D3.1 –Dialogue Conference in China

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Document Number	D3.1
Document Title	Dialogue Conference in China
Version	3.0
Status	Final
Deliverable Type	Deliverable (Event Report)
Actual Date of Delivery	17.12.2012
Contributors	BSEAC, SIGMA
Keyword List	Dialogue Conference, Event, China
Dissemination level	PU

Change History

Version	Date	Status	Author (Partner)	Description
1.0	10.12.2012	Draft	Calven Luo – BSEAC	Creation
2.0	10.12.2012	Draft	Camille Torrenti - SIGMA ORIONIS	Update
3.0	14.12.2012	Final	Calven Luo - BSEAC	Finalization
3.0	17.12.2012	Final	Camille Torrenti SIGMA ORIONIS	Quality Check

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1. Concept and Objectives of the Conference

To further open dialogue between European nations and China in regards to potential international cooperation in the ICT industry, Task 3.1 was conducted to create a forum to bring policy and research level areas of ICT from respective countries together. This medium will enable leading members of the ICT field to further discuss improvements for cooperative ICT development. The conference was organized in China to disseminate information at the local level while being part of a larger framework of cooperative summits for Europe-China ICT progression. The conference consisted of several segments designed to organize a strategic platform to channel communication. In order to promote OpenChina-ICT, the two day OpenChina-ICT dialogue conference event in China was organized and facilitated by BSEAC from 15th November 2012 to 16th November 2012 at the Wujin Hotel in Beijing:

The following categorized sessions were organized for our guest speakers and audience:

- **Day One Plenary Session** - The first day of the conference was organized into 15 minute thematic sessions, where the speakers shared their knowledge and research priorities with the attendees to promote open dialogues between China and Europe. The late afternoon session also got the audiences involved with a question and answer round that enabled everyone at the event to share ideas and innovation regarding ICT.

- **Day Two 1/2 Day Matchmaking Session** - The morning of the second day allowed companies from China and Europe to participate in matchmaking sessions to build relationships and enhance business opportunities.

- **Day Two 1/2 Day Study Visit** - The afternoon of the second day the Guest speakers and other participants of the Dialogue Conference visited both CATR and HUAWEI showrooms. CATR showroom was presented by Jacqueline Kang and Huawei showroom by Yanbin Li. Two major organizations demonstrated and shared their progress to the participants.

- **Selection of conference topics based on results from the European and Chinese Roadmap Surveys and in coordination with the European Commission DG CONNECT, MOST and MIIT.** The Roadmap Surveys were used in coordination with the intentions of DG CONNECT, MOST and MIIT to select the most appropriate conference topics to appeal to the interests of the participants, thereby encouraging dialogue. The topics covered were Smart City, Future Internet/Internet of Things, Global System Science, and ICT Regulatory.

- **Identification of relevant policy and stakeholders for participation.** Through a comprehensive assessment of literature reviews and expert surveys consolidated into the Roadmap Surveys, the relevant policy and stakeholders for participation were invited to the Dialogue Conference to best reach the most relevant actors in the ICT field.

- **Invitation of relevant speakers and participants.** In order to ensure participation of key speakers and participation for the conference, a series of literature reviews and expert surveys were conducted to best identify individuals to lead the Dialogue Conference. Upon identification these individuals were invited to deliver the most comprehensive relevant information on ICT. The conference boasted a diverse array of leading speakers and participants as a result.

2. Event agenda

Thematic Session 1: "EU-China ICT Cooperation: Platforms & Prospects" Moderator: Mr. Ardiel Cabrera RUIZ, Project Officer, International Relations Unit, DG CONNECT, European Commission	
11:15-11:30	"Opportunities in the EU-China Cooperation in the Context of the China-Finland ICT Alliance" by Mr. Jani KAARLEJÄRVI, Director, International Coordination, China Finland ICT Alliance, TiViT, Finland
11:30-11:45	"Ideal-ist: Your Worldwide ICT Support Network" by Mr. Karthik KUMAR, Technical Project Manager, Interactive Technology Software and Media Association (ITSMA)
11:45-12:00	"The International Science and Technology Cooperation Situation of Chongqing University of Posts and Telecommunications and European Research Institutions"by Ms. Yanbing LIU, Vice President of Chongqing University of Posts and Telecommunications
12:00-13:30	**Working Lunch & Networking**
Day I: Afternoon, November 15th, 2012 **Morderators: Mr. Kay MATZNER, OpenChina-ICT Coordinator, & Jacqueline KANG, CATR** **Thematic Session 2: "EU-China ICT Cooperation: Research Priorities (RP) "**	
RP1:	***Smart City***
13:30-13:45	"Powering Your City" by Mr. Andrea ROSSI, Business Development Manager APAC & Middle East, Research & Innovation, Atos, Spain
13:45-14:00	Ms. Yanbin LI, Senior Manager, Public & Government Affairs Department, Huawei Technologies
RP2:	***Future Internet/Internet of Things***
14:00-14:15	Ms. Enjie LIU, Senior Lecturer University of Bedfordshire, UK

14:15-14:30	"IEEE 1888 Family of Standards - An Open and Smart Green ICT Architecture Based on IoT" by Chen GU, Director, Technical Standard Division, BII Group
RP3:	Global Systems Science
14:30-14:45	"NESS Project and Information Economy" by Mr. Yicheng ZHANG, Professor, University of Freiburg, Switzerland
14:45-15:00	Mr. Zhangang Han, Professor & Dean, Department of Systems Science Beijing Normal University
RP4:	ICT Regulatory
15:00-15:15	"Regulatory Challenge and potential Fields of Collaboration" by Mr. Thomas HART, Regulatory Expert
15:15-15:30	"ICT Regulation Policies in China" by Mr. Yuan MA, Deputy Director, Policy and Economic Institute, CATR
15:30-16:00	Coffee Break & Networking
High-level Dialogue Wrap-up Moderator: Mr. Matti Hämäläinen, Coordinator, China-Finland ICT Alliance, TIVIT & Professor, IT, Aalto University, Finland	
16:00-16:45	Wrap-up Remarks & Dialogues All speakers and moderators on the stage for the wrap-up
16:45-17:00	Questions & Answers Interactions with the audience
18:30-20:00	**Welcome Gala Dinner**

Day II: Morning, November 16th, 2012 Matchmaking Session, 09:00 -12:00	
1. Blekinge Institute of Technology, Sweden 2. TECO/Karlsruhe Institute of Technology, Germany 3. Intelartes, Belgium 4. China-Finland ICT Alliance and TIVIT, Finland 5. ATOS, Spain 6. SoftKinetic, Belgium 7. University of Bedfordshire, United Kingdom 8. Sigma Orionis, France 9. Fraunhofer IFF, Germany 10. Sociedade Portugesa de Inovacao (SPI), Portugal 11. International Centre for Numerical Methods in Engineering (CIMNE)	
12:00-13:30	Working Lunch & Networking
Day II: Afternoon, November 16th, 2012 Study Visits	
13:30-16:30	1. Next Generation Network Laboratory, CATR 2. HUAWEI Showroom
18:30-20:00	**Dinner**

3. Dissemination and Promotion

The promotion of the OpenChina-ICT Dialogue Conference in Europe was launched in two phases. The first phase began in end of June (M6) and focused on an internal promotion using the project dissemination channels. The second promotional phase was launched in September (M9) with a particular focus on external promotion through other channels.

