



# 2018 Beijing Humboldt Forum

Green Economy · Cultural Heritage · Education 2035

Beijing-Humboldt-Forum (BHF) is a non-governmental and non-profit international conference on green economy, technology and culture, which takes place regularly every year on the third weekend of September at University of International Business and Economics (UIBE) in Beijing. The first BHF in 2013 was held as a side event of the EU-China Summit co-chaired by Premier Li Keqiang of the State Council and President José Manuel Barroso of the European Commission.

The forum is organised jointly by Alexander von Humboldt Foundation and University of International Business and Economics, with the support from China National Petroleum Corporation (CNPC), Baotou Research Institute of Rare Earths (BRIRE), Fraunhofer Society (FhG, IMWS), Martin-Luther-University (MLU, Halle-Wittenberg), Centre for European Economic Research (ZEW, Mannheim), Embassy of Republic Austria in China, University of Applied Sciences Upper Austria (FH OOE, Austria), and Institute of Global Low-carbon Economy (IGLCE), etc.. BMW China and Xiang Long Group are the main sponsors of the forum.

**The BHF 2018 will be held at UIBE from September. 15, 2018 to September. 17, 2018. The main theme will be: Green Economy, Cultural Heritage, Education 2035. We sincerely invite you to attend the BHF 2018.**

# Theme Introduction

## I. Green Economy



Green Economy unites economics and ecology: an economy must be not only internationally competitive, but also environmentally friendly and socially acceptable. A Green Economy enhances social welfare, combats poverty, and strives for social justice. With the theme of green economy, the forum aims at building up a platform that links business, finance and politics to develop new, sustainable patterns of production and consumption to achieve prosperity and a high quality of life for generations to come.

This topic will be discussed in following **Theme Sessions**:

- (1) ZEW Session
- (2) FH OOE Session: Global Value Chain
- (3) Low-carbon Economy
- (4) BMW Session: Green Mobility
- (5) Research in Green Materials

## II. Cultural Heritage

Culture is a basic need. Cultural heritage consists of tangible and intangible, natural and cultural, movable and immovable assets inherited from the past. It has a universal value for us as individuals, communities and societies. It is important to preserve and pass on to future generations. You may think of heritage as being ‘from the past’ or static, but it actually evolves through our engagement with it. What is more, our heritage has a big role to play in building the future.

This topic will be discussed in following **Theme Sessions**:

- (1) Cognitive Linguistics Research
- (2) Chinese and Western Thinking in Cultural Understanding
- (3) Global History and Overseas Sinology
- (4) Probing Areas of Encounter among China, Australia and Germany
- (5) German Research
- (6) Japanese Research
- (7) Austrian Culture
- (8) Korean Research
- (9) Spain Research
- (10) Fertility rates and Maternal Care
- (11) Global Technology Development History



### III. Education 2035



Today the world is undergoing considerable development, change and readjustment. Science and technology advance day by day, and competition for qualified human resources is intensifying. With the start of “China 2035” initiative and China’s two-children policy, the Chinese education reform are standing at a new historical point.

Since 2017, the Education Conference (Humboldt Education Conference in Beijing) has been established under the framework of the Humboldt Forum in Beijing. It aims to find solutions to deal with the new challenge in education through engagement and

collaboration between the industry and regular education system as well as vocational education system.

This topic will be discussed in following **Theme Sessions**:

- (1) Panel Discussion
- (2) Layout of AI Industrial Chain and  
Industry - University - Research Collaboration
- (3) Digital Economy and New Business Division
- (4) Internet Society and Public Administration Education
- (5) Innovation of the Cultivation Pattern of Vocational Education

# Forum Agenda

## 2018. 09. 15 (Sat.)

**09: 00 - 11: 30**

Opening Ceremony and Guest Address

**11: 30 - 12: 00**

BHF Annual Report

**13: 30 - 17: 30**

BHF Annual Keynote Speeches

**17: 30 - 18: 30**

Humboldt Scholars Roundtable Meeting

## 2018. 09. 16 (Sun.)

**09: 00 - 12: 00**

Theme Sessions

**13: 30 - 18: 00**

Theme Sessions

**18: 30 - 20: 30**

Closing Ceremony and Closing

Speech

## 2018. 09. 17 (Mon.)

*Cultural exchange for international guests*

# Programm of Theme Sessions

(TBC)

