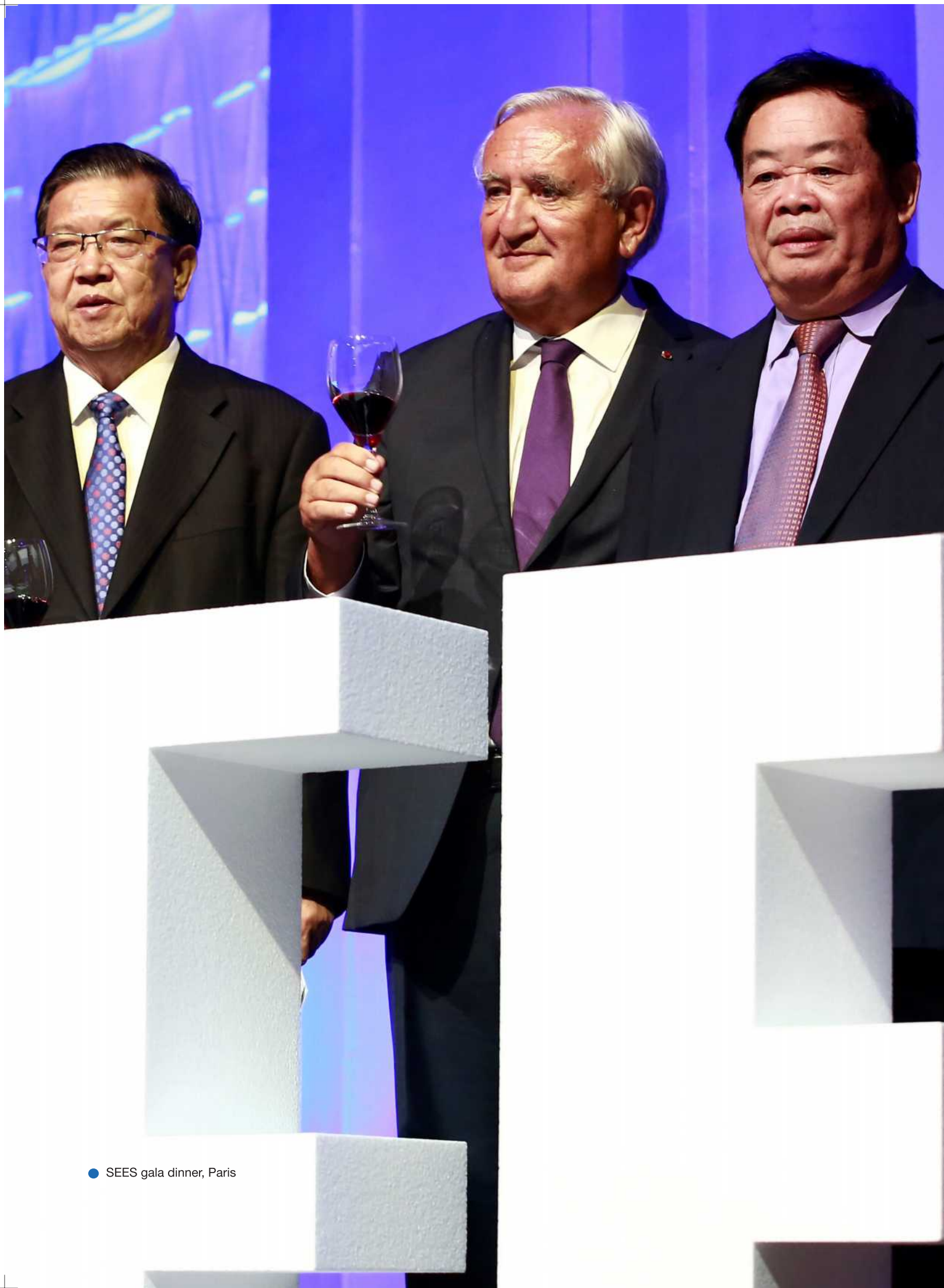




Institutional Brochure 2022

Sino-International Entrepreneurs Federation
中外企业家联合会



● SEES gala dinner, Paris

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Helping business leaders connect and learn with their international peers

With over a decade of experience, we are uniquely equipped to perform this task.



● SIEF headquarters, Prince Shuncheng Palace, Beijing

01

INTRODUCTION

Overview

The Sino-International Entrepreneurs Federation (SIEF) is a global non-profit, non-partisan organisation. It is incorporated in Zürich and headquartered in Beijing at the Prince Shuncheng Palace.

