



**SPAIR e.V.**

Student Project for Asian & International Relations

## HPAIR Conferences 2007 – Beijing & Hong Kong



**Sponsor of the German Delegation 2007 (SPAIR e.V.)  
ZF Friedrichshafen AG**

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## **HPAIR Academic Conference 2007 Beijing, August 17th – 20th**

Located at the glamorous Grand Hyatt Hotel in the heart of Beijing, HPAIR's 2007 Academic Conference welcomed its participants, speakers, guests and delegates again within a beautiful environment. By discussing key areas of change in Asia today, the aim of one of the biggest events in international academic world focused on the breakdown of those key areas and their implications for the future.

**Without the financial support of ZF Friedrichshafen the conference would not have been affordable for many SPAIR applicants. Thank you very much for your support.**



### **Engaging Asia: Discourse and Dialogue**

This year's topic "Engaging Asia: Discourse and Dialogue" invited us to discuss current developments within the international economic, political and cultural world affecting the Asia-Pacific Region and their impact on the world. The two plenary sessions "Energy: Powering the Present, Shaping the Future" and "Beijing 2008: The Games' Olympic Impact" allowed us to have a precise look at current situations having China's enormous potential impact on the horizon. The speakers:

## **Plenary Session on Energy:**

*Mr. Fuqiang Yang*

Vice president of Energy Foundation and Chief Representative at the Beijing Office

*Mr. Philip Andrews-Speed*

Professor of Energy Policy and Director of the Centre for Energy, Petroleum and Mineral Law and Policy, University of Dundee

*Dr. Kang Wu*

Senior Fellow at the East-West Centre, energy expert on China, supervisor to China Energy Project

*Mr. Balo Balagopal*

Energy expert working primarily with major energy companies, former member of Union Carbide, Alcan (Brazil) and El Paso Corporation, senior Partner, currently again Boston Consulting Group

*Mr. Minquan Liu*

Professor of Economics, Chair of Peking University's Department of Environmental, Resources and Development Economics, former professor at John-Hopkins University

## **Plenary Session on the Olympics:**

*Dr. F. Alex Carre*

Over thirty years of experience as educator, sport administrator and Olympic Committee Member

*Prof. Holger Preuss*

Institute of Sports Science Johannes-Gutenberg-University Mainz, Germany, currently School of Management at Beijing Sport University, China and adjunct professor at State University of New York, USA



*Mr. John E. Findling*

Former professor Indiana University (1971–2001), co-editor of the Encyclopedia of the Modern Olympic Movement (2004), publisher of several books and articles on world's fairs, focused research on the Modern Olympic Movement

Having such an exclusive roundtable, the discussions enabled us to get an insight into current developments but also allowed us to scrutinize the scene by asking

critical questions. Beijing's role as the host of the upcoming Olympics has an enormous impact on world-wide economy as well as on the relations between all states.

## The workshops

The four-days conference searched for the challenge to focus on several very specific aspects of key areas. By joining the plenary sessions, HPAIR offered all delegates, speakers, guests and staff the opportunity to gather information about ideas, theories, premises and conclusions on very specific topics. Having accumulated that knowledge, we were welcome to contribute within the workshop frame and take the whole aspect one step forward. The following topics were discussed and reflected:

- Economic Growth in Asia and its Effects on Society
- Comparative Notions of Leadership
- Interests, Institutions, and Identities:  
Understanding Security Issues in East Asia
- Social Policy in Asia
- Asia's Information Society
- Popular Culture in Asia



The schedule of every workshop kept us pretty busy. Thereby, it gave us the chance to participate into the exchange of very different opinions and to gain new perspectives how to understand the coherence of various aspects of new developments within key areas. Especially as a member of the German Delegation, it was a great challenge to experience for example a discussion about national identification concerning the China-Tibet conflict as well as the unification of North and South Korea.

The workshop on "Asia's Information Society" focused within a session on the link between the internet and global youth culture in Asia and the potential of it for social change.

The group discussing "Comparative Notions of Leadership" considered Pan-Asian leadership ideals, defined conflicts

within communication and interaction and investigated Confucian leadership philosophies, their impact on leadership thinking in Asia and the need of common experience learning from each other.

