



Entrepreneur China Annual Conference 2011

Date: Dec. 1-2

Venue: Sunworld Dynasty Hotel, Beijing

Agenda

| December 1 st 2011 (Thursday morning) | |
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| 08:30 – 09:00 | Registration |
| 09:00 – 09:05 | Opening Remarks Mary Nan, CEO, Entrepreneur China Media |
| 09:05 – 09:15 | Remarks by distinguished guest |
| 09:15 – 09:45 | Speech: Entrepreneurial opportunity in China's economy over the next decade |
| 09:40– 11:00 | <p>Panel 1: New generation of entrepreneurs</p> <ul style="list-style-type: none"> ● They are energetic young people born after 1980s and they are the “new youth” carries the dream of entrepreneurship. ● How did they stand out from peers to be a new generation of entrepreneurial force? ● What qualities do they have? What “growing pains” did they experience? <p>Speech: The dream journey -- a CEO of 80's generation</p> |
| 11:00 – 12:00 | <p>Panel 2: DEMO CHINA: Go, innovation!</p> <ul style="list-style-type: none"> ● Innovation is the Bible of every entrepreneur. Innovation is the only way to survive. Given the entrepreneurial environment in China, what type of innovation is most likely to lead to success? "Subversive innovation" or "micro-innovation"? Or as someone said, China has no real innovation? <p>2 Start-ups demo their products</p> |
| 12:00 – 13:30 | Lunch |
| December 1 st 2011 (Thursday afternoon) | |
| 13:00 – 13:30 | Registration |
| 13:30 – 14:00 | Speech: The pain and joy of being a venture CEO |



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| 14:00 – 15:00 | <p>Panel 3: Growing Pains -- Leadership of the Founder</p> <ul style="list-style-type: none"> ● What is the learning curve of the founder? ● How does the young founder lead the senior “Airborne”? ● What kind of role should the founder play under the different stages of the enterprise? <p>Speech: Leadership: A kind of fine art</p> |
| 15:00 – 16:00 | <p>Panel 4: Growing Pains --Social Media Marketing</p> <ul style="list-style-type: none"> ● What changes occurred with regard to startups' marketing methods? ● Who will be the winner of this new revolution? ● What is the profit forecast of social media marketing? |
| 16:00 – 17:00 | <p>Panel 5: Growing Pains -- The tips of financing, IPO or M&A?</p> <ul style="list-style-type: none"> ● Should IPO be the ultimate goal of enterprise development? ● How to prepare sufficient funds for “winter” when the capital market goes down? ● What kind of business is suitable to sell to big companies? ● How to remain sustainable development of the company after IPO? <p>Speech: The secret of millions of dollars funding</p> |

December 2nd 2011 (Friday morning)

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| 08:30 – 09:00 | Registration |
| 09:00 – 09:20 | Speech: Embrace the new decade, embrace the next wave |
| 09:20 – 10:10 | <p>Panel 6: Entrepreneurs on the platform</p> <ul style="list-style-type: none"> ● How to face the platform blocking? ● Always work for the platform? ● Do “grass-roots” entrepreneurs still have chances to win on the platform once the capital pours in? |
| 10:10 – 11:10 | <p>Panel 7: Ouch! --The sorrow of E-commerce</p> <ul style="list-style-type: none"> ● The continuing layoffs of large-commerce providers further leads to the prediction of the declining of "website businesses". Is it due to rapid business expansion, or drawbacks of profit model? ● Along with the emergence of vertical e-commerce providers, is the trend to uphold the plough or to rely on the platform? ● VC playing a key role behind large e-commerce providers has made the entry barrier to the industry even higher. What is the outlet for the newly started e-commerce providers? ● What spark will clash when the traditional enterprises meet with the concept of e-commerce? |



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| | Speech: Unexpected – Crazy E-commerce |
| 11:10 – 12:00 | <p>Panel 8: Innovators in Health & Medical care industry</p> <ul style="list-style-type: none"> ● Health & Medical care is a hard industry which requires time to accumulate. Whether there is explosive growth? ● Innovation is the cure for the medical care industry enterprises. But the regulatory approval and approval cycle cannot catch up with the development of product innovation. How to resolve the contradiction between the two? ● 2012, which sub-sector of the healthcare industry will be the focus of investors? |
| 12:00 – 13:30 | Lunch |
| December 2nd 2011 (Friday afternoon) | |
| 13:00– 13:30 | Registration |
| 13:30– 13:45 | Speech: A new generation of entrepreneurs in my eye |
| 13:45 – 14:30 | <p>Panel 9: Going along with entrepreneur peers</p> <ul style="list-style-type: none"> ● Escape from Beijing, Shanghai, Guangzhou and Shenzhen! The growing cost makes entrepreneurs begin to select second and third tier cities. Where exactly is the paradise for entrepreneurs? ● What would be the right way of governmental management towards start-ups? Loose or strict? ● What kind of the companies are more suitable for loans? |
| 14:30 – 15:30 | <p>Panel 10: Super angels</p> <ul style="list-style-type: none"> ● We invite China's super angel investors to share their investment experience and undiscovered stories. |
| 15:30 – 18:00 | Awards Ceremony |
| 15:30 – 16:15 | <ul style="list-style-type: none"> ● Awards Ceremony for Hot 100 |
| 16:15 – 16:20 | <ul style="list-style-type: none"> ● Awards Ceremony for The most trusted Banks for minor enterprises |
| 16:20–16:25 | <ul style="list-style-type: none"> ● Awards Ceremony for the most popular Park of the Year |
| 16:25 – 16:30 | <ul style="list-style-type: none"> ● Awards Ceremony for Commonwealth Organization of the Year |
| 16:30 – 16:45 | <ul style="list-style-type: none"> ● Awards Ceremony for Commonwealth Entrepreneur of the Year and the speech |
| 16:45 –17:00 | <ul style="list-style-type: none"> ● Awards Ceremony for Startup Tutor of the Year and the speech |
| 17:00 – 17:15 | <ul style="list-style-type: none"> ● Awards Ceremony for Angel of the Year and the speech |
| 17:15 – 17:30 | <ul style="list-style-type: none"> ● Awards Ceremony for Woman Entrepreneur of the Year and the speech |
| 17:30 – 17:45 | <ul style="list-style-type: none"> ● Awards Ceremony for Entrepreneur of the Year and the speech |