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 YafeiPresident, CCOIC Commercial Chamber of CommercePresident, 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 MiResearcher, 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 HamidRegional 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 WangPresident, 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 QiurongVice 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 |