

Organizing Committee of BHF 2016

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Vice Executive Chairman of the Organizing Committee:

Prof. Dr. ZHAO Zhongxiu, Vice President of University of International Business and Economics (UIBE)

Vice Chairmen of the Organizing Committee:

Prof. Dr. Ulrich Blum, Director of Institute for Material Economics in Martin-Luther-University Halle-Wittenberg (MLU), Excellence Professor of PR China

Prof. Dr. JIA Wenjian, Vice President of Beijing Foreign Studies University, Chair of German Department of the Advisory Committee of Foreign Language Teaching in Vocational Education

Prof. Thomas Kohl, Executive Director of Centre for European Economic Research (ZEW), Guest Professor of UIBE

Prof. Wang Yonggui, Vice Dean of Business School of UIBE

Prof. Dr. Ralf Wehrspohn, Director of Fraunhofer Institute for Microstructure of Materials (FhG-IWM)

Prof. Dr. XU Yongbin, Dean of School of Foreign Studies of UIBE

Prof. XUE Jinjun, Professor of Nagoya University, Director of the International Low-carbon Institute of UIBE

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Vice Chairman of the Organizing Committee/General Secretary:

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Deputy General Secretary of the Organizing Committee:

Dr. LI Xiaomeng, Deputy Director of Department of International Relations of UIBE

Prof. JIANG Li, Vice Dean of the Foreign Language School of UIBE

Art Director of Opening and Closing Ceremonies:

Miss YANG Liu, UIBE



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Draft Session Agenda of BHF 2016

Sessions on Green Economy

1. UIBE session DC: Prof. LAN Qingxin, dean assistant of International Economics Research Center, UIBE.
2. BMW session Contact: YAO Xiaorong, deputy director of government affair department, Great China, BMW.
3. Session on professional education DC: SHI Chen, director of Liaowang Institution
4. Session on Belt and Road Prof Dr. Andreas Zehetner, vice president of University of Applied Sciences Upper Austria (FH OOE)
5. Session on Physics Prof. Dr. ZHANG Zhong, vice director of National Center for Nanoscience and Technology, 2001 Sofja Kovalevskaja Price, at AvH.
6. Session on Chemistry DC: to be decided
7. Session on material research from economic view DC: Prof. ZHANG Haiyun, School of Banking and Finance, UIBE.
IC: Prof. Dr. Ulrich Blum, Martin-Luther- University Halle-Wittenberg (MLU), Excellence Professor of PR China
8. Fraunhofer-Gesellschaft session DC: CHEN Zhanheng, deputy secretary general of Association of China Rare Earth Industry.
IC: Prof. Dr. Ralf Wehrspohn, director of Fraunhofer-Gesellschaft Halle (FhG)



Sessions on Cultural Heritage

1. Session on German Department of the Advisory Committee of Foreign Language Teaching in Vocational Education
Chairman: Prof. PAN Yaling, School of German Language, UIBE.
Vice Chairman: Associate Prof. MIAO Yulu, Beijing Foreign Studies University, general secretary of German Department of the Advisory Committee of Foreign Language Teaching in Vocational Education
2. Session on “ Qiao Yi”
DC: Prof. YE Jun, Foreign Literature Institute of China Academy of Social Sciences
3. Session on International Institute of Chinese Studies
DC: Prof. LI Xuetao, Dean of Global History Research Center, Beijing Foreign Studies University.
4. Session on Philosophy
DC: Prof. SUN Zhouxing, Dean of School of Humanities, Tongji University.
5. Session on German Language and Literature
DC: Prof. FAN Jieping, Zhejiang University.
IC: Prof. Ludwig Eichinger, president of Institut of German Language (IDS); Prof. Gesine Foljanty-Jost, MLU, former vice president.
6. Austrian Embassy session
DC: to be decided



Sessions on Industry 4.0

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| 1. Digitization of the Economy | DC: Prof. WANG Yonggui, Dean of International Business School, UIBE IC: Prof. Irene Bertschek, ZEW. |
| 2. Hanergy Session | To be decided |
| 3. Session on Global Value Chain | DC: Prof. YANG Jun, Global Value Chain Research Center, UIBE. IC: Prof. Markus Gerschberger, FH OÖE. |
| 4. Session on Global Trade | DC: Prof. ZHU Mingxia, UIBE. IC: Prof. Margarethe Überwimmer, Dean of School of Internationalization Marketing. |

Other sessions are under discussion, please pay attention to possible changes of the session list.

