

## An Open and Innovative Asia for a World of Greater Prosperity

### Side Events

#### BFA Philanthropic Tour

Time: March 9<sup>th</sup>, 15:00-17:00

Venue: Experimental Primary School, Qionghai

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Madame Xie Shumin, wife of BFA Secretary General Zhou Wenzhong, is pleased to invite you to take part in this philanthropic tour. Those who want to join us are requested to assemble in the lobby of BFA Hotel at 14:50, April 9<sup>th</sup> before we leave together for Experimental Primary School.

#### Theme Events

##### Evolution of Sports Economy——Sport Night

Time: April 9<sup>th</sup>, 19:30-21:30

Venue: ICC, Level 1, Dong Yu Grand Ballroom A

- Leading by the renovation in soccer and basketball, the rivalry between administration and market has been pushing the sports economy forward in China. How to play their best parts as administration, market and capital?
- How to make profit out of high media rights cost driven by capital?
- What should we do to successfully host the 2022 Winter Olympics? And how to achieve the one trillion ice-snow market by 2025.
- New value of the athletics stars in the age of internet.

Moderator:

- ZHANG Bin, CCTV Sports Channel

Panelist:

- PENG Jianming, Deputy Editor-in-Chief, CCTV
- CHEN Juhong, Vice President, Tencent
- DING Junhui, World Champion of Snooker
- LI Yan, Coach, China Short Track Speed Skating Team

- QIAN Jiannong, Senior Vice President, Fosun International
- WU Dajing, Gold Medalist, The 2018 Winter Olympics
- ZENG Gang, Vice President, Suning Sports
- ZHANG Dazhong, CEO, Alisports

### **The Open Spirit in World Culture and History**

Time: April 9<sup>th</sup>, 20:00-21:30

Venue: Yiyong & Changyan Ballrooms, Dongyu Island Hotel

Cultural Night is designed to slow down our pace and re-examine the mainspring of human progress from a long-term perspective--What impact can the spirit of the humanities have on today's world? We will bring together recognized experts from various fields of the humanities from home and abroad to share interesting stories and insights with regards to the evolution of mankind and trace the origin of human civilizations. Emphasis will be particularly placed upon those humble, outward-looking, courageous and wise humanistic ideas and acts in history, with a view of creating a certain coordinate system by which we can identify the position where we are now and will be in the future.

Moderator:

- CHEN Xiaonan, Anchor, Tencent

Panelist:

- John Naisbitt, Writer, Megatrends: Ten New Directions Transforming Our Lives
- SHAN Jixiang, Director, The Palace Museum
- Yossi VARDI, Entrepreneur & Investor, Israel
- ZHANG Guoli, Producer
- ZHANG Hongjie, Historian and Writer, Renmin University of China

### **A Night for Rhinos**

Time: April 10<sup>th</sup>, 18:45-19:45

Venue: ICC, Level 1, Dong Yu Grand Ballroom A

Rhinos have been a symbol of prosperity in Chinese culture for thousands of years. But actual wild rhinos are in serious trouble as wild populations have been decimated around their habitats in Africa and Asia in recent decades.

Now, one of the largest and most majestic species on Earth is facing the real threat of extinction. Join “A Night for Rhinos” to learn about rhinos and efforts from China to protect them and other endangered wildlife.

Guest:

- Steve Blake, WildAid China Chief Representative
- JIANG Yiyan, Actress & WildAid Celebrity Ambassador

### **BFA Partner Events**

**“Revolutionary Innovations-Leading a New Journey for China’s Dairy Industry” & Opening ceremony for “Yili Infant & Mom Nutrition Academy”**

Time: April 8<sup>th</sup>, 14:00-17:00

Venue: ICC, Level 1, Dong Yu Grand Ballroom A

- Over the years, China’s dairy industry has been forging ahead by pioneering and innovating to fulfill the mission of “feeding China’s next generation babies with quality milk” entrusted by President Xi. How will China’s dairy industry win over consumers by presenting better products through innovation revolution?
- At present, the One Belt, One Road (OBOR) Initiative has provided critical development opportunities for Chinese enterprises towards globalization. How will China’s dairy industry grasp a global vision, actively promote industry innovation and upgrading, and participate in the prosperous development of global dairy industry?
- In the meanwhile, this thematic seminar also serves as the opening ceremony for “Yili Infant & Mom Nutrition Academy”, where all the attending guests will witness Yili Group’s new journey for China’s breast milk research.

