



Growing China: Emerging Strategies for the Irish Agri-Food Sector

Industry Briefing and Workshop
27, 28 May 2014



▪ Programme ▪

Day One, 27 May 2014

- 09:00 Welcome address
Dr. Michael Murphy, President, University College Cork
Opening Remarks
Professor Brian Bocking, Head, School of Asian Studies, University College Cork
- 09.30 You always do business with the Chinese government
Regulations and Ministries: who does what and why?
Professor Jackie Sheehan, School of Asian Studies, University College Cork
- 10.15 Chinese policy; food policy
Jianguo Xu, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to Ireland
- 10.40 The China dairy industry and new regulations on dairy exports to China
Mr Song Dayang, Economic Attache, Economic and Commercial Counselor's Office of the Embassy of the People's Republic of China in Ireland
- 11.15 Tea / Coffee Break**
- 11.30 The Beijing Olympics: delivering complex food in a complex situation
Catherine Toolan, Managing Director, Special Projects at Aramark
- 12.15 Casework: the Meiji case in China
Case introduction and allocation, introduction to case facilitators
Professor Deirdre Hunt, School of Asian Studies, University College Cork
- 13.15 Lunch**
- 14.00 Marketing business to business and business and consumer
Breiffini Kennedy, International Markets Manager, Bord Bia
- 15.00 Doing business in China - a legal perspective
Dingfa Liu, Jun He Law Firm, Shanghai
Shane O'Donnell, Partner and David Fitzgibbon, Partner, William Fry Law Firm, Dublin
- 16.00 Case work sessions
- 19:00 Chinese banquet**
Fota Island Resort Hotel, Little Island, Cork

Day Two, 28 May 2014

- 09.00 Why bother with China?
Trevor O'Regan, International Financial Institutions, BD Director, PM Group
- 10.00 Case work
- 11.00 Case presentations to an international panel of China experts including Dr Paul Lu, NUI Maynooth and Hugh Kelly, Chairman, Asia Trade Forum
- 13.00 Close of workshop followed by lunch**