemically - very multidimensional and kaleidoscopic, think hard about what dimensions of contemporary China to portray
L for Last-minute	3-4 weeks before the actual event, competition for sought-after speakers and resources kicks-in, be ready to multi-task and stay flexible
M for Mandarin	Clarify early if simultaneous translation is needed, resort to project translated English text to be pragmatic, recognize English efforts if not natural to speaker

N for NGO	Research and inquire about all local registration and approval requirements with local police, local security and bureau of civil affairs, to ensure full legal compliance
O for Outdoor	Weave in outdoor walking activities to allow for physical activation and enchantment by simple discoveries of daily life, even in a megacity like Shenzhen
P for Partners	Work with local partners when you organize a conference - for the team work fun, the amplified impact, the local touch and all the invaluable guidance you get
Q for Quality	Conference and event management in China is obsessed with quality and details, also given competitiveness of the environment, embrace it for your product
R for Rules	Use Chatham Rules, explain them clearly and remind them frequently - especially also Chinese participants will treasure them, for more genuine exchange
S for Sensitivity	Factor in the political sensitivity of discussing certain topics in China, also the interrelationship with the speakers' background and role, framings and session titles matter
T for Timing	In China's resource competitive environment, conference timing needs to consider top-level political events such as CIE or Bo'ao, as they absorb resources at vast scale
U for USP	Think hard about how to form the conference's USP, framing, content concept, location, partners, and formats all matter to be able to draw leading Chinese speakers
V for Visa	Assist your traveling in conference participants empathetically in the visa process, also by providing an effective invitation letter that facilitates the process
W for WeChat	Create WeChat groups to connect participants including international guests, to dynamically communicate changes in logistics and enable post-event engagements
X for Xiexie	Cultural etiquette - lead by example in showing cultural empathy and respect, everyone feels more comfortable and the discussions become more open
Y for Yearly	Visit your local partners 3-4 months before holding the conference, esp. if you want to run it yearly - this is how you keep everyone engaged for the cause
Z for Zoom	Zoom connects distant people, but nothing replaces for in-person dialogue in a trusted environment with open-mind, probing questions and motivated speakers



Agenda in 2023

CMG curation for client

Reference: 2023 “Re-Engaging with China – Business Opportunities and Challenges” program

22nd October / «Day 1»
Sunday

1) Shenzhen sightseeing

GAO Yan 高岩
(Ass. Professor of Architecture,
University of Hong Kong)



2) Welcome addresses

Toni Schönerberger, stars

Klaus Zenkel, EUCCC

Markus Herrmann, CMG

Zhang Lin 张林, Director Shenzhen
S&T Innovation Committee



3) China's demographic challenges

PENG Wensheng 彭文生
(Chief Economist, CICC)



4) Opening keynote speech

XIAO Geng 肖耿
(Founding Director of Tsinghua
Brookings program)



5) Post-Covid - Reconnecting with world?

Philippe Praz
(Swiss Consul General in Guangzhou)



Jan Rudolph
(German Consul General in
Guangzhou)



23rd October / «Day 2»
Monday

6) Economy – Recovery or Recession?

WANG Dan 王丹
(Chief Economist, Hang Seng Bank)



WANG Yong 王勇
(Ass. Prof. of Economy, PKU)



7) Venture capital / Shenzhen's ecosystem

Chen Mo 陈默
(Director, Dept of Funds and PM,
Shenzhen Angel FOF)



8) Engineering meets Entrepreneurship

LIU Hongjie 刘洪杰
(Founder Reexen, AI processors and chips)



Kathy GONG 龚晓思
(Co-founder Stealth Startup and WafaGames)



ZHU Hong 朱虹
(Co-founder of Enabot)



9) Site visits I & II

Tencent

Tencent 腾讯

Ping'an

中国平安
PING AN

10) Evening address

Ivan Gonzalez
(Swiss Re CEO Reinsurance China
and China Country President)



24th October / «Day 3»
Tuesday

11) Daring to win – BASF's Mega-Investm.

