附件1.

2020年中国商协会大会议程

Agenda for CCACC 2020

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| **9月2日** September 2 | |
| 8:00-9:00 | 线上签到  Registration online  主办方和赞助商宣传视频轮播  The organizers’ and sponsors’ promotional video will be played on loop |
| 9:00-9:10 | 大会开幕即主办和重要合作及支持方、伙伴方致辞  Opening and welcome Speech by Chairman of the organizing committee and key partner and supporter  主讲人：曾亚非  中国国际商会商业行业商会会长，中国商务会展联盟主席  Host: Zeng Yafei  President, CCOIC Commercial Chamber of Commerce  President, China Business Event Federation |
| 9:10-9:30 | 主题演讲：后疫情时代国内外经贸形势研判  Keynote Speech: Research and Judgment on the International and National Economic and Trade Situation in Post-epidemic Era  嘉宾：周密  商务部国际贸易经济合作研究院研究员  Speaker：Zhou Mi  Researcher, Chinese Academy of International Trade and Economic Cooperation |
| 9:30-9:45 | 主题演讲：特殊时期国际协会的应对措施  Keynote Speech: International Association’s Treatment During the Epidemic Period  嘉宾：努尔.艾哈迈德.哈米德  国际大会及会议协会亚太地区总监  Speaker: Noor Ahmad Hamid  Regional Director( APAC), International Congress and Convention Association (ICCA) |
| 9:45-10:00 | 主题演讲：后疫情时代营销策略创新  Keynote Speech: Marketing Strategy Innovation in Post Epidemic Era  主讲人：袁伟成  新加坡营销协会主席  Speaker: Roger Wang  President, Marketing Institute of Singapore |
| 10:00-12:00 | **分论坛：后疫情时代的商协会管理**  Breakout Session: Association Management in Post Epidemic Era  内容一：疫情发生后的会员管理和服务  Topic 1: Membership Development and Service after Epidemic  嘉宾：刘秋蓉  中国商业企业管理协会副会长  Speaker: Liu Qiurong  Vice President, Association of China Commercial Enterprise Management  内容二：协会在疫情常态化下的服务转型  Topic 2: Service Transformation of the Association under the Normalization of Epidemic Situation  嘉宾：刘强德  中国畜牧业协会副秘书长  Speaker: Liu Qiangde, Deputy Secretary General of China Animal Agriculture Association  内容三：中国的国际协会在抗疫中的作用  Topic 3: China-based International Association’s Key Role Against the epidemic  嘉宾：王晶博士  世界中医药学会联合会国际联络部主任  Speaker: Dr. Wang Jing, International Liaison Department Director of World Federation of Chinese Medicine Societies  内容四：新技术在疫情常态化下的地位  Topic 4: The Status of New Technology Under the Normalization of Epidemic Situation  嘉宾：万涛  三一会议创始人  Speaker: Wan Tao, Founder of 31 Event |
| 12:00-14:00 | 回放协会直播精选  Replay of selected speech from association live broadcasts |
| 14:00-16:00 | **分论坛： ICCA论坛**  Breakout Session: ICCA Forum  题目1：疫情过后我们如何创造新的商业模式  Topic1: How Can We Create New Business Model in Post-epidemic Era  题目2：各个城市会展局、会议局在疫情常态化下对会展业的政策  Topic2: The Policies of Convention and Exhibition Bureaus in Various Cities on Convention and exhibition Industry Under the Normalization of Epidemic Situation  主持人：Margaret Lu  国际大会及会议协会亚太地区会员经理  Host: Margaret Lu, Manager Membership (Asia Pacific), International Congress and Convention Association  (main session for CVB networking with associations' executives) |
| **9月3日 September 3** | |
| 9:00-11:00 | **分论坛：IAPCO论坛**  Breakout Session: IAPCO China Alumni Forum  题目1：在线会议的必要性和优势  Topic 1: The Necessity and Advantages of Online Conferences/Meetings  题目2：PCO如何帮助您提高会议代表的体验并提高活动的效果？  Topic 2: How Can a PCO Help Enhance your Delegate Experience and Deliver a Well-rounded, Memorable Event?  主持人：姚红  中国商务会展联盟副主席、国际专业会议组织者协会中国同学会联络处主任  Host: Yao Hong, Vice President of China Business Event Federation, Director of Liaison office of IAPCO China Alumni  嘉宾：  马蒂亚斯·波斯  IAPCO前主席；  史蒂芬·诺布尔  IAPCO会员会议公司亚太区经理  Guests:  Mathias Posch, Immediate Past President of IAPCO；  Stephen Noble, Manager Asia Pacific, The Conference Company, member of IAPCO |
| 11:00-14:00 | 回放协会直播精选  Replay of selected speech from association live broadcasts |
| 14:00-16:00 | **分论坛：中国团体标准“市场化、品牌化、国际化”发展论坛**  Breakout Session:China Association Standard *Marketization, Branding, Internationalization* Development Forum  主持人：姚歆  中国商务会展联盟副主席  中国国际贸易促进委员会商业行业委员会秘书长  亚洲营销联盟第二副主席  中国标准化协会服务贸易分会秘书长  Host：Yao Xin, Vice President of China Business Events Federation,  Secretary General of CCPIT Commercial Sub-Council,  The 2nd Vice President of Asian marketing alliance,  Secretary General of Trade in Services Branch of China Association for Standardization |