Theme Session	Domestic Chair (DC)	International Chair (IC)
<p>Australian Section: “Trinational Contact</p> <p>1 Zones: Probing Areas of Encounter between China, Australia and Germany”</p>	<p>Prof. SUN Youzhong</p> <p>Vice president of Beijing Foreign Studies University</p>	<p>Prof. LU Yixu</p> <p>Head, School of Languages and Cultures, The University of Sydney Faculty of Arts and Social Sciences</p> <p>General Secretary: Dr H. Leo Kretzenbacher   Senior Lecturer School of Languages and Linguistics, German Studies Program</p>
<p>2 Green and Low-carbon Development</p>	/	<p>Prof. XUE Jinjun</p> <p>Director of Institute of Global Low-carbon Economy, Professor of Graduate School of Economics, Nagoya University</p>
<p>3 Low Carbon Economy: Energy and Environment - Low Carbon Green Development in Oil and Gas Industry</p>	<p>Institute of China Petroleum Security Environmental Protection Technology</p>	<p>Prof. Dr. Ralf Wehrspohn, Director of Fraunhofer Institute for Microstructure of Materials and Systems IMWS</p>
<p>4 ZEW Session</p>	<p>Dr. Georg Licht, Leiter des ZEW-Forschungsbereichs "Innovationsökonomik und Unternehmensdynamik", Zentrum für Europäische Wirtschaftsforschung (ZEW)</p>	/
<p>5 Rare Earths Research</p>	<p>Baotou Rare Earths Research Institute</p>	<p>Prof. Dr. Ralf Wehrspohn, Director of Fraunhofer Institute for Microstructure of Materials and Systems IMWS</p>

6	Global Value Chain	Prof. YANG Jun, Director of Economic and Trade Policy Research Center, UIBE	Prof. Margarethe Überwimmer, Dean of Faculty of Management, University of Applied Sciences Upper Austria
7	Humboldt Education Conference	LU Chunyang, Vice Director of Guidance Committee of Vocational Education on E - commerce, Ministry of Industry and Information Technology	/
8	Mobility in the future	/	VP, BMW (China)
9	„Mutterschaft und Mütterlichkeit“	/	Prof. Regina Radlbeck-Ossmann, Martin-Luther-Universität Halle- Wittenberg  Prof. Martin Klein, Martin-Luther-Universität Halle- Wittenberg
10	Westliches und chinesischen Denken im Kulturvergleich	Prof. HUANG Ping Director of the Institute of European Studies (IES) at the Chinese Academy of Social Sciences (CASS)  General Secretary: Prof. HU Kun, Institute of European Studies (IES), CASS	Prof. Werner Patzelt, TU Dresden
11	Kultur und Interkulturalität in Sprache und Literatur	Prof. Zhao Jin, Tongji Uni	Prof. Ludwig Eichinger, Institute für Deutsche Sprach (IDS)
12	Austria Culture	/	Philipp Agathonos, Diplomat, Director of the Office for Science and Technology Austria (OSTA) in Beijing  Prof. Wolf Dieter Rausch President of Eurasia-Pacific Uninet

13	Wissenstransfer und Sinologie	Prof. Dr. LI Xuetao, Director of Institute for Global History Beijing Foreign Studies University	Prof. Henning Klöter, Humboldt-Universität zu Berlin
14	Korean MTI Education Research	Prof. XU Yongbin Dean of School of Foreign Studies, UIBE	/
15	Japanese Studies and Translation	Prof. GUO Deyu, Vice Dean of School of Foreign Studies, UIBE	Prof. Gesine Foljanty, Martin Luther University Halle Wittenberg
16	China 's Foreign Cooperation and Discourse Construction in The Belt and Road	Prof. LI Ziyang, Vice Dean of School of Foreign Studies, UIBE	/
17	Cognitive Linguistics Beijing Forum	Prof. SHU Dingfang, Shanghai International Studies University, Chief Editor of <i>Journal of Foreign Languages</i> , President of China Cognitive Linguistics Association	/
18	“Science, Technology, and Social Change” Seventh Sino-German Symposium	Prof. Dr. FANG Zaiqing, Institute for the History of Natural Science Chinese Academy of Sciences	/



# The 4. BHF “Jung-Star-Preis”

## Call For Papers

### Nomination Requirements and Application Form for “Jung-Star-Preis” (Green Material, Sinology, Education)

- (1) Applicants should be accepted speaker in one of the sessions.
- (2) Applicants may submit a report (Free Form: completed paper or research abstract) on a topic related to “Green Material”, “Sinology” or “Education”.
- (3) Applicants should be under the age of 35 at the time of the opening ceremony of BHF 2018 (Sept.15, 2018)

### Reward for winners

- (1) 10,000RMB (before-tax)
- (2) Winners will be invited to participate in a one-month academic visit in CEM Halle (for Chinese winners) or at UIBE (for International winners). Round trip tickets and accommodation during the visit are afforded by partner institutions.