Jörg Wuttke
(ex President EUCCC, BASF China
Rep)



12) Being strategic in China

Matilda Ho
(Serial Entrepreneur and Investor)



13) Foreign business sentiment

Francine Hadjisotiriou-Tersiguel
(GM - South China at EUCCC)



Jayne Plunkett
(Group Chief Risk Officer at AIA)



Joe ZHENG
(Head External Alliance, China
Innovation Center at Roche)



14) Site visit III

Shenzhen Stock Exchange

15) Journalists@dinner

FANG Kecheng
(Assistant Professor of Journalism and
Communication, CUHK)



ZHENG Wei
(Senior Correspondent, SCMP)



25th October / «Day 4»
Wednesday

16) BRI After 10 Years

Zhang Jianyu 张建宇
(Executive Director, BRI Green
Development Institute, Beijing)



17) China's foreign policy

HAO Yufan 郝雨凡
(Professor, Chinese University of
Hong Kong, Shenzhen)



18) Navigating a more multipolar world

HAO Yufan 郝雨凡



Harley Seyedin
(President AmCham South China)



Marjut Hannonen
(Head of Trade Section of the EU
Delegation to the PRC)



19) A conversation with Dr. Uli Sigg

Uli Sigg
(Art Collector, Former Swiss
Ambassador to China)



20) M+ alumni event

Visit of M+ museum in
Hong Kong



General impressions / high value speakers

CMG curation for client

Reference: 2023 impressions – curated, run and moderated by CMG in China's dynamic Shenzhen



Reference: 25 renowned expert speakers spanning business, politics, and academia



Reference: 25 renowned expert speakers spanning business, politics, and academia



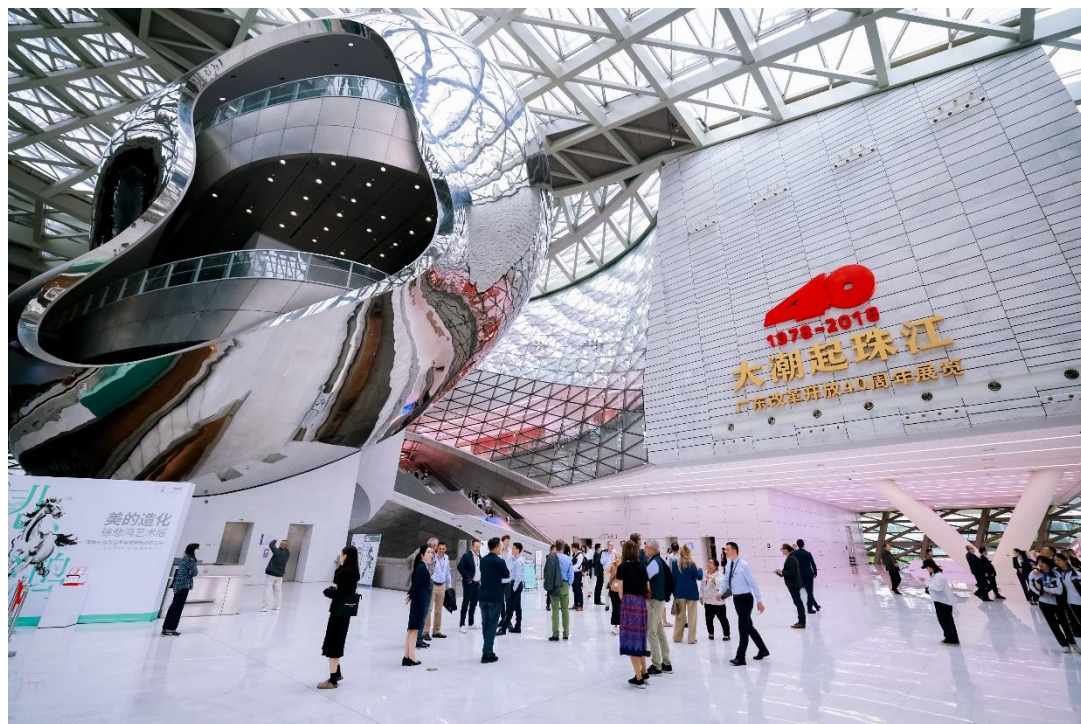
Reference: 70 European business leaders from across sectors joined during 4 days



Reference: 70 European business leaders from across sectors joined during 4 days



Reference: activities include visits at Shenzhen Stock Exchange, Ping'an P&C, Tencent HQ and city sightseeing



Testimonials by 2023 participants (1/2)



Stephan Wyssbrod
UBS

“*The China Symposium was very well organized and it unfolded an **outstanding** program which illuminated the **power** of the Greater Bay Area, the Chinese economics as well as the political collaboration – all presented by **very relevant** speakers.*”



**Lukas Studer
Bertschi**

“*The China Symposium has an **outstanding** moderation, **perfect** organization and good mix of speakers. These were **excellent** 4 days, since I have not been in China since Covid – the symposium embraced its theme of ‘**Re-engaging with China**’ very well.*”