3.1. Internal promotion

3.1.1 Dialogue Conference Website

3.1.1.1 Overview

The OpenChina-ICT Dialogue conference website is one of the major communication channels in sharing updated information with all interested parties. The website focuses on establishing online communication to present project ideas, goals and results. Visitors can get up-to-date information (both in English and Chinese languages) about development of the project, including workshops, call information, contact, and provides relevant project information, such as project booklets, flyers, project progress, public deliverables, the Dialogue Conference schedule, logistics, etc. Downloadable documents are posted on the website frequently to ensure broad awareness among interested parties. The project website is updated regularly to always present the current status of the project.

The website has been regularly updated to inform the public and our partners about the on-going project to satisfy the needs of both Chinese and European researchers.

3.1.1.2 European Website

The European website has been updated to display a specific event webpage and widgets linking to this page were designed and displayed on the homepage. The event was also highlighted in the June project newsletter sent to more than 5000 contacts. In July, two news on the Dialogue Conference were added on the website and, in the same time, to the project LinkedIn and Twitter accounts, one on the concept and objectives and the other on the tentative agenda. An invitation email has been sent to the Advisory Board to officially invite the members to attend the conference (21 members from 19 European and Chinese organizations).

Internal promotional efforts have been sustained (at M9) by adding other promotional news on the website, on the September project newsletter, and on the project Social Networks (Twitter and LinkedIn). In the same time, a targeted promotion for the OpenChina-ICT Matchmaking session was accomplished both on the internal communication channels and the external ones with a dedicated news posted on the website, on the project Social Networks (Twitter and LinkedIn) and an email blast was sent to the OpenChina-ICT contact database to invite them to get involved in this session.
So as to attract the right organisations to this session, discussions were posted in 8 EU-Chinese business oriented groups, bilateral initiatives have been invited and promotion of

the session has been ensured through the network of the EU Chamber of Commerce of China and the EU Project Innovation Center (EUPIC).

Internal Promotion on the European Website:

3.1.1.2 Chinese Website

The restructured Chinese website for OpenChina-ICT Dialogue Conference project contains the following sections:

- **Homepage**

This page shows the viewer information on the *OpenChina-ICT Dialogue Conference held in Beijing*. It addresses the background of OpenChina-ICT's existence, nature, objectives and activities. All viewers are able to gain a panoramic view of the Dialogue Conference through the introduction.

■ Agenda

This page provides viewers with information on the 2 day Dialogue Conference event's Agenda. All viewers are able to gain a panoramic view of the event schedule, name, and the speakers, in English and Chinese language.

■ Speakers

This page has been updated and presents all viewers the speakers' information and their pictures.

■ Registration Information

This page informs all viewers about the aims of the project, followed by the map's location of the Hotel (in jpg format) where the Dialogue Conference took place. The page also shows which transport to use to get to the event and the link of the Hotel.

This page also enables the users to obtain both the Registration and Speakers Form. Both documents were uploaded to the website, so users could download them, and send it back to BSEAC. BSEAC's contact information was provided with the telephone number, email and fax number.

■ One-to-one Matchmaking Sessions

This page provides information of the one-to-one matchmaking sessions to the viewers. The page also published information on the sessions, number of European and Chinese participants and all information regarding matchmaking sessions. Selected pictures of the session have been uploaded the next day.

■ Download Center

This page presents downloadable documents regarding the Dialogue Conference Event: Participants registration, Speaker Form, and information of the On-to-one matchmaking sessions. Materials and documents regarding all the speakers' presentations are published in this section (in PDF format). This is of special importance because the materials enhance the visibility and understanding of the project to all interested parties.

■ Contact Us

This page provides contact detail information of BSEAC in order to better facilitate interested parties to take part in the project.

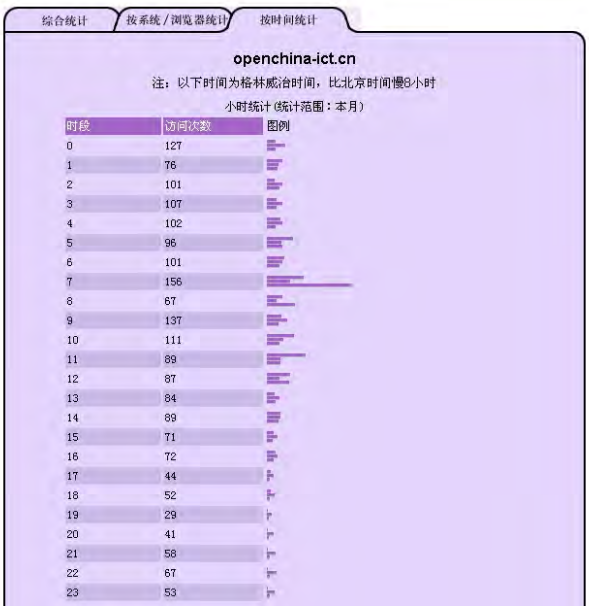
■ Website Impacts

Since the establishment of the OpenChina-ICT Dialogue Conference Chinese website, it has played a pivotal role in offering timely provision event information dedicated to the needs of the Chinese participants.

In order to demonstrate the website's effectiveness and popularity in information dissemination on the event among interested parties, important screenshots are posted here for review.

Summary statistics of page view

A management system has been specially built to administrate the page review situation of OpenChina-ICT website. This page, as shown in the screenshot below, presents website administrators the detailed summary information with regard to page review within a certain time span.



Browser website view

This screenshot capture shows the review information among websites' all sections. By a simple contrast, administrators are informed of which operating system and browser has been visited most.

openchina-ict.cn

按操作系统统计

操作系统类型	访问次数	图例
未知类型	1489	
Windows XP	244	
Windows 2008	216	
Mac OS	24	
Linux	16	
Windows 2000	14	
Vista	8	
Windows 2003	6	

按浏览器统计

浏览器类型	访问次数	图例
未知类型	881	
BaiduSpider	634	
Firefox	115	
Safari	102	
MSIE 8	90	
MSIE 6	74	
MSIE 7	59	
Yahoo!+Slurp	28	
Opera	16	
Gecko	9	
MSIE 5	9	
MSN	0	

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3.1.2 Social Networks

In July, two news outlets on the Dialogue Conference were added on the website and, in the same time, to the project LinkedIn and Twitter accounts, one on the concept and objectives and the other on the tentative agenda. In addition, we have created a Weibo account (Chinese equivalent to Twitter) for the public and our partners, which includes 1,141 followers and growing.