Under many distinguished speakers, we enjoyed sessions with:

*His Excellency Mr. Ong Keng Yong*

Secretary General of the Association of Southeast Asian Nations (ASEAN)

*Zhang Xinsheng*

Vice Minister, Ministry of Education of the People's Republic of China

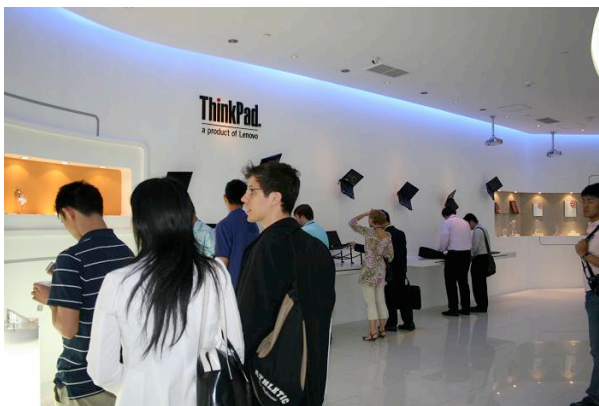
*David Dollar*

Country Director for China, World Bank

*Nicholas Christakis*

Professor of Sociology, Faculty of Arts and Sciences, Harvard University

Professor of Medical Sociology, Harvard Medical School, Harvard University



*Robert Barnett*

Adjunct Professor and Associate Research Scholar in Contemporary Tibetan Studies at Columbia University

On the last conference day, every workshop offered a field-trip in order to visit some very interesting spots bound to its topic. The Anti-Japanese Memorial Hall, the visit of Song Guang Tang

Hospital, Sohu Headquarters, Lenovo Group Corporate Headquarters or China's biggest private milk producer gave us some unique insights and demonstrated to the delegates how theory is put into action in outstanding enterprises within the Beijing area.

## **Cultural experience**

### **Preconference field-trip**

As yearly organized, HPAIR invited its delegates to get to see some cultural spots of the host city. One day before the conference, a group of 45 delegates went to see a part of the Great Wall and visited the Forbidden City. Having seen those impressive places, we felt motivated and prepared to let the conference begin.

## International Night

What would an international conference be without feeling some of the international exchange and atmosphere? Time for the International Night!

As a great HPAIR tradition, most of the participating delegations take that event as an opportunity to introduce themselves, their origins, their tradition, culture and language within a specially prepared performance. In consequence, the International Night brings people together and creates an atmosphere of exchange about foreign cultures. To some it up, this evening combines any aspect of international understanding and cooperation.

## Resumé

Having hosted distinguished speakers as well as dedicated students from all around the globe, the HPAIR's 2007 Academic Conference served –once more– as inspiring exchange of ideas, knowledge and experiences facing the challenge of managing global issues. Beijing as a rapidly evolving city in a world-wide context and China as a major power on a global stage offered the perfect frame for an intercultural dialogue on key areas within the international academic world. The Asian economic growth on its own and in relation to other societies offers various chances for development and challenges on a global level. Being affected by those new dimensions and willing to look in to that subject, our German delegation highly appreciated the stay in Beijing. As a worldwide established and accepted network of like-minded people with academic background, HPAIR constitutes the platform needed for facing these global issues.

Therefore, SPAIR is grateful for another great Academic Conference 2007. Bearing the experience from Beijing in mind, SPAIR Germany moves on in its contribution to HPAIR by bringing creative minds in Germany together to work on common goals and interests.

# 北京

## **HPAIR Business Conference 2007**

### **Hong Kong, August 24th – 26th**

Facing changes within key areas in Asia and their impact on world-community, HPAIR's mission expanded in 2004 to promote those discussions spotlighting business aspects affecting Asia and its business environment. Since then, prominent leaders of the world of business, government and law have been working with university students and young professionals on their understanding of Asia and its place within and impact on global economy. This year, more than 200 applicants out of 5000 were accepted to meet and discuss key development in Asia based on a business perspective.



Hong Kong symbolizes a meeting of different cultures, political views, cultures and people having an eventful history behind. As the region's most cosmopolitan world city that became a global financial center, Hong Kong provides an ideal backdrop for discussions on case-studies, panels and workshops around global economy.

Taking a more specific detailed perspective asks besides interested motivated delegates especially young professionals for contribution to HPAIR's Business Conference. The University of Hong Kong hosting and the staff from Harvard University did a brilliant performance organizing this great event beforehand: This year's location hosting the Business Conference: Hong Kong Convention and Exhibition Center and Hotel Grand Hyatt.

