The **Suzhou Executive Academy (SEA)** is a unique education platform created by International Business School Suzhou (IBSS) at Xi'an Jiaotong-Liverpool University (XJTLU) for business leaders in the Yangtze River Delta Region. SEA events bring together a community of like-minded business and academic professionals and offer a global insight into a variety of business issues, as well as the unique access to a high-level executive network.

2019 Autumn-Winter Regular Evening Seminars

25 SEP.	*The Status and Prospect of Automobile Industry - New Energy Vehicles*
17 OCT.	*Big Data and Data Science*
7 NOV.	*Transformation of Chinese SMEs in a New Era*
28 NOV.	*The Future of Public-Private Partnerships*
12 DEC.	*This Time for Africa*
9 JAN.	*China Outlook 2020*

Contact SEA
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+86 512 8188 3262

SEA 2019 @ IBSS: Autumn - Winter Seminars

THE STATUS AND PROSPECT OF AUTOMOBILE INDUSTRY - NEW ENERGY VEHICLES

TIME:
18:30 – 21:00, 25th September 2019

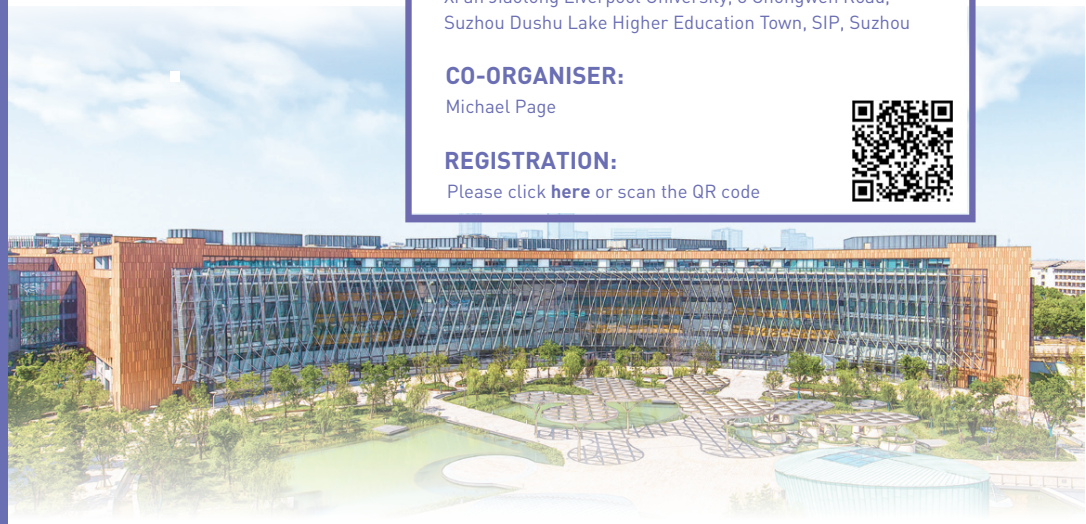
SEMINAR AGENDA:
18:30 – 19:00 Welcome Reception (Refreshment provided)
19:00 – 21:00 Keynote Speech and Discussion

COST:
Whole Package - 1,200 RMB, for 6 seminars (including this one)
Single Seminar - 300 RMB, for this seminar only
Cash / Alipay / WeChat Pay onsite, e-invoice will be issued

VENUE:
G54, BS Building, South Campus
Xi'an Jiaotong Liverpool University, 8 Chongwen Road,
Suzhou Dushu Lake Higher Education Town, SIP, Suzhou

CO-ORGANISER:
Michael Page

REGISTRATION:
Please click **here** or scan the QR code

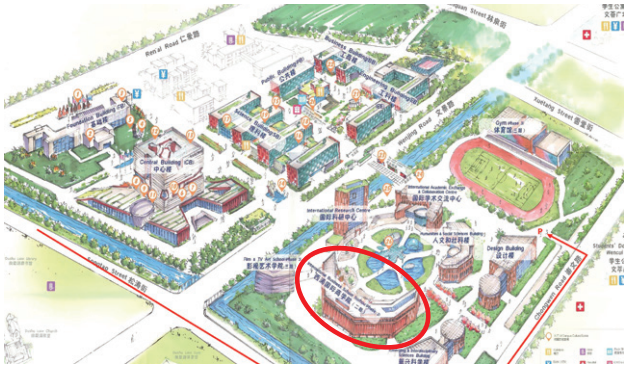


Michael Page · Xi'an Jiaotong-Liverpool University 西交利物浦大学 · International Business School Suzhou at XJTLU 西浦国际商学院 · AACSB ACCREDITED · EFMD EQUIS ACCREDITED