In August, the OpenChina-ICT Twitter and Weibo accounts were especially redesigned to promote the Dialogue Conference. In November, we also created a website portal (equivalent to Flickr) that enables our followers to view recent uploaded pictures of the OpenChina-ICT Dialogue Conference.

3.1.3 E-mailings

In order to effectively promote the event to relevant potential participants over 2000 ICT companies from our internal database were contacted. These companies include government departments, ICT institutions and corporations, high-tech enterprises, industry associations, and NGO's.
The event has also been highlighted both in the June and September project newsletters and a specific email blast has been sent in September to promote the Matchmaking session in particular. These e-mailings were sent to the OpenChina-ICT database containing around 5000 contacts both from Europe and China.

3.1.4 Leaflet

This leaflet was sent by email (Chinese and English language) to all participants prior to the conference.

3.2. External promotion

3.2.1 On other EU-China projects and initiatives

News on the Dialogue Conference have been posted on other EU-China projects and initiatives (PSDF II, NiCE project, EU-SME, Information Society, ICT Alliance, FCCC). As well as through other channels (ICT Web Proms, Pro-Ideal, European Future Internet Portal, FUPOL, Squaris, EMF, Albion Alliance etc.…).
Project partners also contacted the Advisory Board members to ask for their assistance to promote the Dialogue Conference to their networks and through their organisations.

3.2.2 On the European Commission channels

- European Commission websites: Cordis Wire, EU Agenda and Digital Agenda.
- Newsletters: DG CONNECT, Cordis and Digital Agenda.

3.2.3 External Promotion Clippings

3.3 Dissemination Materials

According to the specific aims of the project, different kinds of communication and promotional materials were designed. The material followed a common layout and bear project logo. Project flyers and booklets that contained relevant information about OpenChina-ICT were designed and printed for communication and dissemination purposes.

Direct dissemination through electronic messages were sent to selected contacts and to available contacts registered through the website.

The communication and dissemination materials were updated regularly to take account of the project's progress and preliminary results. These promotional materials were a major support in "giving the project a face" to communicate its goals and objectives to the stakeholders.

3.3.1 Booklet

The following booklet was delivered during the Dialogue Conference event along with the agenda for the program (the booklet was written in both Chinese and English):

3.3.2 Agenda Poster

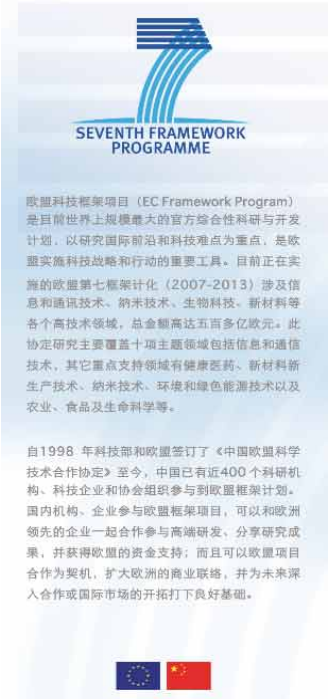
The following posters were situated by the Registration desk:

3.3.3 Information Posters

- **OpenChina-ICT Dialogue Conference General Information**

■ Framework Programme FP7

This poster presented to the participants information on FP7 ranging from the very definition and nature of FP7 to its five main components and their respective priority areas, enabling viewers to obtain a thorough understanding of FP7 as a whole.



■ One-on-one Matchmaking Posters

The following are examples of posters were printed to identify the ten participating companies of the one-on-one Matchmaking sessions.

3.3.4 Project dissemination materials

The different project dissemination materials have been printed by BSEAC for the Conference and displayed during the Conference:

- Flyer
- Poster
- Roll-up banner
- LinkedIn postcard

3.3.7 Backdrops

■ **Registration Backdrop**

This backdrop was positioned at the registration desk.

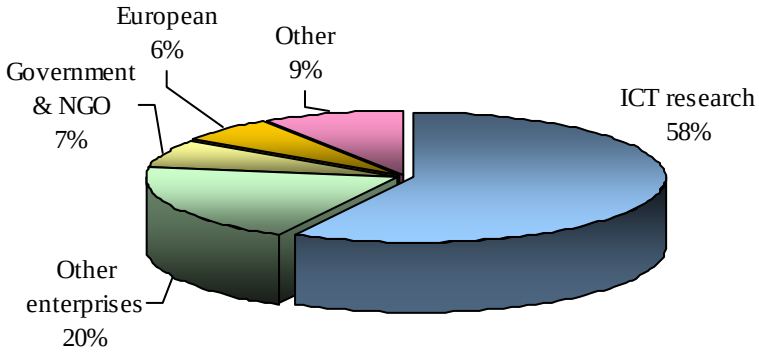
■ **General Backdrop**

This backdrop was positioned on the main stage of the conference hall.

4. Audience

With 241 registered participants for the Dialogue Conference including individuals from various private and governmental organizations around China, the conference was an initial contact point for networking and information dissemination potentially leading to future cooperation. The event was attended by 12 European organizations and 40 Chinese organizations. This resulted in more than 70 meetings between European and Chinese companies, and the signing of 46 Memorandum of Understandings for continued collaboration, marking the success of the matchmaking process. The event consisted of lectures and networking opportunities that conveyed the program knowledge, as well as on-site visits deliver a first-hand understanding of Chinese relevant facilities. Presentations on the ICT industry have been given by the EU and Chinese in both Chinese and English. Presentations with their perspectives of EU-China collaboration in the ICT field and the potential for future collaboration were well informative and successful in instigating partnership discussions during networking and matchmaking events. This led to a clear understanding of the objectives of each respective entity and began the framework for upcoming events and future participation.

The following chart represents the breakdown of event participants:

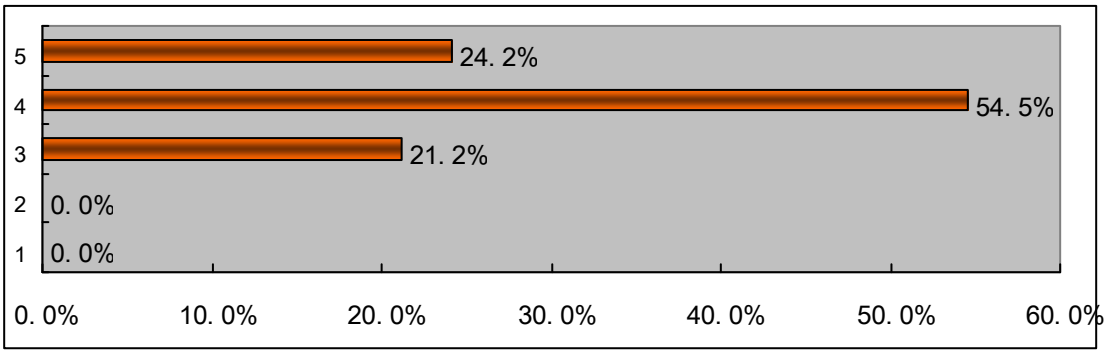


4.1 Attendee list

Please see annex 1.

