

International Conference

China's New Silk Road Strategy: Pathway to Green Growth for European and Chinese Industry?

Paris, 17 March 2016

China Cultural Center (1 Boulevard de la Tour-Maubourg, 75007 Paris, France)

During the BoAo Forum for Asia in March 2015, China's government issued an action plan for the Silk Road Economic Belt (One Belt) and the 21st-Century Maritime Silk Road (One Road) strategy, bringing the concept one important step closer to realization¹. According to this document, China's New Silk Road Strategy is at "promoting free flow of economic factors, highly efficient allocation of resources and deep integration of markets; encouraging the countries along the Belt and Road to achieve economic policy coordination and carry out broader and more in-depth regional cooperation of higher standards; and jointly creating an open, inclusive and balanced regional economic cooperation architecture that benefits all."

Given the importance of the transportation infrastructure and industrial facilities in implementing the new Silk Road strategy, the first wave of initiatives which have been announced so far are mostly mega construction projects in building enormous networks of road and rail transport lines, energy pipelines and industry corridors, which are intended to connect China with Eurasia first and then Europe. Several cargo fast lanes have been already put into operation since last two years to link Chinese inland industrial powerhouses to Western Europe, such as Chongqing-Antwerp, Zhengzhou-Hamburg, Yiwu-Madrid roads, etc.

Facing growing commitment by the Chinese government to the New Silk Road Strategy, there are rising interests for its potential contribution to the economic and industrial development in Central Asia and Europe, but also serious concerns about its environmental feasibility and consequences, which have been more and more perceived as key issues in the implementation of the New Silk Road Strategy, especially in the context of rising concern about the climate change. The construction of infrastructure and industrial corridors along the Silk Road will require huge expanses of land – which may reduce forests, vegetation, fields and farms and then cause soil and water pollution problems. One of the major components of the New Silk Road Strategy is to build land connections to decrease the distance travelled

¹ National Development and Reform Commission, Ministry of Foreign Affairs, and Ministry of Commerce of the People's Republic of China, "Vision and Actions on Jointly Building Silk Road Economic Belt and 21st Century Maritime Silk Road", March, 2015.

by goods in reaching their target market. Yet, as compared to maritime road, the land transportation, using vehicles and trains, may substantially increase air pollution and noise disturbance. Another frequently quoted problem by Western media is the transfer of China's industrial overcapacity to countries along Silk Road and its environmental consequences. The relocation of labor intensive and processing manufacturing activities, and the impact of transportation and deforestation combined, could emerge as a major contribution to global warming in the long run. Therefore, the new Silk Road initiative could also aggravate climate change due to increasing of air, water and soil pollution and intensification of human activities.

The environmental problems, as reflected in the public opinion, government policy and corporate strategy, are more and more perceived as key concerns for sustainable and inclusive development. From the government policy perspective, the deterioration of environmental systems may affect ecosystems, and then increase economic and social costs and risks, which are expected to adversely affect social and economic development as well as human living condition. Growing interest among policy makers to engage with the private sector and especial multinational enterprises (MNEs) has brought the expectation that MNEs will play a key role in driving innovation in both technological transformation and business model adaptation, such as energy transformation, carbon emission reduction, energy efficiency solution, etc.

Facing increasing concerns about environmental consequences of the New Silk Road Strategy, the Chinese government has agreed to share its experience of environmental sustainability and green processes in recent years and suggested to Silk Road countries to promote cooperation in non-fossil energy sectors such as hydropower, nuclear power, wind power and solar power and in emerging industries, including new-generation information technology, biotechnology, new energy technology and new materials. In switching to an inclusive and balanced development model, there is certainly a need for corporate to "go green" with respect the New Silk Road Strategy, keeping in mind the concerns about environmental implications of consumer and investment choices to improve investor and consumer confidence. Therefore, the idea of building a "Green" New Silk Road is in harmony with the ambition of the strategy.

It is in the post-COP21 context and from the perspective of China's 13th FYP which is to be issued in March 2016, the Confucius Institute for Business at NEOMA Business School and the Metropole Rouen Normandy will organized a high level international conference to bring European and Chinese policy makers, academics and executive of large MNEs together to debate on the following questions:

its significance and whether its outcome marks a turning point for international action to combat climate change

- What is the significance of COP21 agreement for China's One Belt One Road Strategy?
- How is the One Belt One Road Strategy reflected in China's 13th FYP and what is the policy and business implications for environmental protection and green growth?
- What are the major environmental concerns and consequence of the New Silk Road Strategy, especially in infrastructure construction and industrial park projects?