### Selection Procedure

- (1) Applicants may choose a category (“Green Material”, “Sinology” or “Education”) of the award and submit the application form (please see below for details) directly to BHF Committee ([bhf2018@hotmail.com](mailto:bhf2018@hotmail.com)). BHF Committee will confirm receipt of the online application.
- (2) Subsequently, the nomination documents will usually be forwarded to the corresponding IC/DC, who may evaluate the submitted reports and recommend outstanding nominees to the BHF Selection Committee.

- (3)The Selection Committee makes its decision solely on the basis of the nominees' academic qualifications and the relevance of their research to the development of the related fields.
- (4)Nominees will be notified about the Selection Committee's decision on the closing ceremony on Sep. 16. 2018.
- (5)The BHF-JSP Award Nomination adopts a double-blind system in order to guarantee the fairness of selection procedure.
- (6) The BHF-JSP Award winners are supposed to make contribution to the development of the forum.

## Supplements

- (1)The competition between nominations is independent of discipline. There are no quotas for countries, research areas or the gender of the nominated individuals. The Committee makes its decision based exclusively on the nominated researchers' academic qualifications.
- (2)Beijing Humboldt Forum shall be responsible for the result and reserves right of final interpretation of the solicitation

# 北京洪堡论坛2018组委会

## BHF 2018 Organization Committee

### 组委会主席：

Chairman of Organising Committee:



王稼琼博士 教授

Prof. Dr. WANG Jiaqiong

对外经济贸易大学校长

President of University of International Business and Economics

### 组委会常务副主席：

Vice Executive Chairman of Organising Committee:



赵忠秀博士 教授

Prof. Dr. ZHAO Zhongxiu

对外经济贸易大学副校长

Vice President of University of International Business and Economics

### 组委会副主席（姓氏拼音排名）：

Vice Chairmen of Organising Committee (Alphabetical)



安格 教授

Mr. Karsten Engel

宝马集团东南亚区域CEO；对外经济贸易大学客座教授；北京洪堡论坛创始成员

CEO BMW Group ASEAN and Senior Vice President ASEAN Strategy; Guest Professor of UIBE; BHF-Founding Member.

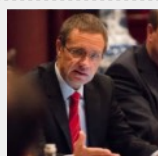


黄平博士 教授

Prof. Dr. HUANG Ping

中国社会科学院欧洲研究所所长

Director of the Institute of European Studies (IES) at the Chinese Academy of Social Sciences (CASS)



柯途思 教授

Mr. Thomas Kohl

德国欧洲经济研究院行政总裁；对外经济贸易大学客座教授；北京洪堡论坛创始成员

Executive director of Centre for European Economic Research (ZEW); Guest Professor of UIBE; BHF-Founding Member.



束定芳博士 教授  
Prof. Dr. SHU Dingfang

中国认知语言学会会长；《外国语》  
主编；上海外国语大学  
President of China Cognitive Linguistics  
Association, Chief Editor of Journal of  
Foreign Languages, Shanghai International  
Studies University



韦哈佛博士 教授  
Prof. Dr. Ralf Wehrspohn

德国弗劳恩霍夫协会哈勒材料与系统微结构  
研究院院长；北京洪堡论坛创始成员  
Director of Fraunhofer Institute for  
Microstructure of Materials and Systems  
IMWS; Professor of Martin Luther University  
Halle Wittenberg; BHF-Founding Member.



薛进军博士 教授  
Prof. Dr. XUE Jinjun

名古屋大学；国际低碳经济研究所联席所  
长；北京洪堡论坛创始成员  
Nagoya University, Joint Director of Global  
Institute of Low-carbon Economy; BHF-  
Founding Member.



褚安思博士 教授  
Prof. Dr. Andreas Zehetner

上奥地利应用技术大学副校长；北京洪堡论  
坛创始成员  
Vice president of University of Applied  
Sciences Upper Austria (FH OOE); BHF-  
Founding Member.