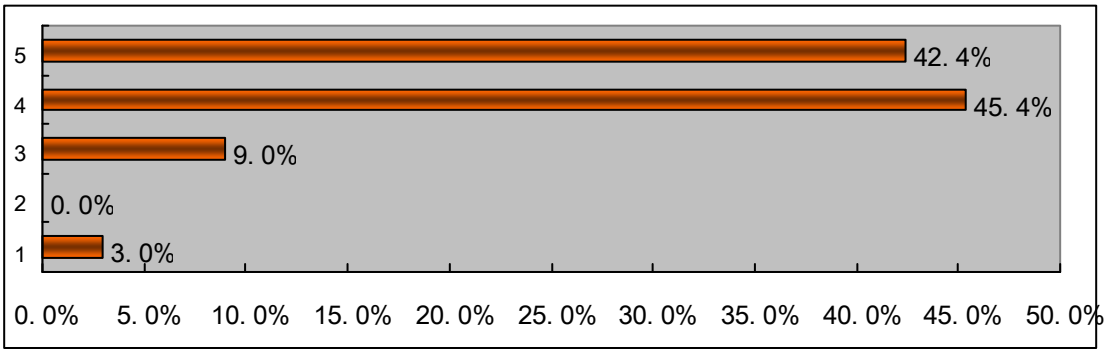
4.2 Survey results

1. Average rate of the value received from OpenChina-ICT Conference:
   5=Excellent and 1=Poor

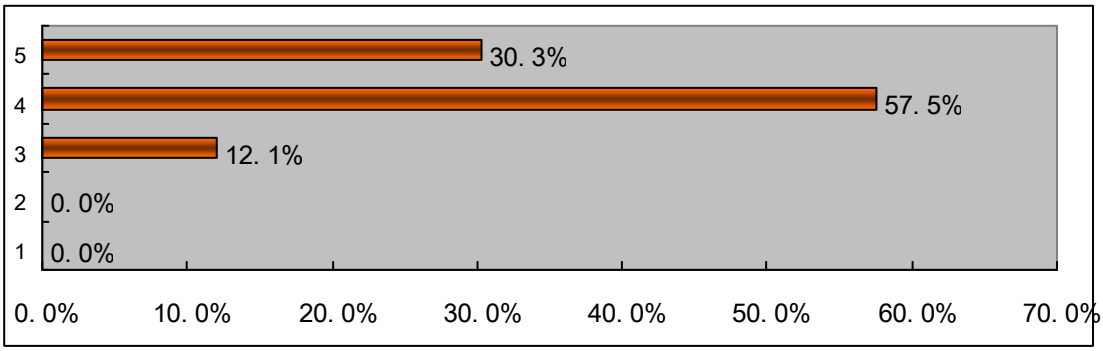


1. Conference Contents & Logistics:
   5=Excellent and 1=Poor

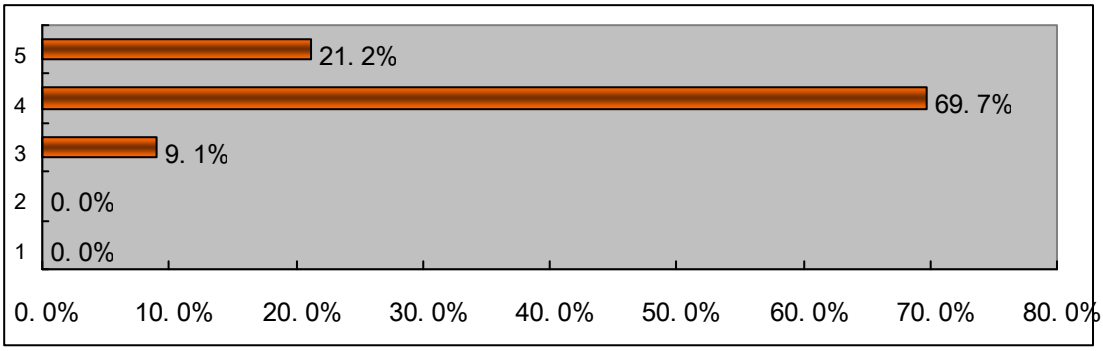
   2.1 Keynotes sessions:



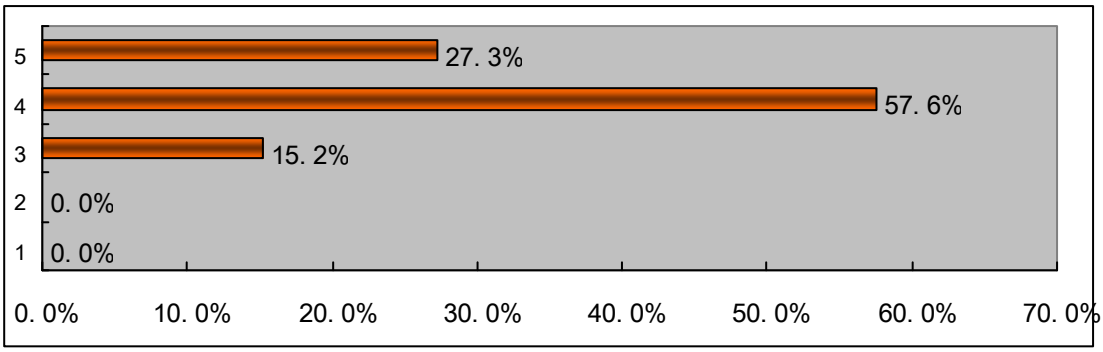
   2.2 Conference Agenda:



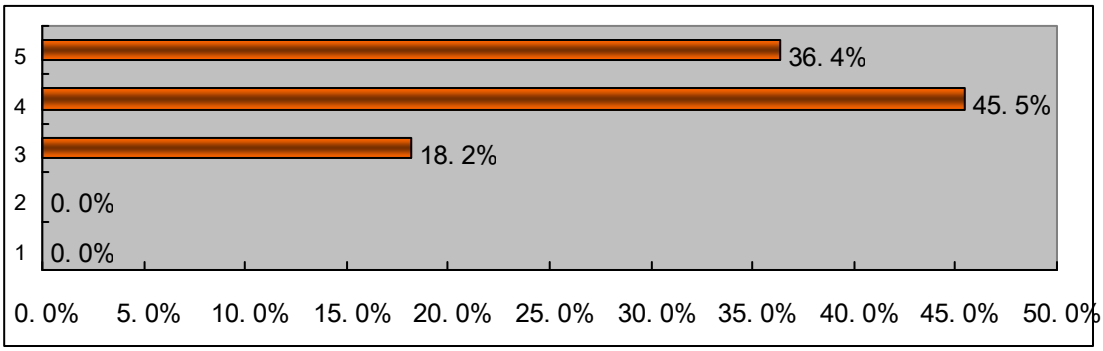
2.3 One-on-One Matchmaking:



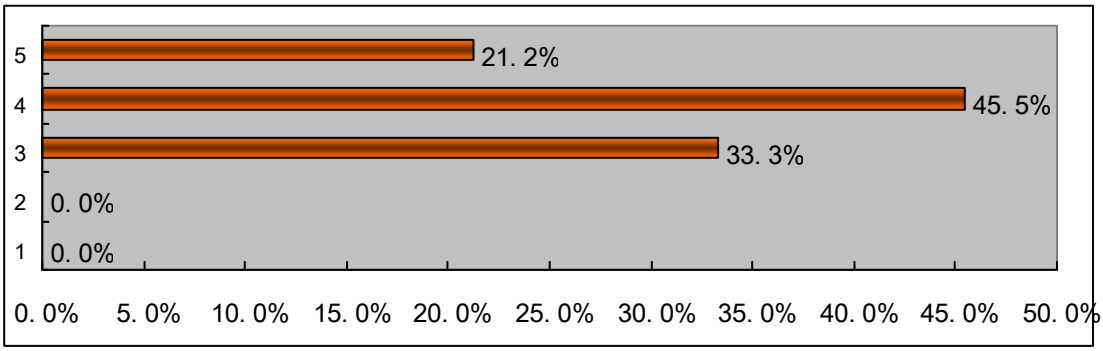
2.4 Conference Website:



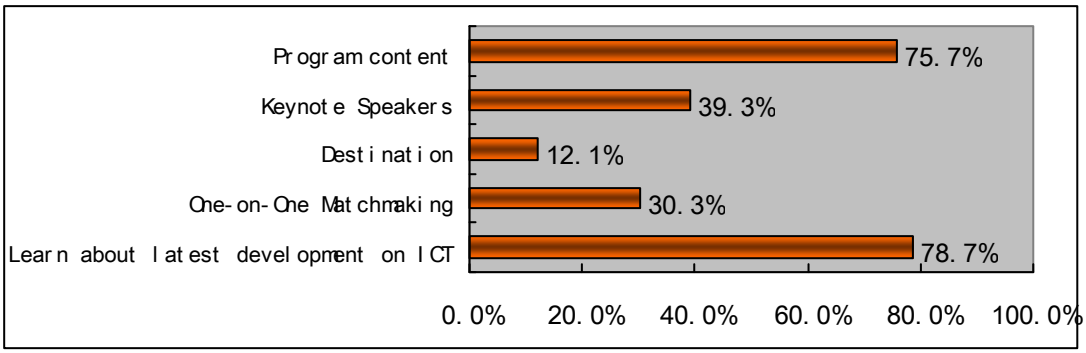
2.5 Conference Logistics:



2.6 QA



2. What most influenced the participant's decision to attend Openchina-ICT Conference? **5=Excellent and 1=Poor**



3. Featured Comments of the participants:

"The progress made during the B2B matchmaking meetings demonstrates the tremendous success of this conference; I hope we can continue to collaborate with this company in the future."

"Hope there is more conferences like OpenChina-ICT in the future."

"Good effort and good luck for future collaboration."

4. Conclusions

From a total of 66 survey respondents, the majority of participants evaluated the conference as a success 95% of participants rating the conference between good and excellent. In addition, 90% of respondents rated the matchmaking sessions as a 4 or 5, indicating the positive impact the conference had on opening dialogue between European and Chinese ICT institutions.

5. Conference outputs

5.1 By session

5.1.1 Speaker Highlights

As a forum for collaboration to extend contact between the EU and China in the field of ICT, the conference invited a number of European and Chinese industry leaders to deliver their insights. The group of speakers was composed of individuals from both public and private sectors related to ICT presented a comprehensive assessment of the ICT field.

The following are selected excerpts of pertinent information delivered in the Speakers' speeches during the conference:

MR. Jijun Xing, Deputy Director-General of China Science and Technology Exchange Center (CSTEC), Ministry of Science and Technology (MOST)

- **"To improve our national R&D projects to achieve an international standard, we need to learn from our peers from the European Union in many aspects. Bilateral talks will keep open in the future, especially in the scientific research and technology fields. And internationalization is a key focus of our research development. In my own opinion, we must open the national R&D projects and plans to ensure the internationalization of China's research development. I believe that we can promote China's research development plan process by OpenChina-ICT conferences."**

Morten Moller, *Head of Unit F3, Programme Coordination, Directorate-General Communications Networks, Content and Technology, European Commission.*

- **"I can hear from the presentations we have heard so far that there is a lot of convergence between the research areas, which we are going to invest in Europe, and in China, I think that is very encouraging."**

- **"…Programming in China is opening on certain conditions, but at least opening, which I think is also very encouraging because, of course, what we are interested in from the European Union is to see that the research collaboration in areas where there is a clear way of win-win situation is encouraged."**

- **"We have two targeted openings for China. We have one, which come in the future internet research experimentation; this is projects where you can do application experiments when new internet services it is open in January and there we have half a million Euros."**

Yingjie Fan, *Western Europe Division, Bureau of International Cooperation, National Natural Science Foundation of China (NSFC)*

- **"Our task is to manage the National Natural Science Fund…and our mission is to provide basic research and foster talented researchers."**

- **"The proposals received…for this year is around 166,000 proposals and there's an increase of 10,000 proposals each year during the past few years."** Said in respect to the proposals received for new research initiatives.