Functioning as a trusted and neutral facilitator, SIEF connects top business leaders – across industries, continents and cultures. To achieve this, SIEF continually creates meaningful engagements, such as the Sino-European Entrepreneurs Summit, the Sino-Australasian Entrepreneurs Summit, the China-Africa Investment Forum, the Sino-International Entrepreneurs

Summit, as well as a broad range of ongoing programmes around the world.

SIEF was established in 2008 by Mr Long Yongtu, Former Vice-Minister of the Ministry of Foreign Economic Cooperation and Trade, the People's Republic of China.



● SEES plenary sessions, Paris

PERSONAL RELATIONSHIPS

The core of what we do is building relationships face-to-face. To this end, whether it is through organising major summits or one-on-one introductions, we systematically connect like-minded business leaders. From the initial contacts to following up after the meetings, we are ready to help you at every stage.

PRACTICAL INSIGHTS

Conversations with your international counterparts can often lead to surprising insights. Especially so, when these dialogues happen across a mixture of formal meetings and informal gatherings. Equally crucial to the initiation, we can also help you prepare for and continue such exchanges.

POWERFUL STAGES

Throughout the year, SIEF brings together top business leaders from China, Europe, Australasia and Africa. As a result, we are privileged with stages to showcase inspiring visions and innovative organisations. If your message is worth sharing with our participants, then we will work with you to deliver it in the most impactful way.

Bringing together the most relevant and influential leaders

We create meaningful dialogues.
This is the basic building block of
all SIEF activities.



● SEES panel discussion, London

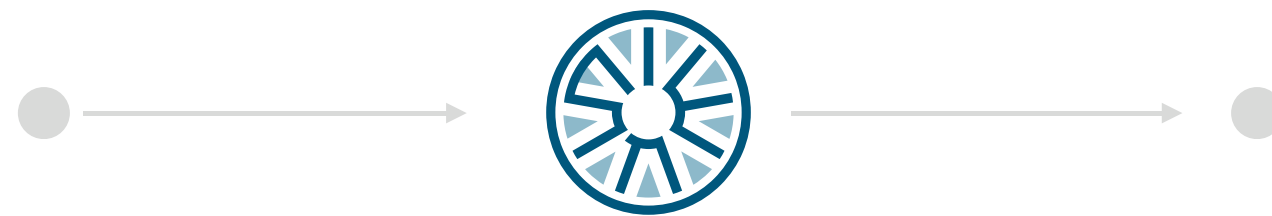
02

OUR ACTIVITIES

Summits

SIEF not only brings together senior leaders into a trusted place, but we also create highly-engaging conversations among them.

Our Summits facilitates learning and trust-building among business leaders from China, Europe, Australasia and Africa. We do so by hosting a combination of public dialogues and private meetings.



Participants

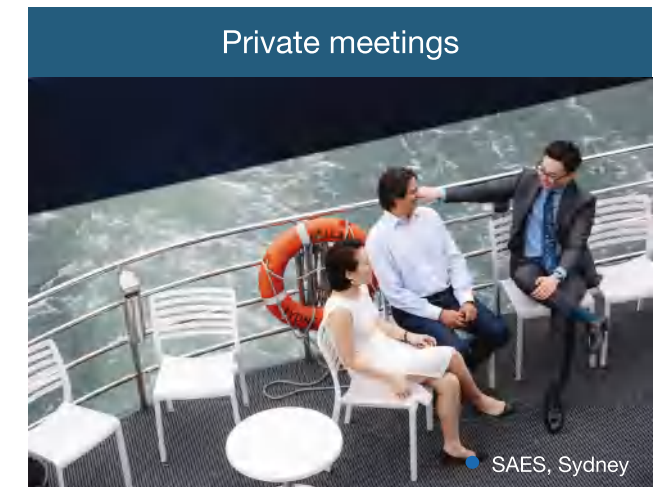
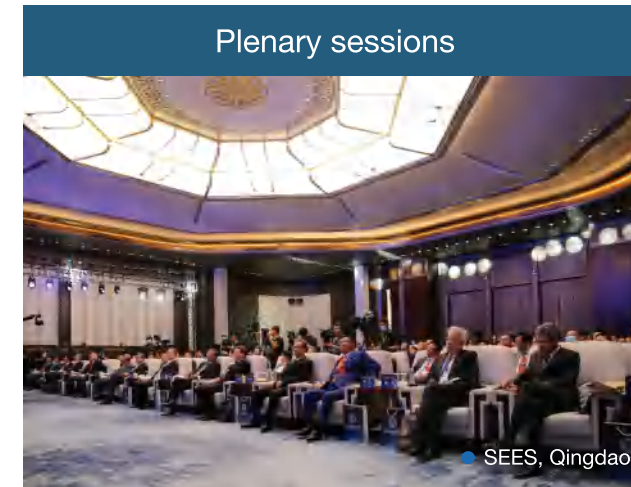
The most influential and relevant decision-makers from business, government and other sectors of society.

