

China-french Conference, roundtables and workshop

Entrepreneurship, Positive Business & Innovation

11 of april 2019, Hangzhou, China

*French Delegation with representatives from
 Université Paris Nanterre, Université Panthéon Assas, Université Clermont-Ferrand, A/ Apart consulting.*

Partners	Paris Nanterre University, Positive Business Chair	France
	A/PART, Innovation consulting	France
	Université Panthéon Assas	France
	Université Clermont Auvergne, IUT de Clermont-Ferrand	France
	Association des Chinois à l'étranger pour la création d'entreprise (ACECE)	France
	Association des Scientifiques et des Ingénieurs Chinois en France (ASICEF)	France
	Zhejiang University	China
	HEDA, Hangzhou Economic and Technological Development Area Bureau of SCI-TECH and Innovative talents	China
	China Embassy in France	France/China
	Chinese Business Club	France
	Fundation France China	China
French Embassy in China (to confirm)	China/France	

Location: HEDA, Hangzhou, China

Public: Executive managers, Academics, Students

Objectives

This conference is a first event to create an organization that enabling exchanges between french and chinese professors, students and professionals and exploring new ways of innovation and opportunities of Positive business. Positive business consists in considering environmental and social impacts as a source of innovation, value creation and minimization of financial risks.

Agenda

9h00-9h15 : Introduction Heda

9h15-10h00 : **Roundtable 1: New opportunities in creating value with positive business**

- * Consumer empowerment and new expectations
- * New thinking on the industrial model and biomimicry
- * Beyond data-centered business models: historical perspective, why companies embrace positive business?
 Changing business models, moving away from the ownership economy to the circular and functional economy,

Speakers: Béatrice Bellini, Université Paris Nanterre ; Etienne Maclouf, Université Panthéon Assas ; Christophe Cote, CEO Adopte un bureau (videoconference)

10h15-12h00 : **Roundtable 2: Global performance and innovation**

- * Defining global performance and business models ; overpassing circular economy as waste management
- * Learning entrepreneurship performance: business creation simulations with chinese students for Nanning
- * Performance IT: responsable IT strategy and new label
- * Overview on innovation location: Fablab, Makerspace, Design Studio, co-working, co-living, Innovation Lab...

Speakers: Sébastien Maurepas, CEO A/PART ; Isabelle Goi & Evelyne Bernard, Université Clermont Auvergne, Schoolab (videoconference)

12h30-14h00 : Lunch / Network activities

14h00-16h30 : **Workshop: Designing a china-french Innovation Center**

- * French approaches: Pepite Program, Impact China program, E'Circular Challenge, Entrepreneurship serious game, entrepreneurship ecosystem
- * Chinese testimony

Speakers: Béatrice Bellini, Université Paris Nanterre ; Etienne Maclouf, Université Panthéon Assas ; Sébastien Maurepas, CEO A/PART ; Isabelle Goi & Evelyne Bernard, Université Clermont Auvergne ; Business France (to confirm).

17h00 : Conclusion

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