

CHINA 2.0

The Rise of a Digital Superpower

An invitation-only conference at Stanford University
Hosted by the Stanford Program on Regions of Innovation and Entrepreneurship (SPRIE)

Monday, May 24 &
Tuesday, May 25, 2010
8 am – 6 pm

Bechtel Conference Center
Encina Hall
616 Serra Street
Stanford University

Agenda

China 2.0 will focus on the following sectors and topics:

- Social Networking Services
- Online Games
- Digital Music
- Online Video
- Consumer e-Commerce
- China 2.0's influence abroad
- The role of overseas companies in China 2.0
- Outlook for VC & Private Equity

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This two-day forum looks at the rise of China as a digital superpower.

May 2010 marks 15 years of China's first connection to the public Internet and 15 years of digital mobile communications. Home to 400 million online and 750 million mobile consumers, China is giving birth to innovative start-ups and established multi-billion dollar enterprises in social networking, games, video, music and e-commerce.

Companies thriving in China will increasingly shape the global digital economy, either by their sheer scale at home or through investments and mergers and acquisitions in the United States and other developed economies.

Join this invitation-only forum to meet with industry leaders from China and overseas to assess the likely future shape and implications of China's rise for consumers, industry players, investors, researchers and policy makers.

Key questions we will explore include:

- How do Chinese Internet users and companies differ from their U.S. peers?
- How are China 2.0 companies impacting China's traditional media and technology players?
- Understanding Tencent and Taobao: What lessons can we learn from business models adopted by China's SNS and e-commerce giants?
- Can innovative business models emerging in China be exported?
- Music 2.0: Top100 has brought together the 4 major music labels into a new business model offering free, legal music downloads, supported by advertising. Could this model be adopted outside of China in future by the music industry? Is TV/film next?
- Online games: Who will be the leaders, and what are the emerging drivers, in China's USD 4 billion online games industry?
- Outside in, and inside out: How can business models of western firms be adapted to ensure long term competitiveness in China? Where will Chinese business models and firms find a footing overseas?
- What are the implications of China's rise for Silicon Valley investors and companies?

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Format

- Presentations by the on-the-ground pioneers of China 2.0
- Roundtable discussions on key issues and emerging trends
- Premiere of “vox pop” video interviews of Chinese Internet users filmed in Beijing, Chengdu, Nanjing, Wuhan, Xiamen and Xi’an
- Conference highlights to be available online (subject to speaker approval)
- Interactive event, including a mobile application custom-made for participants

Speakers *(more names to be released soon)*

Carter Agar	VP, Business & International Development, Altius Education, former VP, GM, Walt Disney Internet Group (China)
Gary Chen	CEO, Top 100.cn
York Chen	President & Managing Partner, iDTechVentures
Stanley Chia	Senior Technology Consultant, Vodafone Group R&D
Duncan Clark	Chairman, BDA China; Visiting Scholar, SPRIE, Stanford University, Forum Co-Chair
Fritz Demopoulos	CEO, Qunar.com
Dr Håkan Eriksson	CTO, Ericsson
Olivier Glauser	Managing Director, Steamboat Ventures
Marguerite Gong Hancock	Forum Co-Chair, Associate Director, SPRIE, Stanford University
Lisa Cosmas Hanson	Managing Partner & Founder, Niko Partners
Richard Hsu	Managing Director, Intel Capital China
Harry Hui	Former President Universal Music SE Asia
Graham Kill	CEO, Irdeto
Ning Liu	Principal Analyst - New Media, BDA China
Abir Oreibi	Former General Manager & Director, Business Development & Marketing, EMEA, Alibaba.com
Caroline Pan	Director, China Strategy Office at Intel
Alan Tien	General Manager, PayPal Bei Bao China
Jason Wang	Partner, Cypress River Advisors, LLC
Donglei Zhou	Partner, TrustBridge Partners

Audience

Media & tech executives, entrepreneurs, academics and researchers, venture capitalists/private equity investors, policymakers.

Participation and Pricing

Participation is by invitation-only. Invited guests may [register at this link](#).

The USD \$300 fee covers conference sessions and materials, continental breakfast, lunch, and refreshments. A limited number of spaces are available for current Stanford faculty, students and staff at USD \$50.

Further Information

Please visit <http://sprie.stanford.edu/events/5936>

SPRIE focuses on the nexus of innovation and entrepreneurship in high technology clusters. For more information visit <http://sprie.stanford.edu>



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