

Michigan China Forum 2018

Sino-U.S. Relations | Sports | Mobility | Business | Environment

3/24-3/25, 2018

University of Michigan, Ann Arbor, MI

University Of Michigan

The best public university in the United States, University of Michigan (UM) is ranked 17th on the U.S. News global university ranking. UM has the largest alumni network among all universities. Notable alumni include one U.S. president, 22 Nobel Prize winners and 18 Pulitzer Prize winners.

Michigan China Forum

Founded in 2017, Michigan China Forum is a not-for-profit student organization registered at the University of Michigan. The mission of the Forum is to connect Michigan with China.

By inviting key figures across different industries to discuss the latest and most controversial topics, we are committed to empower the future leaders of the U.S., China and beyond to excel in a global landscape. The forum will serve as a platform for students and young professionals across different cultures to gain insights, dispel biases and engage in inspiring dialogues.





The topic, Michigan China Forum 2017, couldn't be more timely, especially for those students living in Michigan here, looking for ways to expend their careers and connections in Michigan and China. This is really a terrific event for that.

*-- Brian Connors
Director, Michigan-China Innovation Center*

2017

1st

The first China Forum at the University of Michigan

1,100+

1100+ Participation in 2 days

5 Panels

Sino-U.S. Relations | Entrepreneurship
Mobility | Economy | Media

30+ Guest Speakers

More than thirty industry elites and leading scholars

10+ International Media Spotlights



Guests

MCF MICHIGAN
CHINA FORUM
普華永道中國論壇

2017



Lei Hong

Chinese Consul
General in Chicago



Veronica Wu

Former VP for China
Operations at Tesla
Motors



Gene Ma

Chief China Economist
at Institute of
International Finance



Jun Ni

Director of S. M. Wu
Manufacturing
Research Center at UM



Harry Wan

Partner of Matrix
Partners China



Wilson Wan

Co-founder of TMTPost
Media group and Dean of
TMTPost Research Institute

Keyword · Development

The world around us today is developing at an unprecedented rate. With the growth of the capital market, advancement in technology, and evolving dynamic of global powers, conventional wisdom of the society are constantly being challenged. Facing the new world today, what role should the younger generation play?

The Michigan China Forum 2018 will be focused on the theme of “New Era, New Responsibility” . By gathering industry experts with future leaders, we will explore the upcoming opportunities and challenges, and contemplate what new responsibilities lie ahead for the younger generation.





Mission

Connect Michigan with China

Ping-Pong Diplomacy

45 years ago, the University of Michigan was the first place that the Chinese ping-pong delegation to the US visited. At the University of Michigan, we have witnessed the beginning of the U.S., China Bilateral Relationship, where the little ball was able to move the big ball.

Michigan Sports


University of Michigan is the only university that has won NCAA championships in all of the four major sports. It has the largest football stadium in the U.S. and has produced world-class athletes such as Michael Phelps, Tom Brady and the Fab 5.

Mcity

As a one-of-a-kind urban test facility, Mcity draws world-class project teams to develop autonomous driving technology that could realize what was once an elusive dream.

Detroit

With the help of cutting-edge technologies like autonomous mobility and smart city technology, Detroit is witnessing its renaissance to becoming an eco-friendly and culturally diverse pioneer with a diversified set of industries.



Sino-U.S. Relations

The Game between Two Global Leaderships



Sports

Marketing in Sports Industry



Mobility

Future of Autonomous Driving



Business

Global Strategies for Sino-U.S. Corporations



Environment

Vision for an Eco-city



Panels

MICF MICHIGAN CHINA FORUM 2018
密西根中國論壇·二零一八

Panel

Sino-U.S. Relations

The Game between Two Global Leaderships

This is a new era of great, and largely unexpected, reforms and opportunities. From President Xi's "Win-Win International Relations" to President Trump's "America First", both China and the United States are committed to redefining their roles in the world as well as in the Sino-U.S. bilateral relationship.

At the Sino-U.S. Relations Panel, our guest speakers will focus on the current tax reforms in both China and the U.S., as well as the "Industrial Upgrading and Manufacturing Policies" in the information era. Different experts such as, policy researchers, economists, international journalists, and entrepreneurs, will share their views on how young students can best utilize their capacities, take the initiative to facilitate the bilateral cooperation, and envision for a more vibrant future.

Panel

Sports

Marketing in Sports Industry

The Sports Panel aims to be the ambassador of the University of Michigan's sport culture. It will gather sports enthusiasts, young professionals and industry veterans from both U.S. and China to discuss the differences between Chinese and American sports industry development.

The theme of the panel will revolve around the keyword, marketing. It will explore topics such as strategic advertisement of sports IP, the promotion of non-endemic brands within the sports industry and the commercialization of collegiate sports. Through these topics, we hope to not only explore the current state of the sports industry, but also discover opportunities for its development in the future.



