
2017 SYDNEY CHINA BUSINESS FORUM (25 September 2017)

CAPITALISING ON CHINA'S DIGITAL REVOLUTION

EVENT REPORT

CHINA STUDIES CENTRE, UNIVERSITY OF SYDNEY

Key highlights:

- A total of 261 delegates representing business, government, the education sector and media attended the 2017 Sydney China Business Forum
- There was a media audience reach of 17 million, an increase of 57% compared with 2016.
- The theme is developed during the start of the year after consideration of China's economy and latest industry developments, and corresponding potential opportunities for The University of Sydney's as well as Sydney-based and broader Australian business.



EVENT BACKGROUND

The University of Sydney's China Studies Centre organises the annual Sydney China Business Forum (SCBF), in collaboration with the University of Sydney Business School, with the financial support of various partners. The Forum, held for the seventh year in 2017, has become one of the leading events focusing on business interactions between Australia and China.

The 2017 SCBF, themed 'Capitalising on China's digital future', was sponsored by City of Sydney (Gold Partner), China Construction Bank (Silver Partner), PwC (Silver Partner), Reginsun Group (Silver Partner) and the University of Sydney's Confucius Institute (Silver Partner).



Supporting organisations including Austrade, NSW Business Chamber, the Warren Centre, the Australia China Business Council, the Shenzhen Economic & Trade Office, Zhongguancun Science Park and China Council for the Promotion of International Trade also assisted with promotion to their networks through newsletter and other means.

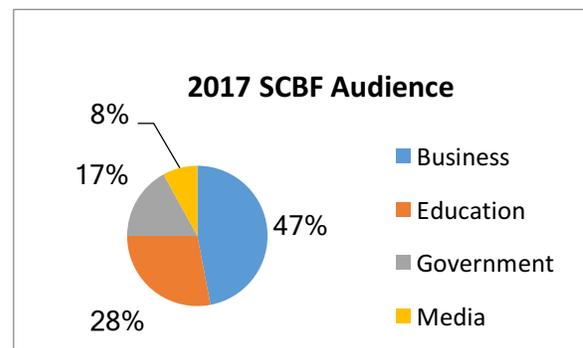
The event featured simultaneous interpretation, to facilitate the participation of a multilingual audience, with headsets equipped with English and Mandarin channels available to all attendees.



EVENT OVERVIEW

A total of 261 delegates from business, government and education, as well as media, attended the 2017 Sydney China Business Forum on 25 September, which focused on digitisation, robotics and artificial intelligence. 20 speakers were selected to represent a diverse range of perspectives and included members of local, state and federal government agencies, business and academia:

- The Hon. Victor Dominello, Minister for Finance, Services and Property
- Mr Robert Kok, Councillor, City of Sydney, representing Ms Clover Moore, Lord Mayor, City of Sydney
- Mr Bruce Ren, Chief Strategy Officer, UBTech
- Ms Kate Deacon, Executive Manager Research, Strategy and Corporate Planning, City of Sydney
- Mr Danny Zhang, Co-founder & Director, InnoQuantum Capital Management
- Mr Justin Gong, Mr Justin Gong, Co-Founder & CMO, XAIRCRAFT
- Mr Ashley Brinson, Executive Director, The Warren Centre
- Mr Nicolas Chu, CEO, Sinorbis
- Mr Adrian Turner, CEO, Data61
- Mr Glenn Lukey, Chief Strategy Officer for ZTE Australia
- Mr Jon Williams, Partner - People and Organisation, PwC
- Mr Jeongmin Seong, Senior Fellow, McKinsey & Company



The Forum discussed issues that are crucial to the development of cooperation between Australia and China in digital landscape, including:

- How can businesses lay the foundations for a successful launch into China's digital market?
- What are the ethical implications to digitization and what can both China and Australia expect from a digital future?
- What are the business opportunities and risks for Australian brands in China and Chinese businesses expanding into the Australian market in today's digital economy?
- Will Chinese digitisation growth be sustainable without government intervention?
- What can Australia offer China in the fourth industrial revolution?
- Do Chinese and Australian interpret privacy differently?
- The Chinese Government is encouraging commercial application of artificial intelligence technologies in all sectors. What does this mean for Australia?
- Role of robotics and artificial intelligence in building smart cities.
- China's digital transformation & the impact of the Internet on its productivity and economic growth.
- What is the next step for China's 'Internet Plus' initiative?

