Greater China Business Conference 2015
Conference Guide

Welcome to the Greater China Business Conference 2015 at the Kellogg School of Management! To facilitate a smooth conference day, we have prepared a brief overview of key stages of the conference to help you navigate the event. If you have any questions during the day, we will have volunteers located near the building entrance and throughout the building to help answer your queries.

1) Directions

| Venue Address: Donald P. Jacobs Center, 2001 Sheridan Road, Evanston, Illinois 60208 |
| Telephone: 847-491-5071 |

![Conference Venue Map]
2) **Conference on May 9\textsuperscript{th}**

The conference will take place at the **Donald P. Jacobs Center’s** auditorium.

This is the current full schedule for the day:

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30-9:10 AM</td>
<td>Continental Breakfast and Registration</td>
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<tr>
<td>9:10-9:20 AM</td>
<td>Welcome Address: Dean Sally Blount, Kellogg School of Management</td>
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<tr>
<td>9:20-9:30 AM</td>
<td>Opening Address: Chinese Consul General to Chicago, Honorable Weiping Zhao</td>
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<tr>
<td>9:30-10:30 AM</td>
<td>Opening Keynote: Yan Xuan, President, Nielsen Greater China</td>
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<td>10:30-10:45 AM</td>
<td>Tea Break</td>
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<tr>
<td>10:45-11:45 AM</td>
<td>Panel 1: Technology and innovation: The next wave of Chinese innovation</td>
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<tr>
<td>11:45AM-1:00PM</td>
<td>Atrium Lunch</td>
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<tr>
<td>12:00-12:30 PM</td>
<td>Lunch Break-Out Sessions: K-Talks and Workshop</td>
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<tr>
<td>1:00-2:00 PM</td>
<td>Panel 2: Retail and Consumer Market: The next billion customers and cross-channel management</td>
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<td>2:00-2:15 PM</td>
<td>Break</td>
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<tr>
<td>2:15-3:15 PM</td>
<td>Panel 3: Sustainability Panel: How can China continually grow its economy in a sustainable way?</td>
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<tr>
<td>3:15-4:15 PM</td>
<td>Closing Keynote: Alex Tze-Pin Cheng, VP at Baidu Inc. and GM of Baidu USA</td>
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<tr>
<td>4:15-05:00 PM</td>
<td>Networking Reception</td>
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3) Registration
Registration is at the main entrance to the Donald P. Jacobs Center on Northwestern University’s Evanston campus. Upon entering the building, registration should be straight ahead (near room 101). If you enter the building from the Northeast (near room 1246), please follow the hallway as it winds until you arrive in the main part of the building. After passing the atrium (which will be visible on the right through glass panels), turn right and proceed to registration outside of room 101. If you enter the building on the Northwest, take a right after entry and follow the hallway to registration. The hallway should lead you to room 101.

4) Importation Locations during the Day

**Breakfast (LSR):**

Breakfast will be set up the LSR, which is between room 101 and the information desk on the main floor, near the registration tables and coat racks. If there is not seating available in the room, feel free to take your breakfast downstairs to the atrium (the big open area beneath the glass ceiling) or directly into the Owen L. Coon Auditorium, which is where the day’s panels will be held.

**Keynotes and Panels (OLC):**

All keynotes and panels during the day will take place in Owen L. Coon Auditorium (“OLC”), which is located at the end of the main hallway on the left-hand side (next to the “Kellogg” glass wall and room 160). The opening address will take place promptly at 9:10am, and we request that all attendees be in their seats five minutes to the scheduled start of each panel.

**Coffee Breaks (LSR):**

Immediately following the first and third panels in the OLC, there will be beverages served in the LSR (the location of breakfast). Restrooms are located outside of the OLC, near the information desk on the main hallway. Additional restrooms are located
at both the top and bottom of the stairs across from the OLC. Given the short duration of the break, we request that you return to your seats quickly.

**Lunch:**

Immediately following the second panel, lunch will be served to all conference attendees. There are two locations where lunch is set-up.

*For attendees that have signed up for a lunch breakout session (Break-out Rooms):*

Please continue straight after exiting the OLC, and proceed down the stairs near room 160. Lunch boxes will be set up at the bottom of the stairs. After collecting your lunch, please proceed to the room where your individual panel will take place.

- RM G44: From “Affluence” to “Moderate Prosperity”: The Shifting Reform Agenda
- RM G32: China's Wealth and Future Growth
- RM G45: Letv Ecosystem and the Future of Connected, Intelligent Mobility
- RM G36: Future Trends of Wind Energy
- RM G43: Negotiating with Chinese Foreign Direct Investors

*Attendees not signed up for a breakout session (LSR):*

Please proceed right after exiting the OLC and follow the hallway to the stairs near the registration tables. The lunch buffet will be set up at the bottom of the stairs. Seating for lunch will be in the Atrium. In the event that there are not enough seats in the atrium, additional space is available in the LSR (the location of breakfast and coffee breaks)

**Reception (LSR):**

Following the conclusion of the last panel, we welcome you to join us in the LSR for a post-event reception. Canapés will be served, along with beer, wine, soft drinks, and water. For those wishing to drink alcoholic beverages, we request that you please have your ID ready for verification by the bartender.
Restrooms:

Restrooms are located between the LSR and OLC, as well as at the bottom and top of the staircase outside rooms 165/166. Additional restrooms are located throughout the facility. If you have difficulty locating a restroom, please feel free to contact an event volunteer near registration.

Additional Information:

Filtered water is available at drinking fountains through the facility, including those outside of G36 and G45 on the lower level. Additionally, for refreshments outside of coffee breaks, there are vending machines located throughout the facility that take cash or credit cards (the most accessible is near G45 on the lower level).
5) Parking
Parking on campus is free on Saturdays and open to all guests on the day of the conference. No parking pass is required. Please refer to the Jacobs Center direction for more detail. See parking map next page.

6) Conference Online Information
Website: [http://www.kellogg.northwestern.edu/conference/chinesebusiness/index.html](http://www.kellogg.northwestern.edu/conference/chinesebusiness/index.html)
WeChat Account: KelloggGCBC