



CHINA IN THE NEW ASIAN
CENTURY
16-18 MAY 2005 BEIJING

Roundtable

Meet the New China: Cultural Changes, Challenges, and Opportunities

Since 1978, China has moved more than 250 million people out of poverty—an accomplishment unprecedented in human history. In the coming years, 400 million more people will find a higher standard of living by moving into newly created “megacities” or through the creation of higher-paying non-farm jobs in rural areas. As this primarily agrarian society becomes more connected through technology, and more urbanized, daily life will change. This newly prosperous society will have new expectations, new challenges and new demands. For business people looking at China as a marketplace, understanding these changes and their implications is critical to understanding how to succeed. In this full-day roundtable, we’ll take an in-depth look at a variety of issues—including what’s on the minds of these new consumers; discuss the changing ways in which they receive news and information; take a look at the emerging megacities where many will live; hear from the next generation; understand the tastes of the emerging affluent class; and take a look at how film and entertainment influence the New China.

Monday, 16 May

FEELING THE PULSE, FRAMING THE ISSUES

A Chinese pollster and an Ivy League professor with long experience in China will look at how the socio-economic shifts in the country over the past few decades are changing Chinese perceptions and behavior. You’ll be surprised at the Chinese peoples’ aspirations and day-to-day concerns. This overview will reveal why businesses and governments should pay attention to these changes and focus on learning more.

Speakers:

Victor Yuan, Chairman, Horizon

Anthony Saich, Daewoo Professor of International Programs, Faculty Chair of Asia Programs and the China Public Policy Program, John F. Kennedy School of Government, Harvard University

Moderator:

Jaime Florcruz, Chief Representative, FORTUNE Global Forum; Beijing Bureau Chief, CNN

MEGACITIES: URBANIZATION IN ASIA

Explosive population growth and migration by millions from the countryside are creating cities that dwarf the great capitals of the past. Asia, where 55% of the world’s population lives, boasts nine of the world’s megacities. China, too, is witnessing the greatest migration in history, where at any given time an estimated 150 million farmers are surging into big cities. Is this urbanization good or bad? How is it changing local culture? Can the cities cope? How will governments and the private sector address the environmental, social, and development challenges of this massive migration?

Speakers:

Hernando de Soto, Author, *The Mystery of Capital: Why Capitalism Triumphs in the West and Fails Everywhere Else*

Vincent Lo, Chairman, Shui On Group

William McDonough, Chairman, China-U.S. Center for Sustainable Development

Zhang Xin, Co-CEO, SOHO China

Moderator:

Clay Chandler, Asia Editor, FORTUNE

LUXURY GOODS: CATERING TO THE CONSUMING PASSIONS OF AN EMERGING AFFLUENT CLASS

Foreign luxury goods have always had great appeal in Asia. As expanding economies created a consumer class with significant disposable incomes, owning luxury products has been a key indicator of the much sought-after elevated lifestyle. This session will look at the strategies that have proved most successful in the expanding markets of China. Learn how the consumption of luxury goods is transforming Chinese society. Key questions to be considered include: Will luxury labels, boutiques, and services continue to thrive in a country where relatively few can afford them, and fake merchandise can be found around every corner? How can national luxury brands compete?

Speakers:

Ermenegildo Zegna, Chief Executive Officer, Zegna Group

Moderator:

Geoff Colvin, Senior Editor at Large, FORTUNE

Additional speakers to be announced.

LUNCHEON

MEDIA'S EVOLVING ROLE IN CHINA

As the world becomes increasingly porous, the media face a vexing task – how do you explain one country and its culture to another? China's media has been flourishing, offering a full menu of news and entertainment available 24/7 in print, on radio and television, and on the Internet. But is more necessarily better?

The session will open with remarks from the chairman and CEO of the world's largest media and entertainment conglomerate followed by comments from China's Minister of the State Council Information Office, who will then be joined by one of the world's most respected journalists for a conversation about the social, political, economic, and cultural implications of the trend toward media globalization. This direct, frank dialogue will look at topics such as the responsibilities that media conglomerates and governments have in promoting free exchange of information and ideas; and will explore the long-term outlook for government controls to manage the flow of information.

Introduction:

Richard D. Parsons, Chairman and CEO, Time Warner Inc.

Speakers:

Norman Pearlstine, Editor in Chief, Time Inc.

Zhao Qizheng, Director, State Council Information Office

(Note: Mr. Parsons will open with a 5-minute welcome, followed by a 15-minute presentation by Minister Zhao, who will then be seated on stage for a discussion with Mr. Pearlstine).

YOUTHFUL VOICES: MEET THE NEW CHINESE

More than 300 million of China's citizens are between the ages of 14 and 28. They are children of relative affluence, unaffected by the earlier vicissitudes of wars and famine. Many in fact may not remember much of life before the onset of

China's reform and opening up in the late 1970s. What are they like? What are their dreams and worries? Who do they emulate? What is "cool," and what is not? What kind of lifestyle do they aspire to? How do they gauge success and self-fulfillment? Those who wish to tap into this demographic group must get to know them.

Speakers to be announced.

FILM AND ENTERTAINMENT IN TODAY'S CHINA

This lively concluding session will feature executives and entertainers from inside and outside China to talk about the present and future of the industry in China.

Speakers to be announced.

Roundtable Adjourns