Professor Hans Hendrichke from the University of Sydney Business School presented the outcomes of his research on digitisation and its impact on the healthcare industry.

Professor Gregory Whitwell, Dean, The University of Sydney Business School, hosted a panel on *China's digital future*.

The full list of speakers, panel topics and SCBF program can be found in [Appendix A](#)

MEDIA MENTIONS AND MARKETING OVERVIEW

Media results

The SCBF did not have any media partners this year, but the following media outlets sent reporters to cover the SCBF: Australian Financial Review, Skynews, Australian Associated Press, Australian New Express Daily, Polaris Media, Pinstripe Media, Economic Daily, China Daily, People's Daily, Xinhua News, CETV (China Education TV), and He Jai Media.

There was a cumulative audience reach of 17 million in Australia, Mainland China and Hong Kong, an increase of 57% compared with 2016. The media clips consisted of opinion pieces in the lead-up to the event and coverage of the event itself.

To read the full media results report, see [Appendix B](#)

Marketing activities

47% of the audience represented business, 28% represented the education sector, 17% represented Australian and Chinese government departments and agencies, and 8% represented Australian and Chinese media outlets.

FEEDBACK FROM ATTENDEES

Attendees were encouraged to provide feedback via evaluation forms available during the SCBF, and online on the University website.

Comments from speakers and audience included:

Well done! An excellent forum!

Jason Naumovski, Assistant Manager (China), Austrade

A great event. Thank you!

Ian Sanders, Director, NSW Department of Primary Industries

I just wanted to congratulate you on a very successful event yesterday. It was very clear the outstanding effort that you put into these events and the excellent work that you do at the China Studies Centre.

Andrew Powe, National Education Manager, Huawei Technologies (Australia) Pty Ltd

The program format was excellent. It was great to hear from speakers with such a wide range of experience and knowledge in the field of digital technology. The demonstration of the robots in particular was really interesting. The introduction of a keynote speaker over lunch was a good idea. It really kept the momentum created in the morning, going into the afternoon. A very informative and engaging Forum. Thank you.

Sally Williams, Director, Lilana Pty Ltd

We wish to express a great 'Thank You' for inviting us to this year's 2017 Sydney China Business Forum. It was very informative and we made some useful networking connection.

Wan Toh Yip, Northbridge



Respondents indicated they decided to attend the SCBF for the following reasons:

- 52.63% for networking
- 42.11% personal interest
- 45.61% for business development
- 50.88% for professional development
- 3.51% for other reasons.

Additionally,

- 100% agreed that the SCBF was organised in a professional manner.
- 94.74% agreed that the SCBF enabled them to gain new, relevant and valuable information.
- 92.98% agreed that the SCBF increased their knowledge of resources available.
- 87.93% agreed that the SCBF raised their awareness of industry best-practice
- 84.21% agreed that the SCBF assisted them to establish and/or strengthen business networks.
- 81.04% agreed that the SCBF provided knowledge that they will incorporate into my business strategies or plans.
- 80.70% agreed that the forum has increased their awareness and access to opportunities in the market.

Appendix A

Speakers' Name	Speaking Position
Ms Ticky Fullerton, Business Presenter, Sky Business	Master of Ceremonies/Acknowledgement of Country/Moderator(Panel 1,2&3)
Ms Belinda Hutchinson AM—Chancellor of the University of Sydney	Welcome and Opening
Mr Robert Kok, Councillor, City of Sydney, representing Ms Clover Moore, Lord Mayor, City of Sydney	Welcome
The Hon. Victor Dominello, Minister for Finance, Services and Property	Keynote Speech 1
Mr Bruce Ren, Chief Strategy Officer, UBTech	Demonstration of Robots/ Keynote Speech 2
Professor Hans Hendrichske, Professor of Chinese Business and Management, The University of Sydney Business School	Panel 1- Role of government & policymakers /Keynote Speech 3
Ms Kate Deacon, Executive Manager Research, Strategy and Corporate Planning, City of Sydney	Panel 1 – Role of government & policymakers
Mr Danny Zhang, Co-founder & Director, InnoQuantum Capital Management	Panel 1- Role of government & policymakers
Professor Salah Sukkarieh, Australian Centre for Field Robotics, The University of Sydney	Panel 2 – Digitisation: robotics & artificial intelligence
Mr Justin Gong, Mr Justin Gong, Co-Founder & CMO, XAIRCRAFT	Panel 2 - Digitisation: robotics & artificial intelligence
Mr Ashley Brinson, Executive Director, The Warren Centre	Panel 2 - Digitisation: robotics & artificial intelligence
Mr Nicolas Chu, CEO, Sinorbis	Lunch Keynote Speech
Mr Adrian Turner, CEO, Data61	Keynote Speech 4
Mr Glenn Lukey, Chief Strategy Officer for ZTE Australia	Keynote Speech 5
Professor Luigi Tomba, Director, China Studies Centre, The University of Sydney	Panel 3 – Smart cities: sustainable & digitised living
Professor Robyn Dowling, Associate Dean, Research, Sydney School of Architecture, Design and Planning	Panel 3 - Smart cities: sustainable & digitised living
Mr Jon Williams, Partner - People and Organisation, PwC	Panel 3- Smart cities: sustainable & digitised living
Professor Gregory Whitwell, Dean, The University of Sydney Business School	Moderator (Panel 4 - China's digital future)
Mr Jeongmin Seong, Senior Fellow, McKinsey & Company	Panel 4 – China's digital future
Dr Michael Spence AC, Vice-Chancellor and Principal, The University of Sydney	Closing remarks