Interactions

We help our participants engage effectively with one another before, during and after the Summits.

Outcomes

As a result of meaningful, face-to-face discussions, new insights will be discovered, and new relationships will be developed.





Europe

Established in 2008, the Sino-European Entrepreneurs Summit (SEES) has been held 10 times across London, Paris, Edinburgh, Dublin and Andermatt.



Australasia

Established in 2017, the Sino-Australasian Entrepreneurs Summit (SAES) has been held three times across Sydney and Melbourne.



Africa

The China-Africa Investment Forum (CAIF) has been held two times across Marrakesh and Rabat.



China

From 2018, 10 major Summits have been held across Beijing, Wuhan, Baoding, Qingdao, Hangzhou and Huangshan.



Building extraordinary connections

The Sino-International Entrepreneurs Federation (SIEF) is committed to helping business leaders from China, Europe, Australasia and Africa engage with one another.

● SAES keynote speech, ASX, Sydney

03

OUR ORGANISATION

Core constituents

Listed alphabetically

Chairman's Office

Rt Hon Gordon BROWN (UK)
Former Prime Minister of the United Kingdom; UN Special Envoy for Global Education

Hon John HOWARD OM AC (AU)
25th Prime Minister of Australia

LONG Yongtu (CN)
Former Vice-Minister of the Ministry of Foreign Economic Cooperation and Trade of China

Jean-Pierre RAFFARIN (FR)
Former Prime Minister of France; Special Envoy of President Emmanuel Macron to China

Governing Council

AI Luming (CN)
Founder and Chairman, Wuhan Dangdai Science & Technology Industries Group

Othman BENJELLOUN (MA)
Founder, Chairman and Chief Executive Officer, BMCE Bank

CHO Takwong (CN)
Founder and Chairman, Fuyao Group

Moulay Hafid ELALAMY (MA)
Founder and President, Saham Group; Minister of Industry, Investment, Trade and Digital Economy, Kingdom of Morocco

Pansy HO (CN)
Group Executive Chairman and Managing Director, Shun Tak Holdings

Peter Lee Ka Kit (CN)
Chairman and Managing Director, Henderson Land Development

Vincent H. S. LO (CN)
Chairman, Shui On Group

Chanchai RUAYRUNGRUANG (CN)
Founder and Chairman, Reignwood Group

Kerry STOKES AC (AU)
Founder and Executive Chairman, Seven Group Holdings

ZHANG Weigong (CN)
Founder and Chairman, Sunshine Insurance Group

ZHANG Yong (CN)
Founder and Chairman, Xinyuan Group

ZHANG Zhengyu (CN)
Chairman, Lianlian Technology Group

ZHAO Tao (CN)
Chairman, Buchang Pharma

ZHAO Yan (CN)
Chairman, Bloomage BioTechnology

ZHAO Yong (CN)
President, Fuwah International Group

ZHOU Jinhui (CN)
Founder and Chairman, Sinobo Group

Advisory Council

Lord Neil DAVIDSON (UK)
Former Attorney General of Scotland, United Kingdom

Hon Dr Craig EMERSON (AU)
Former Australian Minister of Trade and Competitiveness; Director, Australian APEC Study Centre at RMIT

Sir Gerry GRIMSTONE
Former Chairman, Standard Life Aberdeen; Former Deputy Chairman, Barclays; Former Chairman, Barclays Bank

Annette NIJS (NL)
Former Cabinet Minister of Ministry Education, Culture and Science, Netherlands

YAO Feng (CN)
Former Standing Committee Member and Vice Mayor of Hangzhou; Former Party Secretary, China Association For Public Companies

Hon Andrew ROBB AO (AU)
Former Australian Minister for Trade and Investment; Chairman, The Robb Group

Hon Warwick SMITH AO (AU)
Chairman, Advisory Board, Australian Capital Equity; Chairman, Ord Minnett; Director, Seven Group Holdings