- **"Research Fellowship for International Young Scientists…aim**(s) **to encourage overseas young scholars to carry out basic research in China."**

- Demonstrating the already cooperative efforts with the EU between NSFC and DG, Ms. Fan commented," **…our target is two to three projects will be funded and NSFC will provide around 3 million RMB and the EU will provide around 1.8 million Euros for this project."**

Mr. Jani Kaarlejärvi, Director, International Coordination China Finland ICT Alliance, TiViT, Finland

- **"That has actually been one of our targets in Finland, China cooperation. Identify areas where we can create something new so that it will have a business impact and open up new business opportunities, have an impact on society, and the welfare of citizens and then create something that has not been create before. This is the basis for the China-Finland alliance as well."**

- In respect to the new partners to become involved in China-Finland cooperative efforts: **"Outcome has been much better than expected, we are very happy and we believe and are full confident that this is the method for a more concrete and business oriented phase."**

- On the importance of the Dialogue Conference: **"This is the framework for the largest ever EU program called Future Internet Public Private Partnership…Target of this program is to create an open platform for potential new services, applications and business models. Now that phase two has ended and we are opening up the phase three program next year, Tivit has a major role as the ICT center of Finland to facilitate the architectural framework building."**

Karthik Kumar, Technical Project Manager, Interactive Technology Software and Media Association (ITSMA)

- **"Ideal-ist offers high expertising proposals and project management. It supports proposals and also connects newcomers and experienced researchers."**

- **"Globalization, collaborates research groups in both EU & China regions, strengthening industry presence together with EU, and better mobility of individual researchers across the globe.'**

Andrea Rossi, Business Development Manager APAC & Middle Wast, Research & Innovation, Atod, Spain

- **"We think in delivering sustainable solutions for efficient resources consumption for every kind of resources and investing in new capital and ICT network solutions and infrastructures**."

- "**What we look for is focusing on project we have just on European cities so we would really like to have a public administration that is from China giving their view and participating in our project of the European Framework and I think it will bring a lot of use to the consortium and to the corporation itself."**

- **"So first I think we will look for Chinese city partners in the public sector that are able to invest in smart cities solutions and infrastructures."**

Enjie Liu, Senior Researcher at the University of Bedfordshire, UK

- **"We have long term collaboration with several Chinese partners like Zhejiang University, Beijing University, and NCNST (National Centre for Nanoscience and Technology)."**

- **"We also co-ordinate in several projects, basically we are quite experienced in your project proposals and executions of that."**

Thomas Hart, Regulatory Expert

- **"Technology is the crutch that contributes to, let me call it, a better life, a better life as a citizen participating in public decision making contributing to making the world a better place."**

- Hart on what ICT does for institutions and entities: **"…for e-government because it makes government better, for e-commerce because the consumers benefit and the companies benefit."**

- **"Prerequisite for developing joint solutions for Information Society are to develop joint visions for what kind of information society is desired."**

5.2 Matchmaking session

During the Matchmaking Session, each European participant had face-to-face talk with a pool of potential Chinese partners who were carefully selected according to the requirements and Expressions of Interest of European participants. This customized matchmaking session provided opportunities for European participants and pre-selected potential Chinese partners to exchange their ideas and start discussing details of future collaboration. As detailed in previous section 4 (Audience),12 European organizations and 40 Chinese organizations attended to the one-on-one Matchmaking Session. This resulted in more than 70 meetings between European and Chinese companies, and the signing of 46 Memorandum of Understandings for continued collaboration, marking the success of the matchmaking process.

See annex 2 for the list of participating companies.

Photos of the Matchmaking Session:

5.3 On-site Visits

On Day Two, tours of the CATR and Huawei showrooms were organized; the tours were led by Ms. Jacqueline Kang and Yanbin Li respectively. A group of seventeen individuals comprised of both European representatives and Chinese representatives were given tours of the companies to gain a first-hand impression of the quality of the companies in the ICT industry in China. This allowed the European members to see the progress leading Chinese organizations are making and gain an understanding of the intended prospects for progression.

The following are profiles of the two companies that were visited:

China Academy of Telecommunications Research, Ministry and Industry and Information Technology (CATR)

CATR is a think-tank for the government in the ICT sector. CATR integrates the functions of research, test, certification, and consultancy. It mainly performs decision making supports for the central government (including MIIT, MOST, MDRC, etc.) and the local authorities in such areas as strategy and planning development, policies and regulations, standardization.

Huawei Technologies Company

Huawei is a multinational Chinese networking and telecommunications equipment and services company. It is the largest telecommunications equipment maker in the world. Its core missions are building telecommunications networks, providing operational and consulting services and equipment to enterprises inside and outside of China, and manufacturing communications devices for the consumer market.

Group photo of participants during the on-site visit to CATR:

5.4 Overall Impact

With careful analysis of the China Roadmap Survey to identify relevant participants and speakers to come together, the Dialogue Conference opened the field for open discussions and networking between key members of the ICT industry. The key features of the Dialogue Conference included:

- **High profile presence from both EU and Chinese sides:** Representation from local Chinese ICT experts and EU representative's public and private organizations attended the info day events each region.

- **Conference participation:** Day One of the Dialogue Conference featured a plenary forum for ICT information with PowerPoint presentation structure from both Chinese and European representatives. The topics of the conference encompassed relative industry knowledge including the status quo and potential for development. Day One concluded with a Q&A session between the audience and the ICT panel members, as well as a general discussion between the speakers.

- **Networking among conference participants:** Networking breaks and working lunches were specially designed to be a central feature of the Dialogue Conference. The informal occasion provided with a unique platform for foreign participants to meet with their potential Chinese partners, who were carefully pre-selected by the organizers as per the requirements of the foreign participants, in accordance with the Roadmap Surveys. These informal meetings carried out in-depth discussions on future cooperation in fields of mutual interest. Day Two consisted of two parts; the first was a morning match making session between European companies and prospective Chinese partners. The event allowed for a number of individuals to meet and discuss potential partnership face to face on a more formal platform. During the second half of Day Two, several participants were taken on a visit to two large corporations in relevant industries. The on-site visit allowed the European experts an opportunity to gain a more in-depth assessment of their Chinese counter-parts current and future prospects.

The successful impact of the conference can be summarized by the following:

- Generation of better understanding of ICT industry in China and leading European nations.

- Initiation of dialogue between the EU and China to build a foundation for further collaborative efforts.

- Creation of a network between China and European potential partners.

5.5 Press Coverage

In order to better disseminate the project concept, objectives and results to a broader Chinese audience, the Chinese partner of the OpenChina-ICT project, BSEAC, carried out massive media coverage campaigns including Press Releases for the OpenChina-ICT Dialogue Conference project and a series of media coverage of key activities during the project's life cycle.

Given that **digital media** takes on an increasingly influential role nowadays, special attention has been given to Internet news portals, which are considered to be efficient and influential channels for information dissemination in the internet era. They are classified into three basic categories: mass news portal, professional news portal and government portals. All these portals have been invited to the Dialogue Conference as well as follow-up media coverage for the different milestones of the project life cycle, contributing to broader public awareness of the project.

All these media outlets have reported on the OpenChina-ICT Dialogue Conference held in Beijing with details of the project concept, objective and key activities. Samples of the media reports are listed below.

Table: List of media

See annex 3 for detailed promotion on media.

Conclusion and lessons learnt

The findings from the results of the WP2's Survey appear to suggest that the Chinese partners had organized a successful Dialogue Conference, which was intended to provide relevant stakeholders to discuss the results of the Roadmap Survey.

