

E-Trade Bridge Program: Kick-off Meeting and Strategist Training

Oriental Hotel Wuhan, China, June 4-7, 2004

June 4, 2005

07:30 **Registration**

09:00 Wuhan Room

Opening

Program – Co-Chairs: *Wilfred Huang, Zhao Jing and Dolun Oksoy*

Welcome – Mayor of Wuhan

Director of China International Electronic Commerce
Center (CIECC), Ministry of Commerce of the People's
Republic of China

Zhang Jingao, President of CUG

E-Trade Bridge Program – ITC - UNCTAD/WTO

10:00 Coffee Break

10:15 Wuhan Room

Keynote Addresses

Reflections on a Globalized Market

Roger Huang, Professor of international finance, Notre Dame
University, USA

Challenges in e-Business for scholars and practitioners

David Avison, ESSEC Business School, Paris, France

12:00 Lunch

(All activities of Kick-off Meeting will be held in Wuhan Room)

1.1 Kick-off Meeting

Wuhan Room

13:15 - 15:00 Presentation of the Hubei e-Balance Sheet

13:15 *Introduction*

Co-Chairperson – Head of the Department of Commerce of Hubei Province

13:30 *The Performance of SMEs in Hubei: Overview and sectoral analysis*

Jing Zhao, Director of Center for International Cooperation in E-Business(CICEB), CUG

14:00 *Supporting SMEs: The Support Network in Hubei*

Shuhong Zhang, Center for International Cooperation in E-Business(CICEB) , CUG

14:30 *A Supportive Policy Framework for SMEs in Hubei*

Wuhan Foreign Trade and Economic Cooperation Bureau

15:00 Coffee Break

15:15 E-map of Hubei and suggested actions: What can be done by whom?

Chunming Wun, Center for International Cooperation in E-Business(CICEB) , CUG

15:45 *An overview of e-trade in Hubei*

16:15 *Co-Chairperson's Wrap-up and Q&A*

–*Jing Zhao*, Director of Center for International Cooperation in E-Business(CICEB), CUG

17:00 End of Day 1

Day 2 Saturday June 5, 2004

Wuhan Room

08:15 - 17:00 Identifying Solutions

8:15 *Framework for development of E-Action Points - ITC*

8:30 *Organization of the groups*

9:00 *Group Work*

Group I - Policy, legal and regulatory issues;

Group II - SMEs;

Group III - Technology;

Group IV- Support Network and Human resource development;

10:00 Coffee Break

10:15 *Group Work (continued)*

12:00 Lunch

13:15-15:00 Group presentations (4 groups)

Chairperson – ITC

13:15 Group I

13:45 Group II

14:15 Group III

14:45 Group IV

15:15 Coffee Break

15:45 E-Trade action plan: An overview

Moderator: *Junsheng Long*, Professor of Peking university

16:15 *Summing-up - ITC*

16:30 *Closing remarks by CUG and ITC*

17:00 End of Day 2

Bus to CUG - by invitation only

Day 3 (Sunday June 6, 2004)
Shanghai Room

e-Trade Strategist Training

Putting “e” to work for Chinese and Hubei SMEs

- 0815 Welcome
Prof. Jing Zhao, China University of Geosciences
- 0830 Introduction and Course Objectives
Mr. John Gillies, Senior Trade Training Officer, International Trade Centre
- 0900 What is a National e-Trade Strategy?
Mr. John Gillies, Senior Trade Training Officer, International Trade Centre
- 1000 Coffee Break
- 1030 ICT Strategy in China
Prof. Wang Weijun, Central China Normal University
- 1115 China Trade Strategy: Implications for Hubei/Wuhan City
Mr. Liao Ming, Deputy Secretary General of China Society of Economic Reform
- 1200 Lunch
- 1330 Defining SME Needs
Mr. Roger Megelas, Senior Adviser on Trade
- 1415 SME Supply Characteristics: Segmenting the Market for e-Trade Solutions
Prof. Long Junsheng, Peking University
- 1001 Coffee Break
- 1530 E-Trade Support Network
Industrial & Commercial Bank of China
- 1615 e-Marketing in China
Prof. Huang minxue, Wuhan University
- 1700 End of Day Three

Day 4 (Monday June 7, 2004)

Shanghai Room

- 0830 Capacity Building the e-Trade Services Network
Mr. Christian Planchette, Senior Trade Training Officer, International Trade Centre
- 0915 WTO Strategy – Managerial Implications to SMEs
Mr. John Gillies, Senior Trade Training Officer, International Trade Centre
- 1000 Coffee/Tea
- 1030 Group Discussion: Question and Answer Session
Mr. John Gillies, Senior Trade Training Officer, International Trade Centre
- 1200 Lunch 午餐
- 1330 Country Cases: Describing the e-Trade Ambitions in Other Countries
Mr. John Gillies, Senior Trade Training Officer, International Trade Centre
- 1415 Group Discussion: Question and Answer Session
Mr. John Gillies, Senior Trade Training Officer, International Trade Centre
- 1500 Coffee/Tea
- 1530 Group Discussion: Question and Answer Session
- 1730 End of Day Four