### **Luncheon Session: Opportunity Hebei (Invitation Only)**

Time: April 9<sup>th</sup>, 12:15-13:45

Venue: Seaview Meeting Room, Dongyu Island Hotel

Speaker:

- XU Qin, Governor of Hebei Province

### **CAIJING · Era of the Philanthropy Economy**

Time: April 9<sup>th</sup>, 15:00-16:30

Venue: Seaview Meeting Room, Dongyu Island Hotel

China has become the second largest economy in the world, a development that coincided with Chinese enterprises accelerating their strategies of going global. On top of the challenges at the economic level in the globalization process, the businesses are expected to understand and manage the differences in the local culture, customs and legal and regulatory environment of the countries they invest in. Their willingness to assume more corporate social responsibility has become an important reference point for the country to attract overseas investment. The era of integrating philanthropy into economic development is here. Creating philanthropy is considered one of the most important accomplishments for the business, along with creating economic value. More and more enterprises are turning their philanthropic words into philanthropic actions and philanthropic impact. Businesses today should combine their social and economic responsibilities. As the saying goes, "Where there are business opportunities, there are responsibilities."

#### **Tencent · The China Solution as the Broad Consensus--Future of Finance and Trade in China under Top-level Design (Invitation Only)**

Time: April 9<sup>th</sup>, 18:00-20:30

Venue: Seaview Meeting Room, Dongyu Island Hotel

After a decade of economic slowdown, the world economy begins to see a broad-based recovery as well as a rebound in trade and investment in 2018, with new growth drivers created in the en-route countries of the Belt and Road initiative. At the same time, the global economic recovery is also fraught with uncertainties caused by rising trade protectionism, "normalized tightening" followed by central banks led by the Fed, the impact of high leverage passing from the finance to non-finance sectors in emerging economies, and the global division of labor transformed by technological progress. Undoubtedly, China will push for the creation of an open economy, as evidenced by its finance sector whose door is opening wider. How will finance and trade be reshaped by global collaboration? How will the international community redefine financial regulation rules? How will China fight the critical battle against systemic risks and what role will China play in the global trade system? Changes are already taking place...

#### **FMG Diamond Cocktail Reception**

Time: April 9<sup>th</sup>, 20:00-22:00

Venue: Lobby Bar, Level 2, BFA Hotel

As a proud partner of the Boao Forum for Asia Annual Conference, Mr. Andrew Forrest AO, Chairman of FMG and

Ms Elizabeth Gaines, CEO of FMG, invite all delegates to attend the FMG Diamond Cocktail Reception in the Lobby Bar, BFA Hotel.

### **BFA Media Center Press Conference**

**How Technology Reshape Global Manufacturing Landscape and China's Role/ Yicai "Global Manufacturing Sector Competitiveness" Annual Report Launching**

Time: April 9<sup>th</sup>, 14:30-16:00

Venue: Seagull Hall, Media Center

"Global manufacturing sector competitiveness" project tracks and compares the nominal manufacturing labor costs of major world economies since the 21<sup>st</sup> century on the industry level with China as the benchmark, aiming to chart historical trend, explore future outlook with technology as a driving force, and to define China's role in the transforming landscape.

### **Hi Caijing 2018 Annual Announcement Conference**

Time: April 9<sup>th</sup>, 19:30-21:30

Venue: Seagull Hall, Media Center

Hi Caijing 2018 Annual Announcement Conference is the series of research product of Hi Caijing Research Institute, focusing on the upgrade and development of intelligent industry in the new era in areas of shared transport, new energy revolution, consumption upgrade and finance innovation. This side form will release the series of research product of Hi Caijing Research Institute: Global Electric Vehicle Trend Report, 2018 Intelligent Retail White Paper, and the pre-release of Finance V Index Research. Guest Professionals and Scholars will explore and discuss the upgrade and development of intelligent industry in the economy era, and overlook future trend and industry whirlwind.