Special Advisers

Jon Burgess (AU)
Managing Director, Kwan

Jason DONG (AU)
Director, Pioneer Sail Holdings

Jim QIAN (CN)
Chairman and Chief Executive Officer, Fosun Tourism Group; Global Partner, Fosun International

Executive Team

Tony DONG (CN)
Executive Director and Director of Beijing Centre, Sino-International Entrepreneurs Federation

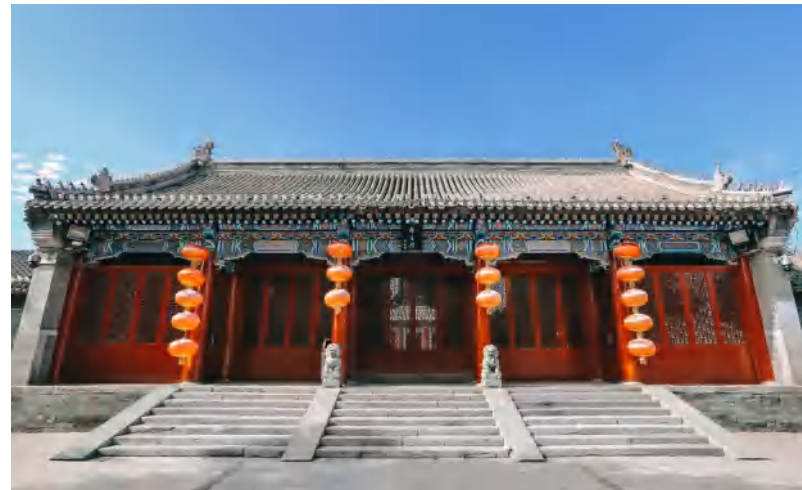
Jack HUO (AU)
Executive Director and Chief Representative in Australia, Sino-International Entrepreneurs Federation

Pierre SHI (CN)
Legal Adviser, Sino-International Entrepreneurs Federation; Senior Partner, Dentons

Zoe ZHANG (CN)
Executive Director Secretary-General, Sino-International Entrepreneurs Federation

● CAIF panel discussion, Marrakesh

Centres



Beijing Centre

Located in central Beijing, the Prince Shuncheng Palace serves as the headquarters of the Sino-International Entrepreneurs Federation (SIEF).

The property is a 370-year-old mansion built in the Qing Dynasty, drawing its name from 'Prince Shuncheng', one of the bravest warriors of the 17th century.

Traditional Chinese palatial architecture is exemplified through a stunning group of interconnected buildings, courtyards, pavilions, gardens and lakes.



Qingdao Centre

SIEF launched the Qingdao Centre to improve connectivity and communication between world-leading companies and one of China's most vibrant provincial economies.

Located in the heart of the Shinan District, the Qingdao Centre is walking-distance from the city's stunning harbourside.