A newly formed German Delegation found itself in the early evening hours at the opening ceremony at the magnificent Grand Haytt Grand Ballroom.

## **Engaging Asia: Collaboration and Competition**

This year's Conference focused precisely on the Asian market and its impact on world economy. The program provided plenary sessions enlarging everyone's perspective generally before taking detailed looks at specific aspects within discussion panels. Case study workshops transferred theoretical descriptive approaches into real cases. Thus, we were enabled to regard on issues from every considerable perspective.

### **Plenary Sessions:**

#### *I. Made in China: The Competitive Advantage*

China's re-emergence as a leader in the global economy has been a story of the last quarter century. Yet, it is still an economy in transition. Sustainable growth and diversification are main current topics. The domestic perspective, the role of the accession to the WTO, China's integration within the global market and its impact were discussed.

#### *II. Pan Asian Integration: Economic Growth and Foreign Investment*

The continued success of China and India has been the major driver of Asia's economic prosperity in recent decades. The economies of Japan and Southeast Asia proportional to the continued market explosion, technical overspill within the frame of globalization, the main question arising out of those aspects: will it allow developing countries a catch up or will the impact furthermore lead to an overshadow by these emerging giants? The interaction has been put up for discussion.

The plenary sessions were among other distinguished speakers joined by the following:

#### *Mr. Jonathan Anderson*

Head of Asia-Pacific Economics; beforehand he worked many years for the following institutions: Goldman Sachs, International Monetary Found, Resident Representative in China and Russia. He is as well author of "The Five Great Myths About China and the World".

#### *Mrs. Ann Chen*

Partner at the Hong Kong Office of Bain & Company and head of the greater China consumer products and retail practice. Her main focus lies within the development and the implementation of strategies with companies in China from market entry to



distribution to acquisition and due diligence. She publishes on consumer and retail trends in both the Harvard Business Review and the Wall Street Journal among other local and Asian Journals.

*Mr. Kyung Tae Lee*

President of the Korea Institute for International Economic Policy; Chair of the APEC Economic Committee and member of the Presidential Economic Advisory Council. He served as Korean Ambassador to the OECD before and has published extensively about economic and political interaction.

*Mr. James Z. Li*

Chairman and CEO of E.J.McKay, a Shanghai based investment banking firm present in 23 financial centers all around the world. Prior to joining E.J.McKay, Mr. Li worked at the offices of Merrill Lynch in New York and Hongkong, McKinsey in Shanghai. He was as well head of China operations for the European corporation VA Technologie AG based in Beijing, China and Vienna, Austria.

The plenary sessions gave us a great overview about current issues. A lot of detailed information and estimation about future development, advantage and risks arose from the very experienced perspective of the roundtable. Bearing some of those aspects in mind, we entered the following:

**Discussion Panels:**

*Financial Service:*

Capital Rules: Risk, Reward and Innovation in Asia's Financial Institutions  
Foreign capital found in Asia an increasingly attractive destination. This panel focused on the future prospects of the banking industry in the economy and its interplay with the public and private sector.

*Energy and Infrastructure:*

Bright and Green: The Future of Energy, Infrastructure and Environment  
Rapid economic growth on the one hand, local energy supplies and infrastructure on the other: This panel explored the implications for policymakers and business leaders. Which policies are required to facilitate the participation of foreign investors in power and transport projects?

*Foreign Direct Investment:*

Global Investors: Asia's Capital Working at Home and Abroad  
By entering the Asian market, multinational corporations face diverse opportunities and challenges. This panel considered significant challenges, currency devaluations and ever-changing government regulations.

*Consumer Branding & Marketing:*

Asia <sup>TM</sup>: Building a Brand in Asia

Participating in this panel, the delegates faced the interaction of China's consumer market and the increasing globalization of markets establishing strong brands in the face of rampant counterfeiting. Constraints of innovation, the growing presence of multinationals and the continuing popularity of foreign brands were issues discussed.

*Entrepreneurship and Venture Capital:*

*Acres of Diamonds: Asia's Outstanding Entrepreneurs and How to Find Them*

This panel examined the unique market opportunities giving rise to successful entrepreneurship ventures. Besides, numerous challenges and competition lying ahead has been analyzed.