Mark Dittli
Financial Journalist

“*The China Symposium gave **a series of top level insight** into current economic, social and political issues in China as well as an in-depth look at the prospects of the **Greater Bay Area around Shenzhen**. The lineup of speakers was **brilliant**, and the organization and curation of the event by China Macro Group was **impeccable**.*”

Testimonials by 2023 participants (2/2)



Peter Hinder
Abifor

*“The China Symposium gave me a broad and exciting insight into Chinese business, politics and culture, coupled with **highly valuable** networking contacts. It was very well organized. We had the pleasure to listen to some **top-class speakers** and follow exciting panel discussions.”*



Patrick M. Renz
ADB

*“Participating in the China Symposium 2023 was **an extraordinary journey** for me, filled with **invaluable learning and inspiring encounters**...I am profoundly grateful for the experience and would **earnestly recommend** the China Symposium to anyone looking to broaden their horizons and gain a deeper understanding of China's role in the contemporary world. The knowledge and perspectives I gained are **invaluable**.”*



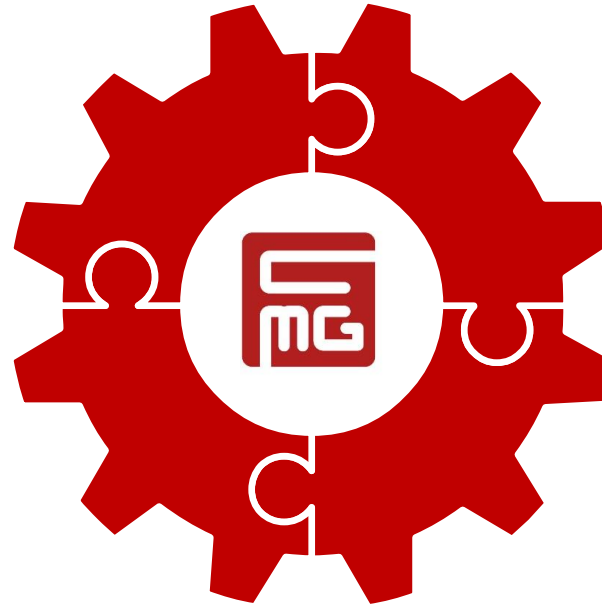
Graziella Leite Piccoli
ICRC

*“I feel very lucky to have been among so many **knowledgeable, talented, and successful colleagues**. The China Symposium offered a great programme with **high caliber speakers** and a very good balanced mix of topics. The event also gives you valuable networking possibilities...Spotless organization. I **would not hesitate** doing it again.”*

Why CMG?

Deep and varied **curational experience** regarding China related discussions, dialogues, events and a specific track record of delivering a post-Covid China symposium in October 2023

Extensive **network** in China among local and foreign business, academia, think-tanks, international organizations and media



Cross-cultural **vantage point** enabling a critical yet empathetic «China analysis» considering policy, market, business and international affairs lenses

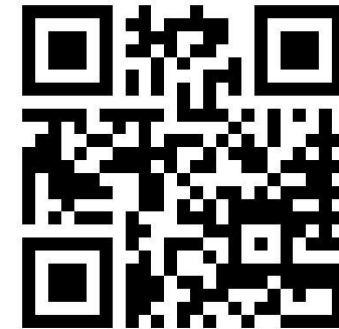
Professional service DNA, focused on **adding-value** to conference participants and understanding key questions and intelligence needs of European headquarters

Reserve your ticket now and join us in Shenzhen!



The screenshot shows the website for the 2025 CMG Europe-China Conference Shenzhen (ECCS). The header includes the CMG logo and navigation links: Insights, Services, Webinars, ECCS, Career, Team, and Contact. The main banner features a night view of the Shenzhen skyline with a red call-to-action box that says "RESERVE YOUR SEAT" and "Download brochure". Below the banner, the event dates "9-12 November 2025" and the title "2025 CMG Europe-China Conference Shenzhen (ECCS)" are displayed. A sub-headline reads: "Gain strategic intelligence on China's evolving policy and business environment, engage with leading experts and network with peers". At the bottom, there is a section for an "Info Event Stream" on "Friday, 28th February, 2025" from "830-900am CEST", with a "GET YOUR TICKET" button. A red arrow points from the text "2. Reserve your ticket" to this button.

1. Log on to the ECCS website



2. Reserve your ticket
(registration deadline: June 2025)

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Contact:

Markus Herrmann Chen | 陈瑞华
Co-Founder and Managing Director
mherrmann@chinamacro.ch

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