



# Innovative Economic Symposium 2016

## Trade and economic relations between China and Central Europe



Under the auspices of

### Motto

"The business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs." Peter F. Drucker

### Target

The emerging Chinese market brings for European companies a wide range of business opportunities. The aim of this conference is to identify opportunities for cooperation between China and Central Europe, respectively the European Union. The output of the conference should define the key points and problems of cooperation between China and the countries of Central Europe and provide material that will serve as a basis for eliminating the fundamental issues of mutual relations. The Conference aims to bring together the insight into the main issues of the conference from different perspectives - the perspective of academics, business leaders and students.

### Thematic Areas

- The Czech Republic's relations with the European Union and the countries of Central Europe
- Trade and Economic Cooperation between China, European Union and Central European countries
- Commodity opportunities, perspectives, export and import attractiveness for partners from the European Union and Central European countries
- Foreign trade and investment
- Business negotiation, sales and marketing strategy for the Chinese markets

### Alternative Issues

- Intellectual property protection and Intellectual property rights – comparison of China and Central European countries
- Theoretical aspects of the institutional security of trade between China and Central European countries
- E-commerce and the usage of modern technologies in trade with China – advantages and disadvantages

### The preliminary conference programme

#### The first day

09.00 – 10.00	Participant registration
10.00 – 10.15	Opening Ceremony Host: Vice president Wang Jianwen North China University of Technology (1) President Zheng wentang of NCUT make a speech (2) doc. Marek Vochozka Rector of Institute of Technology and Business in Ceske Budejovie make a speech
10.15 – 10.45	Rector Marek Vochozka introduces organisation of the conference and foreign participants
11.00 – 12.00	Plenary session (2 foreign professors make speeches)
12.00 – 13.00	Lunch
13.00 – 15.00	Plenary session(3-4 Chinese and foreign professors make speeches)
15:00 – 15:20	Coffee break
15:20 – 16:40	Plenary session (2-3Chinese and foreign professors make speeches)
16:45 – 17:30	Campus tour
18:00 – 19:30	Social evening

#### The second day

09:00 – 10:20	Plenary session (Chinese and foreign professors make speech)
10:20 – 10:40	Coffee break
10:40 – 11:40	Plenary session(Chinese and foreign professors make speech)
11:40 – 12:00	Closing Ceremony Host: Professor Liuyongxiang, doc. Marek Vochozka Rector of Institute of Technology and Business in Ceske Budejovie make a speech
12:00 – 13:00	Lunch
13:00 – 15:30	Part of the foreign participants communicates with faculties of the School of Economics and Management of NCUT in professional area

<http://ies.vstecb.cz>

**21 October -22 October 2016**  
**North China University of  
Technology Beijing China**

**Sponsors and Partners**



**Jihočeský kraj**

### Expert guarantor

prof. Jan Váchal,  
Institute of Technology and Business in České Budějovice (CZE)

### The Scientific Committee

doc. Tigran Dadayan,  
National University of Architecture and Constriction (ARM)  
prof. Stefan Forlicz,  
Wroclaw School of Banking (POL)  
prof. Leonid D. Gitelman,  
Ural Federal University (RUS)  
prof. Fariborz Haghghat,  
Concordia University (CAN)  
prof. Joseph Hassid,  
University Piraeus (GRE) a University Pafos (CYP)  
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Henan University and the Chinese Economic Society (CHN)  
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Ukrainian National Academy of Sciences (UKR)  
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North China University of Technology (CHN)

### The Organizing Committee

prof. Liu Yongxiang, School of Economics and Management, North China University of Technology  
doc. Marek Vochozka Rector of the Institute of Technology and Business in Ceske Budejovice