### **Xinhuanet Thinker Conference on Real Economy and Power of Finance**

Time: April 11<sup>th</sup>, 09:00-10:30

Venue: Seagull Hall, Media Center

China's financial industry has three key tasks at present, including making the financial sector better serve the real economy, preventing financial risks and deepening financial reforms. How the financial sector better serve the real

economy? How can the benign interaction between enterprise and capital market be achieved? What is the influence of Fin-tech brings to the real real economy, such as big data, artificial intelligence and block chain? How to prevent financial risks and develop an open economy at the same time?

## **BFA Art Exhibition**

### **New Era, New Journey: Visual Arts Exhibition in Celebration of the 40th Anniversary of China's Reform and Opening Up**

Time: April 8-11<sup>th</sup>

Venue: Corridor of BFA Main Hall

2018 marks the 40th anniversary of China's Reform and Opening Up. From villages to cities, from the economic growth to the social development, from people's material life to spiritual pursuit, the past 40 years witnessed remarkable transformation in China. Standing on the solid foundation laid by the achievement of Reform and Opening up, in the new era, China will launch reform measures with novelty and depth, as well as take its people onto a new leg of journey, pursuing the shared future and happiness. CCTV-2 will hold the "New Era, New Journey: Visual Arts Exhibition in Celebration of the 40th Anniversary of Reform and Opening Up" during this year's BFA. With the display of a variety of valuable documents, photos, videos and films, the Exhibition will be a platform for the audience to look back upon the China's magnificent accomplishment in the course of Reform and Opening Up, at the meanwhile for the rest of the world to better understand this amazing land of passion and innovation.

### **Silk Road Journey Special Exhibition of 2018 Boao Forum for Asia**

Time: April 8-11<sup>th</sup>

Venue: The Gallery, Level 1, ICC

These photography works of this exhibition are finely selected from 350,000 fine works by Michael Yamashita, who retraced the Land and Maritime Silk Road, as well as some works by other photographers. The photographers record the natural scenery, culture and people along the Silk Road with lenses and therefore these pictures are very precious and irreplaceable. They not only demonstrate the contributions made by china to the world during the past 700 years, but also represent the role of Belt and Road initiative in promoting common prosperity of the world. The exhibition was first launched in 2016 and has made its appearance in Beijing, Hong Kong, Singapore, Atlanta and London, etc.

### **ARTMIA Support Program for East Asian Contemporary Young Artists YIJING**

Time: April 8-11<sup>th</sup>

Venue: Children's Playroom, Leisure Complex, Level 1, BFA Hotel

ARTMIA Foundation with consecutive support and promotion for contemporary art projects in Asia and East Asia in particular for years. The foundation falls its attention again upon young artists featuring 'young' and 'non-categorized', aiming to support the art creation and career development of those young elites, who embrace new ideas and create works that bear specific marks of our times, who hold independent thoughts for issues of our contemporary society in global context while living in the special East Asian regional culture.

### **Models from Royal Kiln - Exhibition of Treasures from Song Dynasty Royal Kiln**

Time: April 8-11<sup>th</sup>

Venue: Lobby of Oriental Theatre, Level 1, BFA Hotel

Song Dynasty Royal Kiln, an inheritor of the royal kilning in the Song Dynasty, takes the beauty of shape and rhythm from the Song Dynasty, adopts the pattern mode of Song and can produce the masterpieces to match the grandeur of mansion decorated with the essence of Chinese culture as well as the traditional process from Jun Royal Kiln of the Song Dynasty. The grandeur of mansion gathered with luck and fortune shall have only masterpieces to match, which will conform to the heaven and earth and enjoy the spirit thereof, and you will live up to your lifelong ambition and collections!

