

CEIBS Europe Forum makes stops in Brussels and Paris



Paris:

Successful Sino-French cooperation must be based on innovation and mutual trust

Co-hosted by CEIBS and the Paris Ile de France Chamber of Commerce and Industry, the CEIBS 10th European Forum 2024 Paris was held on June 3, 2024, to explore the theme of “Innovation & Mutual Success: The Future of China-France Relations”.

In a video message, CEIBS President Wang Hong noted that over the past 60 years, Sino-French relations have experienced great development, and that together the two countries have undertaken a remarkable journey. “Looking ahead, I believe that China and France can look for new opportunities in key areas with complementary advantages, such as green energy, science and technology innovation, and

advanced manufacturing.”

Mrs. Soumia Malinbaum, President of the Paris Chamber of Commerce and Industry and Vice President of the Paris Region Chamber of Commerce and Industry noted that recent meetings between French President Emmanuel Macron and Chinese President Xi Jinping had revitalised bilateral relations. She described how the Chinese market has changed in recent years, with Chinese companies increasingly seeking opportunity overseas, and how France’s favourable entrepreneurial ecosystem and market environment make it an ideal destination for many such Chinese enterprises.



Mr. Chen Dong, Minister at the Chinese Embassy in France, pointed out that over the past 30 years, the complementary and mutually beneficial essence of China-EU economic and trade co-operation has not changed. “Therefore, we should continue to uphold the original intention and spirit of CEIBS, innovate together, achieve win-win results, and jointly create a new economic future for China, France, and Europe,” Mr. Chen continued.

Dominique de Villepin, former Prime Minister of France and CEIBS Distinguished Professor, emphasised that China and Europe, as indispensable players on the world stage, should work together to address global challenges, promote multilateralism and technological innovation, and boost the recovery and sustainable development of the global economy. “This new multipolar world should aim for an international order that meets the interests of all parties in a balanced way, which is the expectation of Europe, the expectation of China, and the common expectation of the whole world,” he concluded.

Closing the forum, CEIBS President (European) Dominique Turpin asserted that CEIBS is committed to building a platform for economic, trade, and cultural exchange between China and the world, and will continue to act as a bridge between China and Europe so as to create a better global future.





Brussels:

Cultivating responsible China-EU business leaders essential to tackling global challenges

Organised by CEIBS together with the EU-China Business Association and China Chamber of Commerce to the EU, the CEIBS 10th European Forum 2024 Brussels, held on October 22, 2024, brought together decision-makers, entrepreneurs, and experts from China and the EU to explore the theme of “*Transformative Leadership for Challenging Times: Cultivating China-EU Business Leaders*”.

In her welcome address, Executive Director of the EU-China Business Association Gwenn Sonck emphasised the need for transformative leadership, including adaptability and visionary thinking, in

facing today’s fast-changing market, asserting that, “European and Chinese CEOs must understand each other’s business environments, and we encourage business leaders to meet in person and engage in open, direct dialogue. Such exchanges will help bridge cultural gaps and pave the way for sustainable partnerships.”

Minister of the Mission of the People’s Republic of China to the EU Zhu Jing noted that “how the world will look in the future depends on the choices made by China and the EU,” adding that amid a complex international landscape, China and the EU, two ma-

major forces driving multipolarity, play a key role in facilitating global peace and stability for common development.

Former Vice President of the European Parliament Dita Charanzová emphasised the importance of communication and collective leadership, stating that the crucial element for the success of future leaders will be the ability to adapt to challenges and fast-moving developments and communicate their vision in a way that people can understand and follow.

“In the face of multiple challenges in today’s world,



a potential leader might be able to network, to talk their way into a position; however, it takes a team to actually lead well,” she said, highlighting the importance of effective communication and collaboration in leadership.

Former Director General of the WTO and CEIBS Distinguished Professor Pascal Lamy emphasised the importance of the trade and investment relationship between the EU and China, highlighting that both economies require open trade to sustain growth. “China and the EU share a fundamental similarity: we need open trade [...]. Both the EU and China are facing shrinking demography and slower growth potential. Thus, we increasingly need open trade to access dynamic markets and grow our economies,” he said.

In closing, CEIBS President (European) Dominique Turpin summarised the key learnings of the event with the acronym “CARE”; C for choice, commonalities, cross-communication, and courage; A for adaptability and agility, R for mutual responsibility and respect; and E for education and the engagement of different generations. ●