Panel Topics:

Panel 1 – Role of Government and Policy-makers

- What steps that policymakers need to take in the coming years to translate opportunity into reality?
- Megadata & privacy
- What governments can and should do for digitisation in areas such as urban environment and carbon emission?
- Cyber Economy in China's 13th Five Year Plan

Panel 2 – Digitisation, Robotics & Artificial Intelligence

- Smart manufacturing and robotics in China
- The Chinese Government is encouraging commercial application of artificial intelligence technologies in all sectors. What does this mean for Australia?
- Social robotics & field robotics: use of robotic technology in aerospace, agriculture, defence, marine, medical, mining and other areas, its future and risks.

Panel 3 – Smart Cities: Sustainable & Digitised Living

- How to help tomorrow's cities face the challenges of growing urban populations with Internet of Things technology;
- Role of robotics and artificial intelligence in building smart cities;
- Is Privacy seen differently in China and why are smart technology being rolled out so fast there?
- There are currently no laws and regulations directly governing Smart Cities in China. The Chinese government has, however, introduced a number of guidance notices. What are the opportunities for Australian businesses in China & what are the barriers?

Panel 4 – China's Digital Future

- China's digital transformation & the impact of the Internet on its productivity and economic growth;
- Major differences between how digitisation was viewed in China vs. the West;
- What does China's digital future mean for Australia?

Full Forum Program

The program featured six keynote speakers, including thought leaders from Australian and Chinese Governments and businesses.

The program also featured three expert panels. Each panel member shared views and experiences by participating moderated panel discussion followed by Q&A session with the audience.

In addition, the program's tea breaks and luncheon offered an excellent opportunity for participants to network and discuss the future direction of collaboration between Australia and China in the innovation sector.

Time	Activity
8.30 – 9:00am	Registration
9:00 – 9:05m	Acknowledgement of Country – MC, Ms Ticky Fullerton, Business Presenter, Sky Business
9:05 – 9:10am	Welcome and Opening of Forum Belinda Hutchison AM, Chancellor, The University of Sydney
9:10 – 9:12am	Welcome Mr Robert Kok, Councillor, City of Sydney, representing the Lord Mayor
9:12 – 9:32am	Keynote Speech 1- NSW Government Digital Strategy The Hon. Victor Dominello, Minister for Finance, Services and Property
9:32 – 9: 52am	UBTech – Demonstration of Robots