## **Tech. Lab**

### **Xiaoice**

Time: April 8-11<sup>th</sup>

Venue: East Library, Lobby, Level 2, BFA Hotel

Xiaoice is an EQ-oriented artificial intelligence system that is now available in five countries. Xiaoice's distinct streaming senses, including full-duplex voice and real-time streaming vision, enable her to have natural conversations and perceive people's positions, movements, and facial expressions, thereby interacting with people in a more human-like way. Presenting as an 18-year-old girl, Xiaoice has been learning to write literature, sing, and create other works of art. She will reveal the versatility of AI creation at the BOAO Forum for Asia.

### **Intelligent Q&A Robot (Virtual/Physical)**



Time: April 8-11<sup>th</sup>

Venue: East Library, Lobby, Level 2, BFA Hotel

The intelligent Q&A robot, Xiaoi, is a visualized figure of the combination of AI technologies and industrialization. It combined AI technologies such as natural language processing, machine Q&A, speech recognition/generation, machine learning, with solutions of telecommunication, finance, government, healthcare, and other industries. It is built on domain semantic base/knowledge base accumulated by trillions of interactions and is able to provide professional consultation and transaction services in various sectors. During the forum, you can ask Xiaoi for Boao related information via speech.

### **Artificial intelligence Simultaneous Interpretation (AISI)**

Time: April 8-11<sup>th</sup>

Venue: ICC, Level 1, Dong Yu Grand Ballroom A

“Artificial intelligence Simultaneous Interpretation” (AISI) is a set of conference solution that has integrated AI technologies, such as speech recognition, machine translation and speech synthesis. During the forum, AISI will support main functions as follows: it can display on-site projections of bilingual contents; and for guests, real-time content viewing, interpretation voice listening and conference summary replaying will be available on their mobile phones after scanning a QR code through Wechat Mini-program. Therefore, as the first product realizing a closed loop of services through multiple devices and various links, this AISI represents the highest level in the industry by its rates of accuracy in both speech recognition and machine translation.

### **Facial Recognition**

Time: Dinner, April 10<sup>th</sup>

Venue: BFA main Hall, Level 2, ICC

Face recognition is currently one of the most advanced biometric technologies. It is based on a computer vision algorithm of the deep learning technology. Face recognition technology has successfully offered complete product solutions in finance, security, mobile phone, transportation and other important industries. The technology continues to be promoted and implemented in many vertical areas. In the process of application, the face recognition technology provides users with a non-perceptual, uncoordinated experience at extreme speed. Being fast, accurate, dynamic, non-matching, etc.



## Other

### Personalized anti-aging

Time: April 8-11<sup>th</sup>

Venue: Room 6365/6/7, BFA Hotel

As the world's first Five-Cleansing anti-aging health management center, Riverside Mayr International Anti-aging Center provides you the following better personalized preventive measures. The genetic testing contains all of our genetic analyzes for the prevention, healthy diet and weight management, and helps you reduce congenital disease risk and keep healthy. Medical noninvasive detections include Tissue mineral and heavy metal testing; Bioelectric detection; Ultra early diabetes detection; Mental pressure and cardiovascular Test; Intelligent traditional Chinese medicine measurement.

For appointments, please call: 156-5234-5550 (Mr. Zhang)

### Acupuncture Service

Time: April 8-11<sup>th</sup>, 10:30-17:30

Venue: Wanquan Spa Center, F/1, West Zone, BFA Hotel

Booking Hotline: +86 13801398729

Liu Xiaomei: Liu is an expert in Chinese traditional medicine and acupuncture, whose acupuncture skills were learnt from her family and enhanced by her education at the Beijing University of Chinese Medicine. She is currently an international expert at the Beijing Hoyitang Hospital of TCM, having visited a number of foreign countries, including the UK, Italy, Russia, Kazakhstan and Uzbekistan. She is widely recognized for using acupuncture to reduce weight, maintain youth, slow down aging, alleviate exhaustion and improve overall health. She is skilled in using acupuncture to treat and cure so many health conditions that the list is quite extensive.