

World Winter Sports (Beijing) Expo 2021

Agenda

Category	Time	Name	Venue
Main Forum	September 3	The Opening Ceremony and Main Forum	Shougang Park No.3 blast furnace
Parallel Forum	September 3 Afternoon	Rime Capital and Ski Paradise - Jilin, a River Town in North China Special Promotion Conference	Shougang Park No.3 blast furnace
	September 4 Morning	Olympic City Development Forum	Shougang Park Small studio, 3350
	September 4 Morning	Sports Science and Technology Innovation and Entrepreneurship Competition	Shougang Park Medium studio A, 3350
	September 4 Afternoon	Ice and Snow Popularization for Teenagers Forum	Shougang Park Small studio, 3350
	September 4 Afternoon	Ice and Snow Fashion and Trend Forum	Shougang Park Medium studio A, 3350
	September 5 Morning	Ice and Snow Tourism Development Forum	Shougang Park Small studio, 3350
	September 5 Morning	Ice and Snow Education Forum	Shougang Park Medium studio A, 3350
	September 5 Morning	Ski Resorts Operation and Management Forum	Shougang Park Medium studio B, 3350
	September 5 Afternoon	Venue Design and Construction Forum	Shougang Park Small studio, 3350
	September 5 Afternoon	Ice and Snow Marketing Forum	Shougang Park Medium studio A, 3350
	September 5 Afternoon	Winter Olympics Science and Technology Forum	Shougang Park Medium studio B, 3350

Opening Ceremony & Main Forum of World Winter Sports (Beijing) Expo

On the morning of September 3, 2021

No.3 Blast Furnace, Shougang Park

09:30-09:40	Introduction of the guests present Moderator: Liu Jingmin , Executive Vice Chairman of Beijing Olympic City Development Association
09:40-09:45	Welcome Speech: Thomas Bach , President of International Olympic Committee
09:45-09:50	Welcome Speech: Leader of General Administration of Sport of China
09:50-09:55	Welcome Speech: Zhang Jiandong , Vice Mayor of Beijing, Executive Vice President of Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games, Vice Chairman of Beijing Olympic City Development Association
09:55-10:00	Keynote Speech: Juan Antonio Samaranch Jr , Member of International Olympic Committee, Chair of Coordination for the XXIV Olympic Winter Games Beijing 2022
10:00-10:05	Keynote Speech: Vice Minister of Ministry of Foreign Affairs (Italy)
10:05-10:10	Keynote Speech: Johan Eliasch , President of International Ski Federation
10:10-10:15	Keynote Speech: Ivo Ferriani , President of International Bobsleigh & Skeleton Federation, Member of the Coordination Commission for the XXIV Olympic Winter Games Beijing 2022
10:15-10:20	Keynote Speech: Jan Dijkema , President of the International Skating Union
10:20-10:25	Keynote Speech: Kate Caithness , President of the World Curling Federation (WCF), Member of the Coordination Commission for the XXIV Olympic Winter Games Beijing 2022
10:25-10:30	Keynote Speech: Olle Dahlin , President of International Biathlon Union

10:30-10:35	Keynote Speech: Karl Stoss , President of Austrian Olympic Committee
10:35-11:35	<p>Roundtable: How to Better Develop Ice and Snow Industry Moderator: Zhang Li, Vice President of Asia Digital Group Guests: Director General of Finance Department, General Administration of Sport of China Director of Sports Department, Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games Vladimir Tomsik, Czech Republic Ambassador to China Soile Kauranen, Head of Mission (Chargé d'affaires) in Finnish Embassy Beijing, China Zhao Yinggang, Chairman of Chinese Luge Association, Deputy Director of Sustainable Development Committee and Specially Invited Expert of Sports Department of Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games Gianpaolo Bruno, Trade Commissioner - Beijing Office - Coordinator of ICE/ITA Offices in China and Mongolia Sarah Lewis, Senior Strategic Consultant of Chinese Ski Association Lu Peng, Executive President of Sunac China Holdings Limited and President of Sunac Culture & Tourism Group</p>

(Note: The final schedule is based on the actual agenda of the meeting day)