According to the project objectives, the Dialogue Conference had been used to enhance the information gathered during WP2 through out active dialogue on the identification of top research priority and international cooperation between relevant stakeholders (researchers, politicians from Ministries of Science of China, DG Information Society representatives, industry associations and user representatives).

With 241 registered participants for the Dialogue Conference, the conference has been an initial contact point for networking and information dissemination potentially leading to future cooperation. The quality of the speakers has been outstanding and the number of participants and their level of satisfaction have been extremely positive.

The event has consisted of lectures and networking opportunities that has conveyed the program knowledge, as well as on-site visits, which has delivered a first-hand understanding of Chinese relevant facilities.

The quality of the presentations of both European and Chinese speakers reflects that there is indeed a proactive attitude towards the future relationships between Europe and China. Presentations have been well informative and successful in instigating partnership discussions during networking and matchmaking events.

As detailed in section 4 (Audience), the event has been attended by 12 European organizations and 40 Chinese organizations. This has resulted in more than successful 70 meetings between European and Chinese companies, and the signing of 46 Memorandum of Understandings for continued collaboration, marking the accomplishment of the matchmaking process.

Targets achieved during the Conference: On one hand potential international cooperation between Europe/China has been discussed while on the other a concrete focus has lied on the discussion of specific cooperation opportunities, programs and initiatives.

The successful impact of the conference can be summarized by the following:

- Generation of better understanding of ICT industry in China and leading European nations.

- Initiation of dialogue between the EU and China to build a foundation for further collaborative efforts.

- Creation of a network between China and European potential partners.

Besides, a successful study visit has been arranged after the Dialogue Conference, according to the WP3, all delegates from Europe attending the Dialogue Conference including the policy and research level were suggested to join the study visit. The site visit has given European visitors a general idea about the overall infrastructure and environment of R&D in China.

In conclusion, the feedback received from the participants corroborates that the event has been conducted successfully (according to section 4.2, Survey Results). From a total of 66 survey respondents, the majority of participants evaluated the conference as a success 95% of participants rating the conference between good and excellent. In addition, 90% of respondents rated the matchmaking sessions as a 4 or 5, indicating the positive impact the conference had on opening dialogue between European and Chinese ICT institutions.

Lessons Learnt:

- Financial support should be arranged to encourage EU participants and increase the audience from the European side to attend the Chinese conference.

- Interaction should be enhanced with other ongoing initiatives and high-level dialogue activities.

- EU companies involved in Chinese research process should be improved due to shared experience and know-how.

- More information regarding on how to participate in Chinese research Programs should be increased, and vice versa.

Annex 1 - List of attendees

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Annex 2 - List of European companies participating to the Matchmaking session

1. **Blekinge Institute of Technology**, Sweden - www.bth.se
2. **TECO/Karlsruhe Institute of Technology**, Germany - www.teco.edu
3. **Intelartes**, Belgium - www.intelartes.com
4. **China-Finland ICT Alliance and TIVIT**, Finland - www.tivit.fi
5. **ATOS**, Spain - www.atos.net
6. **SoftKinetic**, Belgium - www.softkinetic.com
7. **University of Bedfordshire**, United Kingdom **-** www.beds.ac.uk
8. **Sigma Orionis**, France - www.sigma-orionis.com
9. **Fraunhofer IFF**, Germany - www.fraunhofer.de
10. **Sociedade Portugesa de Inovacao (SPI)**, Portugal - www.spi.pt
11. **International Centre for Numerical Methods in Engineering (CIMNE)** - www.cimne.com

Annex 3 - Press releases released after the Conference

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中欧信息通信技术研究合作对话会议在北京圆满落幕

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今日聚焦

中欧信息通信技术研究合作对话会议在北京圆满落幕

国际在线消息：2012年11月15-16日在北京海淀区又满国际酒店举办的OpenChina-ICT中欧对话会议圆满落幕。有超过200个机构的约200名中欧信息通信技术领域和相关领域的公司、研究机构、政府部门，如期代表参加了此次盛会。中国科技部、工信部电信研究院、欧盟委员会的相关领导和代表出席大会并发表演讲。

此次会议不仅涉及到当今最前沿的信息通信技术(ICT)研究项目，关注最热门的ICT领域研究动态，更邀请了15个国外ICT领相关机构与中方对应的机构进行了一对一洽谈会议，一对一洽谈会议上，双方代表就ICT项目开发，与欧洲领先ICT企业互动交流合作等领域进行了探讨，达成46项合作期间，效果卓著。

欧盟第七框架计划（FP7）合作项目OpenChina-ICT为期两年，旨在推动中欧进一步开放合作对信息通信技术的研究资助和国际合作，促进中欧组业更深层次ICT领域合作，原计共同感兴趣的研究重点，编写并加各自政府部门提交该领域合作资助图和建议。

作为OpenChina-ICT项目的一个性程碑，中欧信息通信技术(OpenChina-ICT)研究合作对话会议旨在为中欧研究人员提供一个有效的交流平台，促进中欧ICT领域研究人员之间的交流，推动中国与欧盟信息通信技术的研究合作。会议由欧盟欧洲委员会主办，中国科技部支持，由德国最大的研究机构Fraunhofer、法国Sigma、科技部中欧项目办(CBOS)、工信部电信研究院（CATR）和北京软件业企业管理顾问中心（DSEAC）共同实施。

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中欧信息通信技术研究合作对话会议在北京圆满落幕

2012-11-22 11:19

来源：国际在线 参与评论 打印 字号：T T

中欧信息通信技术研究合作对话会议在北京圆满落幕

国际在线消息：2012年11月15-16日在北京海淀区文津国际酒店举办的OpenChina-ICT中欧对话会议圆满落幕。有超过200个机构的约260名中欧信息通信技术领域和相关领域的公司、研究机构、政府部门、媒体代表参加了此次盛会。中国科技部、工信部电信研究院、欧盟委员会的相关领导和代表出席大会并发表演讲。

此次会议不仅涉及到当今最前沿的信息通信技术(ICT)研究项目，关注最热门的ICT领域研究动态，更邀请了12个国外ICT或相关机构与中方对应的机构进行了一对一洽谈会议。一对一洽谈会议上，双方代表就ICT项目开发，与欧洲领先ICT企业互动交流合作等领域进行了探讨，达成46项合作意向，效果卓著！

欧盟第七框架计划（FP7）合作项目OpenChina-ICT为期两年，旨在推动中欧进一步开放各自对信息通信技术的研究资助和国际合作，促进中欧建立更深层次ICT领域合作，探讨共同感兴趣的研究重点，编写并向各自政府部门提交该领域合作路线图和建议。