*Corporate Governance and Regulation:*

*Law in the Boardroom, Law on Streets: Corporate Governance and Regulation*

Discussing the effect of restrictive regulations and growing demands from international shareholders on business development in Asia has been the task of this panel.

*Media and Entertainment:*

*Selling News, Selling Fun: Media and Entertainment in Asia* The prevalence of direct state ownership, government

partnerships create a diverse and challenging legal environment rewarding well-established links of trust and sensitivity to the complexities of the Chinese business and political world.

Again: the panels as the following workshops were guided and filled with life by excellent speakers. Among all, we worked with:

*Mr. Fan Jiang*

Chief Investment Officer of the Investment Management Division Goldman Sachs (Asia)

*Mr. Jasper Becker*

Foreign correspondent 20 years of experience, author of best-selling books on China and Korea: "Hungry Ghosts" (1996), "The Chinese" (2000).

*Mr. Stephen Selby*

Director of Intellectual Property for the Intellectual Property Development of the Hong Kong Special Administrative Region.



*Mr. Eric Tsai*

CEO of eriQoo.com, recognized by Business Week Asia as No. 1 entrepreneur under 25, awarded the highly prestigious United States of America Presidential Award; youngest fixed-income analyst recruited at Credit-Suisse.

*Mr. Jörg Zobel*

General Manager of PUMA Far East

The Workshops we worked in were the following ones:

- The Art of Price Wars: Lead by John Zhang, professor of Marketing at the Wharton School, Univ. of Pennsylvania, focusing on targeted pricing, pricing strategies, competitive strategies and retail management.
- Samsung Electronics & Lincoln Electric: Lead by Joran Siegel, professor in the strategy group at Harvard Business School, teaching Advanced Global Strategy (MBA program) and Economics of International Business (doctoral program).
- China & the WTO: Law and Bureaucracy: Lead by Louis T. Wells, professor of International Management at Harvard Business School.
- Leveraging External Sources of Innovation: Managing and Recruiting Talent: professor of Marketing at the Wharton School, Univ. of Pennsylvania.

## **Resumé**

Having enjoyed excellent programs, the open discussion did not end with the closing ceremony. Enjoying a wonderful gala dinner at the last evening, everyone got the chance to meet again with its fellows. As the group of participants was smaller compared to the Academic Conference, it enabled us also to take again some more pictures, share contact informations and fun moments with other delegates from all around the world. After the official end of the Business Conference, everyone changed the smoking with a pair of jeans to celebrate a last evening in the city of Hongkong.

The atmosphere of young, working people, discussions and the exchange of perspectives, the share of experience and opinions made the Business Conference once more a glorious and great moment. What does anyone expect more?!

# 香港

## **HPAIR Conferences 2008**

We are happy to announce that in 2008, HPAIR will continue its 17-year-old tradition by organising two conferences in East Asia. For more detailed information about the conferences, please visit the official HPAIR-website [www.hpair.org](http://www.hpair.org).

### **HPAIR Academic Conference 2008, Hanoi**

The Academic Conference 2008 will take place in Hanoi, Vietnam.

The Academic Conference will continue the HPAIR's long tradition of excellence by bringing together both undergraduate and graduate students. During a diversity of plenary sessions, panels and workshops, delegates will have the chance to interact with business, academic, and political leaders and to discuss issues relevant and influential to the Asia-Pacific area.

This year's theme is "Beyond Borders: Asia on the World Stage".

### **HPAIR Business Conference 2008, Kuala Lumpur**

The Business Conference 2008 will take place in Kuala Lumpur, Malaysia.

The conference is addressed to international undergraduate and MBA students and young professionals and seeks to provide a comprehensive analysis of the current economic trends in Asia. Through the structure of plenary sessions, panels and workshops, delegates will interact and learn about most dynamic areas of Asian business from the most prominent industry leaders. Thereby, they will have the opportunity for discussions about new developments in the region. Besides, the conference is a remarkable platform for networking between young future leaders around the globe.

This year's theme is "Emerging Into Focus: Asia Incorporated".

Interested in becoming a partner or sponsor of SPAIR or do you have additional questions? Get in touch with us today. We are looking forward to your message.

## Contact SPAIR



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Please consult [www.spair-germany.de](http://www.spair-germany.de) for continuously updated information about the Student Project for Asian and International Relations (SPAIR) and about HPAIR.