Main Forum of World Winter Sports (Beijing) Expo

On the afternoon of September 3, 2021

No.3 Blast Furnace, Shougang Park

14:00-14:15	Keynote Speech: Günther Platter , Governor of Tyrol, Austria
14:15-14:30	Keynote Speech: Vladimir Tomsik , Czech Republic Ambassador to China
14:30-14:45	Keynote Speech: Michael Berger , Head of ADVANTAGE AUSTRIA Beijing, Commercial Counsellor at the Austrian Embassy
14:45-15:00	Keynote Speech: Wang Lu , Deputy Secretary of the CPC Jilin Municipal Committee and Mayor of Jilin Municipal People's Government
15:00-15:15	Research Report on China's Winter Sports Industry Development Released by Zhang Li , Vice President of Asia Digital Group
15:15-15:30	Keynote Speech: Yang Xiangxi , Vice Mayor of Yulin Municipal People's Government, Shaanxi Province
15:30-15:45	Keynote Speech: Wang Ku , Secretary of the Party Work Committee and Director of the Jilin Changbai Mountain Protection Development Management Committee
15:45-16:00	China's Ice and Snow Tourism Index Released by Xu Yuchang , Chairman and President of China Economic Information Service

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Olympic City Development Forum

On the morning of September 4, 2021, Shougang Park

09:30–09:35	Moderator: Fu Xiaohui , Secretary General of Beijing Olympic City Development Association
09:35–09:40	Speech: Liu Jingmin , Executive Vice Chairman of Beijing Olympic City Development Association
09:40–09:50	Keynote Speech: Han Zirong , Full-Time Vice President and Secretary General of the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games
09:50–10:00	Keynote Speech: Neil Narriman , President of Federation of the European Sporting Goods Industry
10:00–10:10	Keynote Speech: Gao Yunchao , Deputy Secretary-General of Beijing Olympic City Development Association
10:10–10:20	Keynote Speech: Günther Platter , Governor of Tyrol, Austria
10:20–10:40	Keynote Speech: Juhana Vartiainen , Mayor of Helsinki, Finland. Pekka Timonen , Mayor of Lahti, Finland
10:40–10:50	Keynote Speech: Lisa Weddig , Managing Director of Österreich Werbung
10:50–11:00	Keynote Speech: Gianpaolo Bruno , Trade Commissioner - Beijing Office - Coordinator of ICE/ITA Offices in China and Mongolia
11:00–12:00	Summit dialogue: Olympic Heritage Inheritance • New Perspectives and New Opportunities Moderator: Zhang Li , Vice President of Asia Digital Group Guests: Director of the General Planning Department, Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games Paolo Bazzoni , Chairman of China-Italy Chamber of Commerce Ye Dahua , Member of the Standing Committee of the CPC Beijing Yanqing District Committee and Executive Deputy Mayor of Yanqing District People's Government of Beijing Municipality

	<p>Xie Yi, Deputy Mayor of Jilin Municipal People's Government, Jilin Province</p> <p>Liang Jie, Deputy General Manager of Shougang Group Co., Ltd.</p> <p>Li Yanqiu, China General Manager of Austrian Doppelmayr Group</p>
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Sports Science and Technology Innovation and Entrepreneurship Competition

On the morning of September 4, 2021, Shougang Park

9:30-9:35	Introduction of the guests present by moderator
9:35-9:40	Address by the host: Zhu Dongfang, President of Asia Digital Group
9:40-10:00	Keynote Speech: Wang Yue, Founding Partner of Lianjie Qichen
10:00-11:40	<p>Road show</p> <p>Projects included: ice and snow sports, sports science and technology, sports culture, sports tourism, sports rehabilitation, sports equipment, AR / VR / MR sports vision, <i>etc.</i></p> <p>Guests and evaluators to be invited:</p> <p>Bian Chao, Founding Partner of Yuankun Venture Capital</p> <p>Bai Songtao, Founding Partner of Eagles Fund</p> <p>Wang Yue, Founding Partner of Lianjie Qichen</p> <p>Xin Ying, Partner of Kaixing Capital</p> <p>Xu Yong, CEO of AC Accelerator</p> <p>Zhang Li, Vice President of Asia Digital Group</p>
11:40-11:55	Concluding remarks by guests
11:55-12:00	Awarding ceremony and group photo

*In alphabetical order by pinyin of last name *The final schedule shall be subject to the actual agenda on the day of the meeting

Ice and Snow Popularization for Teenagers Forum

On the afternoon of September 4, 2021, Shougang Park

14:00-14:15	Keynote Speech: Yi Li, General Manager of the Ice and Snow Center of Sunac Culture & Tourism Group
14:15-14:30	Keynote Speech: Valerio Malfatto, Founder of Jam Session Ski Academy
14:30-14:45	Keynote Speech: Cao Lei, General Manager of Shangxue Sports
14:45-15:00	Keynote Speech: Wang Shigang, Vice President of Thaiwoo Ski Resort in Chongli District, Zhangjiakou
15:00-15:15	Keynote Speech: Liu Jiyuan, Founder of Beijing Tairui Zhijie Sports Industry Co., Ltd. and China Elite Skiing League
15:15-15:30	Keynote Speech: Gu Xiaofang, Founder & CEO of Lianying Education and Camp Counselor