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China Economic Herald 国家发展和改革委员会主管 112年11月27日，星期二，下午4:49:46

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中欧信息通信技术研究合作对话会议在北京圆满落幕

2012-11-22 14:24:27 国际在线

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中欧信息通信技术研究合作对话会议在北京圆满落幕

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中国 - 欧盟信息通信技术对话论坛将于2012年11月15-16日在北京举行

2012-9-21 12:33:39

中国 - 欧盟信息通信技术对话论坛将于2012年11月15-16日在北京举行

此次会议由OpenChina的ICT项目组组织，由欧盟第七次框架计划信息和通信技术研究资助，旨在促进欧洲和中国之间在信息和通信技术相关的研究合作。

此次会议将在北京文津国际酒店举行。会议以确定中国信息通信技术的研究为重点，特别是为促进中欧在信息通信技术的国际合作行动提出具体的建议。

本次活动的目的是：

•促进信息通信技术的研究和合作的有效对话，特别是有关的国际组织之间的积极对话（研究人员、政治家、行业代表等）。
•讨论具体的合作方案、机遇和举措。
•加紧中欧的政策对话。
•给出经济发展的具体建议，以促进中欧之间在信息通信技术的国际合作行动。

在线议程安排已经更新。其中包括来自欧洲和中国的高层发言人，包括欧盟委员会DG CONNECT、政府官员、主要研究专家、C级管理人员及其他许多发言者的代表。

会议计划于2012年11月16日举办一场B2B会议。一对一的企业搭配将以面对面的商务会议的形式进行。来自欧洲和中国的企业将交换意见，并讨论他们的未来合作的详细内容。

欲了解更多信息，请访问该项目的网站：openchina-ict.eu。

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第五届中国CIO年会
新技术浪潮下的IT变革
时间：2012年11月
地点：北京·国家

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中国--欧盟信息通信技术研究合作对话会议(OpenChina-ICT)

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由欧盟、科技部中欧项目办、中国科技交流中心等单位联合举办的“中国--欧盟信息通信技术研究合作对话会议(OpenChina-ICT)”将于2012年11月15-16日在北京海淀区文津国际酒店举行，荣幸邀请您参加此次会议。

OpenChina-ICT是欧盟第七框架计划（FP7）项目，旨在研究中欧信息通信技术的发展趋势，促进中欧建立更深层次ICT领域合作，探讨共同感兴趣的研究重点。该项目将推动双方科研人员在欧盟框架计划和中国国家科技计划下的合作。作为该项目的一个里程碑，此次对话会议旨在为中欧研究人员提供一个有效的交流平台，促进中欧ICT领域研究人员之间的交流，推动中国与欧盟信息通信技术的研究合作。此次会议不仅可以接触到最前沿的信息通信技术(ICT)研究项目，把握当前最热的ICT领域研究动态，更有机会能够以一对一洽谈会议的形式接触到欧洲最大的信息通信技术(ICT)企业，与会者将有机会参与欧盟ICT项目开发，与欧洲领先ICT企业互动交流合作，提升自身企业国际项目管理能力与国际影响力。

会议为期两天，第一天包括上午的全体会议以及下午的两场主题会议，分别为“中国-欧盟ICT合作：合作平台与展望”，以及“中国-欧盟ICT合作：优先研究领域”。第二天将会安排一对一洽谈会议，每个中方企业将会与一组根据其要求，精心挑选的潜在欧方合作伙伴面对面进行洽谈，并根据洽谈情况，签订初步合作意向书。另外，下午将会安排参观访问，中欧参会者将会在现场以圆桌会议形式进行讨论。

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如您对此次会议有任何疑问，敬请咨询。

中国-欧盟信息通信技术研究合作对话会议(OpenChina-ICT)项目组

TEL：+86 -10- 6551 9637/38/39/40 (Operator)

Cell:: 张 蕾 +86 186 3862 9608 FAX: +86 10 6551 2011

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杨 曦 +86 152 1021 4563

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关于召开"中国-欧盟信息通信技术研究合作对话会议(OpenChina-ICT)"的通知

2012-11-8 点击数：106

由欧盟、科技部中欧项目办、中国科技交流中心等单位联合举办的"中国-欧盟信息通信技术研究合作对话会议(OpenChina-ICT)"将于2012年11月15-16日在北京海淀区文津国际酒店举行，荣幸邀请您参加此次会议。

OpenChina-ICT是欧盟第七框架计划（FP7）项目，旨在研究中欧信息通信技术的发展趋势，促进中欧建立更深层次ICT领域合作，探讨共同感兴趣的研究重点。该项目将推动双方科研人员在欧盟框架计划和中国国家科技计划下的合作。作为该项目的一个里程碑，此次对话会议旨在为中欧研究人员提供一个有效的交流平台，促进中欧ICT领域研究人员之间的交流，推动中国与欧盟信息通信技术的研究合作。此次会议不仅可以接触到最前沿的信息通信技术(ICT)研究项目，把握当前最热的ICT领域研究动态，更有机会能够以一对一洽谈会议的形式接触到欧洲最大的信息通信技术(ICT)企业。与会者将有机会参与欧盟ICT项目开发，与欧洲领先ICT企业互动交流合作，提升自身企业国际项目管理能力与国际影响力。（具体介绍请看附件一：宣传手册）

会议为期两天（请看附件二：暂定日程），第一天包括上午的全体会议以及下午的两场主题会议，分别为"中国-欧盟ICT合作：合作平台与展望"，以及"中国-欧盟ICT合作：优先研究领域"。第二天将会安排一对一洽谈会议（请看附件三：一对一洽谈会议附件四：欧方一对一参会机构资料），每个中方企业将会与一组根据其要求，精心挑选的潜在欧方合作伙伴面对面进行洽谈，并根据洽谈情况，签订初步合作意向书。另外，下午将会安排参观访问，中欧参会者将会在现场以圆桌会议形式进行讨论。

1）如果您有兴趣参加会议，请填写附件五：注册表

2）如果您有兴趣参加一对一洽谈会议，请填写附件六：洽谈表。

3）免费参会，请携带名片签到

如您对此次会议有任何疑问，敬请咨询。

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公交：355路、331路、307路、375路、438路、466路、562路、731路、运通110路到清华园站

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Links:

- http://gb.cri.cn/27824/2012/11/22/6651s3934580.htm
- http://news.163.com/12/1122/11/8GTM5VFO00014JB5.html
- http://roll.sohu.com/20121122/n358354808.shtml
- http://news.china.com.cn/live/2012-11/22/content_17286309.htm
- http://www.ceh.com.cn/jjzx/2012/11/149078.shtml
- http://tech.xinmin.cn/internet/2012/11/22/17286871.html
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- http://ecpkn.buaa.edu.cn/zwwz/jlhz/gjjl/2012-09-21-2054.html