



THE ANTWERP FORUM
安特卫普论坛

Linking **business** between
China and Europe

First biannual event → 22-23 November 2011

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22nd - 23rd of November, 2011





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Dear Madam, dear Sir,

We would like to invite you to the upcoming event “**THE ANTWERP FORUM: Linking business between China and Europe**” on **November 22 & 23, 2011**. This year will be the **first edition of a biannual event** in Antwerp. Moreover, the launch of this important business forum coincides with the **40th anniversary of the diplomatic relations** between Belgium and P.R. China.

What is our mission?

The mission of THE ANTWERP FORUM is to provide European and Chinese managers with a forum for:

- **exchanging ideas and discussing** business cooperation by means of different workshops and possibilities to meet individually
- to **attract Chinese investments** by organising **interactive B2B roundtable sessions and regional company visits**
- to introduce **Antwerp** in China as an economic hub, port, renowned fashion & diamond city
- to promote innovative **Flanders, Belgium as the gateway to Europe for Chinese companies**

Who are the organizers and partners?

THE ANTWERP FORUM is organized by **Antwerp Management School** and the **Belgian-Chinese Chamber of Commerce (BCECC)** with the support of **Flanders Investment & Trade**. Because of their good relations with various Chinese regions. The forum’s main partners are the **Port of Antwerp**, the **Province of Antwerp** and **POM Antwerp**. The forum is also supported by the **City of Antwerp**, **Agoria**, **essenscia**, the **Chambers of Commerce Mechelen and Kempen** and the **China Council for Promotion of International Trade (CCPIT)**.

Who will be present?

THE ANTWERP FORUM welcomes approximately 100 business managers from leading Chinese companies looking to invest or build up sustainable business relationships in Europe. **Belgian entrepreneurs with business interests in China**, **Chinese entrepreneurs located in Belgium**, members of the **Chinese Embassy**, officials from the **Belgian federal and regional governments**, **academics** and **members of the press** will also join this event.



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How can your company participate?

Your company can **attend the forum** by registering via our website, by **organizing a company visit** and by **sponsoring the event**:

- To **attend** THE ANTWERP FORUM, please visit www.theantwerpforum.be for the latest information on the programme, B2B roundtables, speakers and registration fees, and do not forget to register.
- To welcome a business delegation for a **company visit**, please find the application form on our website and return the filled out form to info@theantwerpforum.be. Is your company currently involved in a China-related project that may be of interest to possible new partners? Please inform us by filling in the attached application form as well.
- For our **sponsorship** packages, please contact us at info@theantwerpforum.be. The forum offers two levels of sponsorship, GOLD and SILVER, with high-impact promotional opportunities for your company.

For more information concerning the forum, we welcome you to visit our website, contact THE ANTWERP FORUM-team or one of our partner organizations.

We look forward to seeing you at “THE ANTWERP FORUM: Linking business between China and Europe” on November 22 & 23, 2011!

Best regards,

THE ANTWERP FORUM-team

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Organizers :

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