



Invitation to Hubei-Norway Week 2009

Registration to Hubei-Norway Week 2009 program on
September 7th, 2009. Go to: www.norway-hubei.net

Do you want to :

- Learn about Chinese business culture?**
by Mr. Tony Fang, PhD Stockholm University School of Business
- How to increase Asian/Chinese tourists to Telemark?**
by Mr. Roy Graff, China Contact, www.chinacontact.org
- New ICT trends in China?**
- Future health focus within Health /rehabilitation?**
- Environment and CO2 research in China?**



Hubei-Norway Week

www.norway-hubei.net



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08:30 Bus departure from the Quality Hotel and Resort Skjærgården in Langesund

9:00 Opening of Hubei-Norway Week 2009, Telemark University College, Porsgrunn, (Room B113)
Moderator: David Wu, Grenland Group

- Welcome speech by Counsellor Mrs. Gunn Marit Helgesen, Telemark Province
- Welcome speech by Vice Governor, Mrs. Zhang Daili, Hubei Province
- Welcome speech by Norwegian Ambassador to China
- Welcome speech by Chinese Ambassador to Norway

09:35-09:45 Hubei Today Presentation

Hubei Economy in climate of financial crises by Hubei Provincial Department of Commerce
Eco-tourism in Hubei by Hubei Provincial Administration of Tourism

09:50-10:00 Signing ceremony

10:00-10:30 Break

10:30-12:30 Gateway to Chinese-European cooperation. (Room B113)

Differences and Trends in Chinese and European Business Cultures

by Mr. Tony Fang, PhD Stockholm University School of Business

Status and New Trends in International Maritime Businesses

by Mr. Jarle Hammer, Hammer Maritime Strategies.

Using Waterways as a catalyst for Regional Development in Europe

by Mr. Glenn Millar, British Waterways, UK

How to Attract Chinese Tourists to a New Market?

by Mr. Roy Graff, China Contact, www.chinacontact.org

12:30 Buffet Lunch

**13:30 - 15:30
ICT SEMINAR**

**13:30 - 15:30
Environment and
CO2 solutions seminar**

**13:30 - 15:30
Health seminar**

**13:30 - 16:00
Tourism seminar**

13:30 - 15:30: ICT SEMINAR

Opening of ICT Seminar by China Ambassador in Norway

*Norwegian ICT industry- Internationalization with focus on Information security / Software sector and wireless technology v/IKT Norge
by Norwegian ICT industry association

*ICT clusters and the ICT R&D activities in Gjøvik, Grenland and Agder.

The Norwegian cluster development programs Arena and Norwegian Centers of Expertise (NCE) and the current ICT related clusters in Norway.
By Olav Bardalen/Britt Haraldsen, Innovation Norway



13:30 - 16:00: TOURISM SEMINAR

Opening Speech by Mrs. Zhang, Vice Governor of Hubei Province

A. 15 minute presentation:

- Overview of current Chinese tourism to Europe
- Identifying the challenges and opportunities in Chinese outbound tourism
- General recommendations on the promotion of tourism from China to Europe

B. 2.5 hour workshop on European tourism promotion in China

- Analysis of Chinese outbound tourism trends from 2000-2010
- Explanation of the unique characteristics and travel patterns of Chinese tourists in Europe
- Case studies of successful tourism marketing in China by European tourism boards
- How destinations, cities, tour operators, hotels... can market themselves in China with a limited budget
- Overview of the various travel exhibitions and forums in China used for tourism promotion
- Overview of online tourism marketing in China
- Questions and Answers

13:30 - 15:30: HEALTH SEMINAR

Background and contents in the political tasks within the municipality sector for health care

Opening by Norwegian representative;
by Advisor Anders-Lamark Tysse, Helse- og omsorgsdepartementet.

Presentation of Centre for Caring research southern Norway
A collaboration between University of Agder and Telemark University College
Administrativ leder Bjørnulf Arntsen – Senter for omsorgsforskning Sør

Presentation of a research project within Mental Health care – a cooperation between Telemark University College, Hospital caring and municipality caring.
"To recover" By Høgskolelektor Olav Tangvald- Pedersen

Mrs. Zhang Linli: Current situation of maternity healthcare in China and challenge they are facing.

Achieved goals and future goals within rehabilitation in Wuhan
By Dr. Xu Tao, Department of Rehabilitation, Tongji Hospital.

Summary and questions

13:30 - 15:30: PARALLEL SESSION ENVIRONMENT AND CO2 SOLUTIONS SEMINAR

Opening speech by Gunn Marit Helgesen, Councillor Telemark Province

Overview of research and education cooperation between Telemark and Hubei.

*Professor, Dr. Rune Bakke, Telemark University College

*Professor, Dr. Xiao Bo, Huazhong University of Science and Technology

CO2 capture and storage activities in Hubei (15 min)

*Expert from Hubei

CO2 capture activities at Telemark University College (15 min)

*Professor, Dr. Morten Melaaen, Telemark University College



Nordic cooperation on CO2 capture and storage (20 min)

*Senior advisor, Mr. Dag Bjørnsen, Telemark Technological Research and Development Centre

Introduction to Norwegian industry offering environmental technologies and solutions (20 min)

*CEO, Mr. Thor Sverre Minnesjord, Green Business Norway

Environmental status and situation in Hubei (20 min)

*Requested speaker is Mr. Li Guobin Deputy Director-General of Hubei Provincial Environmental Protection Bureau

15:30 Intermission

16:15 In depth understanding of different trends in Chinese and European business cultures
(Room B133) ,by Mr. Tony Fang, PhD, Stockholm University School of Business

17:30 Bus departure to the Outdoor Theatre, Storgt. 101, 3920 Porsgrunn

18:00 Opening of "sense of places" Hubei-Norway week art exhibition;

18:30 Walk through the street theatre performance in the city of Porsgrunn

20:00 Arrive at People's house, watch Gongfu show from Hubei, taste local food

21:00 Departure for hotel

Invitation to Hubei-Norway Week 2009

Dear Sir/Madam,

Hubei Province, China and Telemark Province, Norway have the great pleasure to formally invite you to Hubei-Norway Week 2009.

The conference will be held from September 7th until September 10th at the University College of Telemark in Porsgrunn.

During the course of the conference, we will arrange several thematic seminars focusing on: Health care, Environment Technology and CO2 solutions, Eco-Tourism, Information and Communication Technology. Through this conference, we wish to create an arena for co-operation between European and Chinese institutions and businesses. Our main focus for 'Hubei- Norway Week 2009' is to build relationships and networks between Hubei Province and Norway/Europe within the sectors mentioned above. 'Hubei-Norway Week 2009' will arrange seminars focusing on these sectors which will present the main topics within these fields in Europe and in Hubei Province, China.

Since 2005, Telemark and Hubei have co-operated in enhancing the exchange of knowledge within trade, industry and higher education between Hubei and Europe. The highlight of the cooperation came in 2007 with the hosting of Norway-Hubei Week 2007 in the city of Wuhan, Hubei, China. We are now preparing to repeat this success in Norway!

For more detailed information, please visit our website at: <http://www.norway-hubei.net/>

Sincerely yours,

Mr Li Hongzhong

Governor of Hubei Province

Mrs Gunn Marit Helgesen

Counsellor of Telemark Province