### 组委会副主席兼秘书长：

Vice Chairman of the Organising Committee/Secretary General:

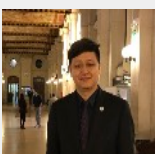


冯晓虎博士 教授  
Prof. Dr. FENG Xiaohu

对外经济贸易大学北京洪堡论坛常务副主  
席兼秘书长  
Vice Chairman and General Secretary of BHF,  
UIBE

### 组委会副秘书长：

Vice Secretary General:

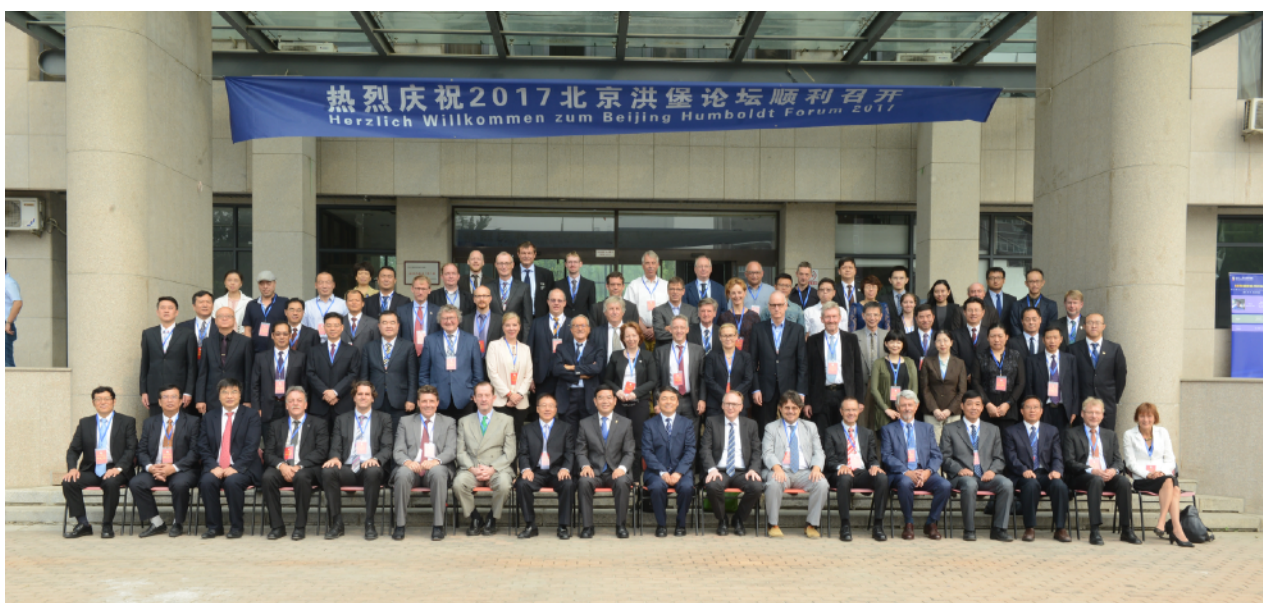


李小萌博士 教授  
Prof. Dr. LI Xiaomeng

对外经济贸易大学国际处副处长（主持工  
作）  
Acting Director of International Exchange  
Center, UIBE

# Invitation Letter

The BHF 2018 will be held at UIBE from September. 15, 2018 to September. 17, 2018. We sincerely invite you to attend the BHF 2018. Please fill in the application form below and send it back to us. Research abstracts or papers in all areas of Green Economic, Cultural Heritage, Education are cordially invited for presentation at the conference. We are looking forward to welcoming you as our guest in Beijing.



Address:

University of International Business and Economics,  
No.10 Huixin East Street, Chaoyang District, Beijing, China

Contact: [bhf2018@hotmail.com](mailto:bhf2018@hotmail.com)

# Application Form/报名表

I want to take part in the forum / 本人收到会议通知，决定

as a participant / 参加研讨会

as a speaker in one of the sessions / 参加研讨会并作学术报告

Session / 主题论坛为: \_\_\_\_\_

Topic / 题目为: \_\_\_\_\_

Surname, Given Name 姓, 名	
Institution 所在机构	
Apply for the BHF-Jung-Star-Preis 是否参评BHF青年学术之星奖	<input type="radio"/> Yes/是 Date of Birth/出生日期: _____ Award Category / 参评奖项: <input type="checkbox"/> Green Material, <input type="checkbox"/> Sinology, <input type="checkbox"/> Education.  <input type="radio"/> No/否
Abstract / 摘要	(CN/EN; EN/DE; CN/DE)
Signature/签名:	
Date/日期:	