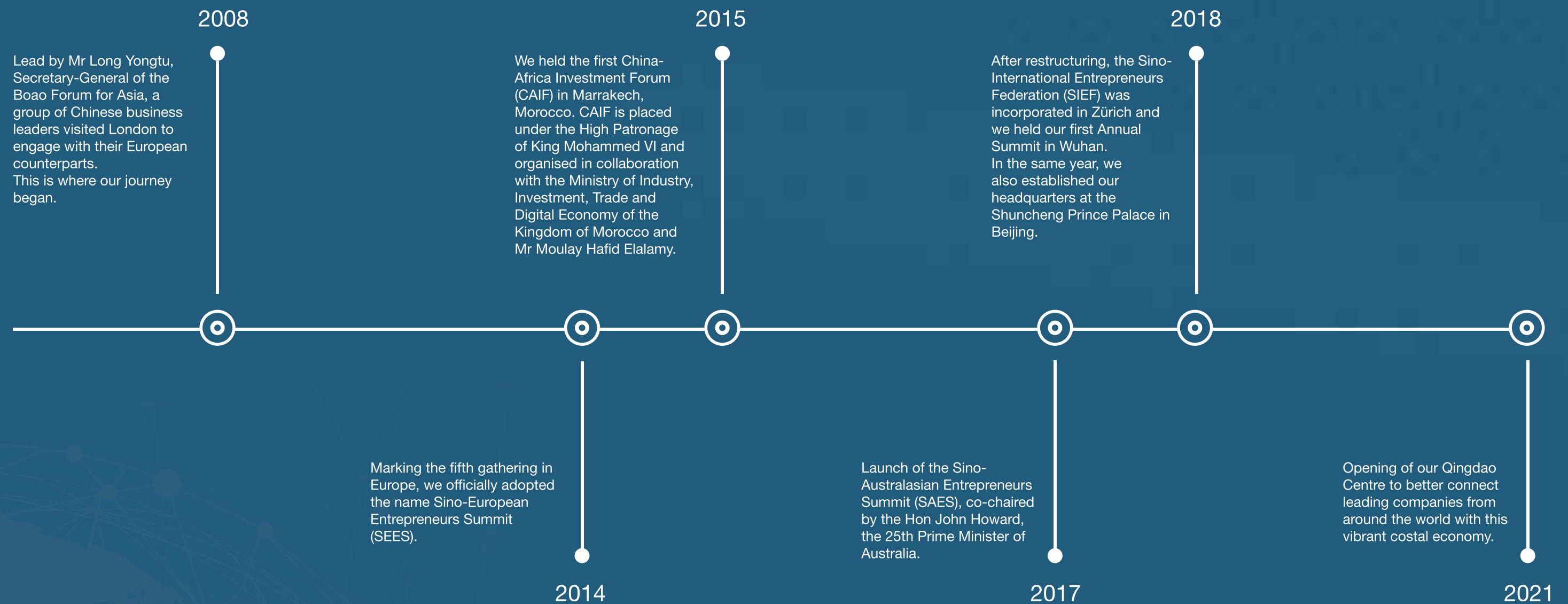
The Qingdao Centre offers a series of meeting rooms, a spacious board room, a function space for up to 150 guests and various amenities, such as a bar and a café.



History

SIEF began as an event organiser bringing together top leaders and innovators at our Annual Summits. A decade later, we have built an institution uniquely equipped to

help leading entrepreneurs and companies from China and worldwide to transform their dialogues into outcomes.



Outcomes

At SIEF, we help our constituents in whatever capacity we can be most useful, whether that is making a curated introduction, coordinating a series of purposeful engagements or using our global network to spread a vision.

Over the past 10 years, we have had the privilege of engaging with incredible individuals leading the foremost companies, high-growth enterprises, governments, academic institutions, media outlets and non-profit organisations from China and around the world.

In many cases, we worked closely with these leaders on some of their most important projects. In the section below, we proudly share some of the results of our work.



FOSUN 复星

首创置业
BEIJING CAPITAL LAND

MINGYUAN 铭源集团
MINGYUAN GROUP

Club Med

EUROSITY

Amman Dukum Special Economic Zone

RMB 7.4 Billion

RMB 15.6 Billion

RMB18.6 Billion

We introduced the two companies to each other, which led to Fosun International acquiring Club Med.

We connected Beijing Capital Land with the town of Châteauroux, where it chose to develop Eurocity.

Mingyuan Group and the Amman Dukum Special Economic Zone were connected to co-establish an industrial chain project.

REIGNWOOD 华彬集团

SIEF
中外企业家联合会
SINO-INTERNATIONAL
ENTREPRENEURS FEDERATION

SNCF

Ten Trinity Square

Qingdao Guoxin Group

ISI 法国欧亚集团
ISI GROUP (FR)

RMB 5.8 Billion

RMB 2 Billion Fund

RMB 24 Million

We supported Reignwood Group in expanding to Europe, the resulting investments include Ten Trinity Square.

SIEF and Qingdao Guoxin Group co-established a fund for innovation collaboration development.

We facilitated the cooperation agreement between SNCF and ISI Group (FR), which valued at more than 24 million RMB.

DIJON (France)

海检集团
HAIJIAN GROUP

British Company in Graphene Industry

QINGDAO (China)

Lloyd's Register

华通集团
HUATONG GROUP

Economic Partnership

Strategic Partnership

Cooperation Memorandum

We helped the cities of Qingdao and Dijon engage, which led to them becoming 'Economic Partner Cities'.

NMEI and Lloyd's Register will promote in-depth cooperation in the supply chain of marine and offshore engineering equipment.

Huatong Group will cooperate with the British company in graphene industry to promote the industrialization of graphene.



● SEES, Paris



● SAES, Sydney



● SAES, ASX, Sydney



● SEES, Paris



● CAIF, Marrakesh



● SIES, Shuncheng Prince Palace, Beijing



● SAES, ASX, Sydney

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SIES forum, Wuhan



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