- How China and Europe should cooperate to make the New Silk Road Strategy an inclusive, balanced and environment-friendly program?
- What are the policy implications for both Chinese and European governments in creating a “green” Silk Road?
- How can the governments along the Silk Road enhance the positive contribution of the private sector to a green and inclusive industry and economy?
- What are the concrete solutions that can be implemented by MNEs to analyze and optimize the “energy performance” and “low carbon emission” in construction and industry projects along the new Silk Road?

TENTATIVE PROGRAMME

Thursday, 17 March 2016

China Cultural Center (1 Boulevard de la Tour-Maubourg, 75007 Paris, France)

Registration 13:00-13:30

Opening Session 13:30-16:00

- 13:30-13:05 Welcome speech by Mr. **Haiyan Zhang**, director, NEOMA Business School – Confucius Institute for Business
- 13:35-14:40 Open speech by Ms **Li Wensha**, General Manager and Editor-in-Chief of China Daily European Bureau
- 13:40-13:55 Keynote speech by Mr. **Keven Jianjun TU**, China Program Manager, International Energy Agency, (COP21 and its Implications for China’s Energy Development)

Policy Panel 14:15-16:00

The Green Silk Road – Perspective for EU-China Inclusive and Balanced Cooperation in Emerging Industries, Chaired by Mrs. **Shada Islam** – Director of Policy, Friends of Europe

- Mr. **Serge Degallaix**, General director, Fondation Prospective et Innovation
- Mr. **Mohamed-Lamine Dhaoui**, Director, UNIDO’s Business Investment and Technology Services Branch (About UNIDO Green Silk Road Project);
- Mr. **Wei Shen**, Professor and Director, Lancaster University Confucius Institute (The Port of Bagamoyo: A Test for China’s New Maritime Silk Road in Africa)
- Mr. **Dimitris Kardaras**, Professor, Athens University (Piraeus port: A step on the New Silk Road)
- Mr. **Runhui Lin**, Associate Dean, Nankai University Business School and TEDA College (about China’s outward FDI and impact on green industry policy along New Silk Road);
- Mr. **Anestis Filopoulos**, DG Internal Market, Industry, Entrepreneurship & SMEs, EU Commission;
- Mr. **Jing Fu**, deputy bureau chief of China Daily Europe

16:00-16:30 Coffee break

Business Panel 16:30-18:15

Green Growth: Heading on the Silk Road for Searching Emerging Technology and Business Models,
Chaired by **Céline Davesne**, associate dean of NEOMA Business School

- Mr. **Leevon Tian**, Deputy sales director for bus business, BYD Europe
- Mr. **Hans-Dieter Riede**, CEO, ENIGA (Green industrial parks and introduction of EMAS along the new silk road)
- Mr. **Didier Cordero**, Deputy Chief Representative for China, EDF
- Mr. **Guiqi Cao**, Vice-President, Huawei France
- Mr. **Wei Peng**, Deputy general manager, Bank of China – Paris Branch
- Mr. **Jean-Jacques Dubois**, Director, ENGIE

Closing session 18:15-18:30

Closing speech by Mr. **Laurent Bonnaterre**, vice-president of Métropole Rouen Normandie

18:30-20:00 Networking Cocktail

TENTATIVE PRE-CONFERENCE SEMINAR (by invitation only)

Wednesday, 16 March 2016

NEOMA Business School, Paris Campus (9 Rue d'Athènes, 75009 Paris, France)

Opening session 13:30-13:35

Session One: 13:35-18:00

Role of Confucius Institutes: Facilitating cross-cultural integration to boost business exchange along the New Silk Road

- Institut Confucius de l'Université de Poitiers
- Institut Confucius de Artois
- Lancaster University Confucius Institute
- Confucius Institute in Bratislava
- Business Confucius Institute in Athens
- Confucius Institute at the University of Lisbon

Coffee break 15:30-16:00

Session Two 16:00-18:00

Cooperation between think tanks in policy coordination for a green and inclusive growth along the New Silk Road

- Zhou Enlai School of Government, Nankai University
- Law school, Tongji University
- China Daily
- Friends of Europe
- German Institute of Global and Area Studies - GIGA
- login Chinese