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Ice and Snow Fashion and Trend Forum

On the afternoon of September 4, 2021, Shougang Park

14:00-14:15	Keynote Speech: Zhang Heng, President of Beijing Sanfo Outdoor Products Co., Ltd.
14:15-14:30	Keynote Speech: Claire Berthier, Head of skiing of Decathlon in China
14:30-14:45	Keynote Speech: Hayashi Seriko, Founder of Kowa Group/Tanabe Sports (Beijing)
14:45-15:00	Keynote Speech: Liao Chen, Marketing Director of Beijing Snowelan Sport Development Co., Ltd.
15:00-15:15	Keynote Speech: Simone Sturla, Partner at MWI -Made With Italy- Mountain Lifestyle and Coordinator of Sport and Tourism Working Group at China-Italy Chamber of Commerce
15:15-15:30	Keynote Speech: Hu Yajun, The Exclusive Distributor in China, NANNINI Italian Quality S.r.l.
15:30-15:45	Keynote Speech: Riccardo Maggioni, Co-founder and Managing Director of Sportit Srl – Snowit
15:45-16:00	Keynote Speech: Angelo Bonorino, Founder and CEO at Icemedial Srl Olgiate Olona
16:00-16:15	Keynote Speech: Valerio Malfatto, Founder of Jam Session Ski Academy

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Ice and Snow Tourism Development Forum

On the morning of September 5, 2021, Shougang Park

10:00–10:15	Keynote Speech: Wang Yun, Deputy Commissioner of the Administrative Office of Altay Prefecture, Xinjiang Uygur Autonomous Region
10:15–10:30	Keynote Speech: Yan Haichun, Secretary of the Leading Party Members' Group and Director-General of Jilin Municipal Bureau of Culture, Radio, Television and Tourism
10:30–10:45	Keynote Speech: Liu Shiguang, Deputy Secretary of the CPC Committee and General Manager of Jilin Changbai Mountain All-for-one Tourism Development Co., Ltd.
10:45–11:00	Keynote Speech: Cristiano Varotti, Chief Representative of Italian National Tourism Bureau in Shanghai
11:00–11:15	Keynote Speech: Florian Phleps, Managing Director, Tirol Werbung
11:15–11:30	Keynote Speech: Wang Shenghui, Operation Director of Galaxy Ski Resort
11:30–11:45	Keynote Speech: Kolesau Aliaksei, First Secretary, Embassy of the Republic of Belarus
11:45–12:00	Keynote Speech: Ji Jing, General Manager of LDSS Marketing Consultant (Beijing) Co., Ltd.
12:00–12:15	Keynote Speech: David Wu, Director of Greater China of Visit Finland

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Ice and Snow Education Forum

On the morning of September 5, 2021, Shougang Park

10:00–10:15	Keynote Speech: Zhu Ji, Vice President of Snow51
10:15–10:30	Keynote Speech: Remigio Brunelli, Vice Chairman of the Sports Forum of European Union Chamber of Commerce in China and Managing Director of Tecnica Group in China
10:30–10:45	Keynote Speech: Lin Xianpeng, Professor, Doctoral Supervisor and Vice Dean of the Management School of Beijing Sport University
10:45–11:00	Keynote Speech: Wang Zipu, Professor and Doctoral Supervisor of Capital University of Physical Education and Sports
11:00–11:15	Keynote Speech: Zhu Xiaobing, CEO of Beijing Huaju Culture Technology Co., Ltd.
11:15–11:30	Keynote Speech: Dr. Zuo Wei, Director of the Office of International Exchange and Cooperation of Capital University of Physical Education and Sports, Director of ice and snow entering the campus project of Beijing Municipal Education Commission

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Ski Resorts Operation and Management Forum