THE STATUS AND PROSPECT OF AUTOMOBILE INDUSTRY - NEW ENERGY VEHICLES

DESCRIPTION

China has been the world biggest car market since 2009. The massive growth of private cars has led to environmental, transportation and energy issues in this country. To address these issues and achieve the societal sustainability, China identified the New Energy Vehicles (NEVs) as one of seven strategically emerging industries in 2012. In the China Manufacturing 2025 Strategy, NEV is also one of the major development sectors. Since 2010, various levels of Chinese governments have started to incentivize the purchase and use of NEVs. In 2018, China was leading the global NEV market, with about 1.25 million NEVs sold in total. However, in spite of the strategic importance of NEV sectors for the automobile industry in China and the world, the majority demand for NEVs is still driven by the government incentives such as subsidy and tax rebate. In this Suzhou Executive Academy (SEA) event, invited speakers from the academic and industry fields are going to discuss the current status and future prospect of the automobile industry, particularly the future of NEV sector from diversified perspectives, such as marketing, business model and technology development. Guests are also welcome to participate into the discussion and networking activities.



IBSS Building (South Campus of XJTLU)
8 Chongwen Road, Dushu Lake Science and Innovation District, Suzhou Industrial Park, Suzhou, Jiangsu, China 215123

International Business School Suzhou at XJTLU 西浦国际商学院

KEYNOTE SPEAKERS

Thomas Loher

Thomas Loher is a member of the Business Unit Management of EMS-CHEMIE in Asia. He is the General Manager of EMS-CHEMIE Suzhou, with the primary responsibility of leading the two plants in Suzhou & Taiwan, including Manufacturing, Operations, Logistics, Quality Assurance and Purchasing. He holds a concurrent post as Business Development Manager Asia, being in charge of analyzing new business segments and finding potential growth opportunities in Asia. He has a Bachelor of Engineering and a Master of Advanced Studies in Business Administration. Till now, he has more than 27 years' experience in the plastic industry in a variety of technical, sales and management positions. He started his career in Asia back in 1995 when he was responsible for building up the Technical Department for EMS-CHEMIE (Taiwan). After a stint of 5 years at the head office in Switzerland, he returned to Asia as Executive Vice President of EMS-CHEMIE (Taiwan) in 2005 before he moved to Suzhou in 2009 to take over the responsibility of leading Industrial Segment of EMS-CHEMIE (Suzhou). In 2017 he transferred to General Manager of EMS-GRIVORY Asia.

Lixian Qian

Dr. Lixian Qian is an Associate Professor in Marketing & Innovation at International Business School Suzhou of Xi'an Jiaotong-Liverpool University (XJTLU). He graduated from Lancaster University (UK) with PhD in Management Science (Marketing Analytics). He received his BSc. and MSc. degrees with distinctions from Fudan University (China). He had rich industrial experience in a Global Fortune 500 companies prior to his PhD. His research covers low-carbon innovation adoption and diffusion, data-driven marketing strategies, business model innovation and sustainable development. His research has been published in internationally renowned journals, conferences and edited books. One of his recent articles was designated as the ESI Highly Cited Paper, Web of Science (Top 1% most cited in the field of Economics & Business). His research on adoption and diffusion of electric vehicles in China has been funded by the National Natural Science Foundation of China (NSFC) and Philosophy & Social Science Program of Jiangsu Department of Education. He received the Certificate in Professional Studies in Learning and Teaching in Higher Education (with Distinction) from the University of Liverpool in 2015 and is the Fellow of the Higher Education Academy (FHEA) of the UK. He was awarded the Annual Outstanding Teacher Prize of XJTLU in 2017.

Wenqiang Chu

Wen-Qiang Chu is a Jiangsu "Innovative and Entrepreneurial Talent", Suzhou "Major Innovation Team" Leader, "Gusu Leading Talent of Innovation and Entrepreneurship", and IEEE senior member.

Currently, he serves as the Deputy Chief Engineer of Suzhou Inovance Technology Co., Ltd. and the Chief Engineer of Automotive Electronics Division. Dr. Chu used to study in Zhejiang University, Huazhong University of Science and Technology and the University of Sheffield, and has worked for Delta (Shanghai), The University of Sheffield, and has long-term cooperation with international well-known enterprises such as Siemens, Nissan, CRRC, etc. Till now, he has published 28 international influential journal articles, 15 international conference papers, and has won the IET Premium Awards 2018. In addition, he has submitted 30 patent applications (including 8 for invention, 21 for utility model, and 1 for design), among which 1 invention patent and 15 utility model patents have been granted.