Panel

Mobility

Future of Autonomous Driving

The automotive industry is on the cusp of profound change. As a one-of-a-kind urban test facility, Mcity draws world-class project teams to develop autonomous driving technology that could realize what was once an elusive dream. On the other side of the globe, Baidu, Horizon Robotics and NIO are picking up momentum in the Chinese market. In what ways can Chinese and American industry leaders cooperate to hit the next breakthrough? How can industry, government, and academia come together to improve transportation safety, sustainability, and accessibility for the benefit of society? The Mobility Panel will invite visionaries in the autonomous driving industry to take you on a journey to discover where we stand in a driverless world.



Panel

Business

General Strategies for Sino-U.S. Corporations

Since the Economic Reform back in 1978, China has opened up its market to the rest of the world. Many foreign businesses, especially American companies, recognized the potential in China and prospered in the Chinese market after conquering multiple obstacles. Recently, many emerging Information and Technology companies, such as Uber and Airbnb have been the avant-garde in applying global strategies in China. On the other hand, many Chinese companies have not only gained success in local market, but also learned from the Americans and sought for opportunities overseas in the recent years. Companies such as Ofo, Xiaomi, and Alibaba are rapidly expanding in the U.S. market. Because of the fostering globalization of Sino-U.S. companies, the Business Panel would like to invite you to discuss, reflect, and generate new ideas and solutions for a brighter future in the global market.

Panel

Environment

Vision for an Eco-city

Environmentally progressive concepts like “zero waste” and “green buildings” have become increasingly more prominent as people become increasingly concerned about the sustainability of our planet. As 80.7% of the U.S. population lives in urban areas and more than 57% Chinese are city-dwellers, both the US and China are breaking into the environmental revitalization sphere. However, it is a considerable challenge to find a balance between economic growth and environmental protection.

We invite you to join us at the Environment Panel as we explore how building eco-cities is shaping the environmental future. Together, we can create a meaningful discussion with the panelists from the US and China, to learn about the impact eco-cities are going to make on everyone’s lives.

TusStar China Business Challenge Ann Arbor

Co-hosted by TusStar Ann Arbor, Michigan China Forum 2018 (MCF2018), and China Entrepreneur Network (CEN) this year, the TusStar China Business Challenge is a pitch competition that connects entrepreneurs with international capital and resources. It aims to help those who wish to create an impact on the world to implement their projects on a global scale. Participants of the competition will pitch their business solutions to a panel of experienced investors, and then engage in a series of Q&A. The winner of the competition will be selected by the investors and shall be rewarded with a cash prize of \$10,000, one year of complimentary TusStar office space and an opportunity to visit the most influential corporations in China. Through the platform of MCF2018, entrepreneurs will gain access to a plethora of resources provided by both TusStar and CEN, and be enabled to take their venture to the next level.



TusStar Ann Arbor

TusStar Ann Arbor is a startup incubator and venture firm with a smart mobility focus. The Ann Arbor location marks the first U.S. extension of the larger TusStar organization, which has hundreds of successful incubators functioning throughout the world today. TusStar Ann Arbor is on a mission to close the gap between Chinese and U.S. innovation by supporting and cultivating talents, while working alongside entrepreneurs to ensure the greatest probability of success.

Venue


Ross School of Business



This event will be held in the main building of Ross School of Business.

Keynote and opening ceremony will be held at Robertson Auditorium.

Sub-Forums will be held in Colloquium in the Ross Building.



3/24

SATURDAY Schedule

Saturday Morning

10:00-11:00 @ Ross School of Business - Robertson Auditorium

Opening Ceremony of Michigan China Forum 2018

11:00-13:00 @ Ross School of Business - Robertson Auditorium

Panel: Sino-U.S. Relations | The Game between Two Global Leaderships

Saturday Afternoon

14:00-16:00 @ Ross School of Business - Robertson Auditorium

Panel: Sports | Marketing in Sports Industry

14:00-16:00 @ Ross School of Business - Blau Colloquium

Panel: Environment | Vision for an Eco-city

16:30-18:30 @ Ross School of Business - Blau 1570

International Students Spring Career Fair

16:30-18:30 @ Ross School of Business - Blau Colloquium

TusStar China Entrepreneurial Business Challenge

20:00-22:00 @ Ross School of Business - Various Rooms

Fireside Chats

Sunday Morning

10:00-12:00 @ Ross School of Business - Robertson Auditorium

Panel: Business | Global Strategies for Sino-U.S. Corporations

10:00-12:00 @ Ross School of Business - Blau Colloquium

Panel: Transportation | Autonomous Driving

12:00-13:00 @ Ross School of Business - Robertson Auditorium

Closing Ceremony of Michigan China Forum 2018



3/25

Sunday
Schedule



New Era, New Responsibility



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