On the morning of September 5, 2021, Shougang Park

09:30–09:45	Keynote Speech: Li Yanqiu, China General Manager of Austrian Doppelmayr Group
09:45–10:00	Keynote Speech: LYU Shengming, Marketing Director of Italian TechnoAlpin Group in China
10:00–10:15	Keynote Speech: Shi Zhiqiang, Deputy General Manager of Xinjiang Altay Tourism Development Group Co., Ltd.
10:15–10:30	Keynote Speech: Xu Yisheng, General Manager of Axess (Beijing) Technology Co., LTD.
10:30–10:45	Keynote Speech: Yukihiko Otsuka, Deputy General Manager of the Cuiyunshan Galaxy Ski Resort
10:45–11:00	Keynote Speech: Yu Xiaofeng, Sales Manager of DEMACLENKO in China
11:00–11:15	Keynote Speech: Jiang Hui, Sales Manager of PRINOTH Snow Groomers of POMA Beijing Ropeway Co., Ltd.
11:15–11:30	Keynote Speech: Wu Bin, Founder and CEO of Beijing Xuebang Xueye Enterprise Management Co., Ltd.
11:30–11:45	Keynote Speech: Zhang Litao, Assistant to the President of Forlong Group and General Manager of Forlong Culture & Tourism Co., Ltd.
11:45–12:00	Keynote Speech: Cao Lei, General Manager of Shangxue Sports
12:00–12:15	Keynote Speech: Zhu Jiangchen, Vice President and Product Director of Huabei app

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Winter Olympics Science and Technology Forum

On the afternoon of September 5, 2021, Shougang Park

14:00-14:15	Keynote Speech: Liang Xinran, COO of Sky Limit Entertainment
14:15-14:30	Keynote Speech: Juha Tuominen, China Representative of Ladec from Finland
14:30-14:45	Keynote Speech: Shu Cheng, CEO of Suirui Group Co., Ltd.
14:45-15:00	Keynote Speech: Da Ming, Founder of Beijing Xuezoo Technology Co., Ltd.
15:00-15:15	Keynote Speech: Zhao Jinze, Deputy General Manager of the Information Center of Forlong Holdings Group and General Manager of Fuxing Tianxia Information Co., Ltd.
15:15-15:30	Keynote Speech: Dang Zhanxiong, Chairman of Zhongtian Zhiling (Beijing) Technology Co., Ltd.
15:30-15:45	Keynote Speech: Wang Qingyu, President of Tianjin Xundata Technology Co., Ltd.

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Venue Design and Construction Forum

On the afternoon of September 5, 2021, Shougang Park

14:00-14:15	Keynote Speech: Marko Asanovic, China General Manager for the Tyrolian Winter Sports Company AST
14:15-14:30	Keynote Speech: Zhao Jinyan, Chairman of the Construction Working Group of EUCCC, Managing Director of VELUX China
14:30-14:45	Keynote Speech: Claudio Raimondo, General Manager of Mondo Floorings (China)
14:45-15:00	Keynote Speech: Wolfgang Lackinger, Managing Director of Amun Projekt GmbH from Austria Birgit Müller, Art Director of Amun Projekt GmbH from Austria

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Ice and Snow Marketing Forum

On the afternoon of September 5, 2021, Shougang Park

14:00–14:15	Keynote Speech: Michael Nendwich, CEO of Sports Consulting KG, Chairman of FEDAS
14:15–14:30	Keynote Speech: Wu Jiaming, General Manager of the Skiing Division of Nanjing B.C. Sports Products Co., Ltd.
14:30–14:45	Keynote Speech: Hermann Winkler, Founder of SnowHow China and Co-founder of Snow51
14:45–15:00	Keynote Speech: Li Jingwen, Marketing & Communication Director of Shangxue Sports Co. Ltd.
15:00–15:15	Keynote Speech: Ji Jing, General Manager of LDSS Marketing Consultation (Beijing) Co., Ltd.
15:15–15:30	Keynote Speech: Li Jiang, Co-Founder and Executive Director of Yutang Sports
15:30–15:45	Keynote Speech: Chen Diandian, Co-Founder of ECOSPORTS

(Note: the final schedule shall be subject to the actual agenda on the day of the meeting)

Rime Capital and Ski Paradise - Jilin, a River Town in North China Special Promotion Conference

On the afternoon of September 3, 2021, Shougang Park

13:00-13:30	Registration and receipt of publicity materials. Warm-up by playing propaganda videos of Beidahu Ski Resort, Lake Songhua Resort of Vanke and Rime Island (Wusong Island) Scenic Spot
13:30-13:35	Introduction of the guests present by moderator
13:35-13:45	Watch “Ski Paradise in Rime City”, an ice and snow tourism documentary of Jilin City
13:45-13:50	Address by Wang Lu, Deputy Secretary of the CPC Jilin Municipal Committee and Mayor of Jilin Municipal People’s Government, Jilin Province
13:50-14:00	Promotion Conference of Beidahu Ski Resort
14:00-14:05	Lucky draw
14:05-14:15	Promotion Conference of Lake Songhua Resort of Vanke
14:15-14:20	Speech by China CYTS Tours
14:20-14:25	Lucky draw
14:25-14:30	Press release: China High-Quality Development in Ice and Snow Economy Conference 2021 and the First World Ski Resort Summit in Jilin Beidahu