9.52 – 10.22am	Keynote Speech 2 - Mr Bruce Ren, Chief Strategy Officer, UBTech
10:22-10:40am	Morning tea
10.40 – 11:25 am	Panel 1 – Role of Government and Policy-makers Moderator: Ms Ticky Fullerton <ul style="list-style-type: none"> - What steps that policymakers need to take in the coming years to translate opportunity into reality? - Megadata & privacy - What governments can and should do for digitisation in areas such as urban environment and carbon emission? - Cyber Economy in China’s 13th Five Year Plan <p>Speakers:</p> <ul style="list-style-type: none"> - Professor Hans Hendrichske, Professor of Chinese Business and Management, The University of Sydney Business School - Ms Kate Deacon, Executive Manager – Research, Strategy and Corporate Planning, City of Sydney - Mr Danny Zhang, Co-founder & Director, InnoQuantum Capital Management
11:25-11:45am	Keynote Speech 3 – Digitisation & Health Professor Hans Hendrichske, Professor of Chinese Business and Management, The University of Sydney Business School
11:45 am – 12:25pm	Panel 2 – Digitisation, Robotics & Artificial Intelligence Moderator: Ms Ticky Fullerton <ul style="list-style-type: none"> - Smart manufacturing and robotics in China - The Chinese Government is encouraging commercial application of artificial intelligence technologies in all sectors. What does this mean for Australia? - Social robotics & field robotics: use of robotic technology in aerospace, agriculture, defence, marine, medical, mining and other areas, its future and risks. <p>Speakers:</p> <ul style="list-style-type: none"> - Professor Salah Sukkarieh, Faculty of Engineering & Information Technologies - Mr Justin Gong, Co-Founder & CMO, XAIRCRAFT Technology Co., Ltd. - Mr Ashley Brinson, Executive Director, The Warren Centre
12.25 – 12.45pm	Break
12:45 – 2:00pm	Networking lunch
	Lunch Keynote Speech - Laying the foundations for a successful launch into the China digital market. Mr Nicolas Chu, CEO, Sinorbis
	Q&A
	Dessert is served.
2.00pm	Lunch concludes
2.00pm – 2.10pm	Break



2:10 – 2:30pm	<p>Keynote Speech 4 - The fourth industrial revolution – what Australia can offer China</p> <p>Mr Adrian Turner, CEO, Data61</p>
2:30-2:50pm	<p>Keynote Speech 5 – Smart Cities in China and what it means for Australia</p> <p>Mr Liu Feng, General Manager, Smart City Product Line, ZTE Corporation</p>
2:50 – 3:40pm	<p>Panel 3 – Smart Cities: Sustainable & Digitised Living Moderator: Ms Ticky Fullerton</p> <ul style="list-style-type: none"> - How to help tomorrow’s cities face the challenges of growing urban populations with Internet of Things technology; - Role of robotics and artificial intelligence in building smart cities; - There are currently no laws and regulations directly governing Smart Cities in China. The Chinese government has, however, introduced a number of guidance notices. What are the opportunities for Australian businesses in China & what are the barriers? - Data in Smart Cities: Boon or Curse? <p>Speakers:</p> <ul style="list-style-type: none"> - Professor Luigi Tomba, Director, China Studies Centre, The University of Sydney - Professor Robyn Dowling, Associate Dean, Research, Sydney School of Architecture, Design and Planning - Mr Jon Williams, Partner – People and Organisation, PwC
3:40 – 4:00pm	<p>Afternoon tea</p>
4:00 – 4:55pm	<p>Panel 4 – China’s Digital Future Moderator: Professor Gregory Whitwell, Dean, The University of Sydney Business School</p> <ul style="list-style-type: none"> - China’s digital transformation & the impact of the Internet on its productivity and economic growth; - Major differences between how digitisation was viewed in China vs. the West; - What does China’s digital future mean for Australia? <p>Speaker:</p> <ul style="list-style-type: none"> - Mr Jeongmin Seong, Senior Fellow, McKinsey & Company
4:55 - 5:00 pm	<p>Closing remarks Dr Michael Spence AC, Vice-Chancellor and Principal, The University of Sydney</p>
5:00-6:00pm	<p>Networking Cocktail</p>

Appendix B

Media results report (correct as at 11 October 2017)

PREFACE AND DISCLAIMER

This report is a summary of all media coverage relating to the Sydney China Business Forum 2017. The data collection employed by the University's media monitoring services (Meltwater and ISENTIA) are helpful in giving a picture of how many 'eyes and ears' were reached during this period, but there are some caveats to bear in mind. It is important to recognise, for example, the challenges presented by both missing and mismatched data, and that the number of unique visitors to a website - while indicative of the number of readers who visit the website - is not an accurate measure of the number of people who read the individual stories, nor does it take into account the amount of time readers spend on the page. It is also important to note while quantitative data - particularly audience reach - is the most accurate means available to measure the number of people exposed to the clip, it does not necessarily reflect the strategic value of the media activity.

Overview

Volume of clips	14 clips
Audience reach	17,015,997

MEDIA COVERAGE

MEDIA OUTLET	COUNTRY	AUDIENCE
SBS	Australia	2,900,937
Daily Telegraph	Australia	1,422,675
Herald Sun	Australia	1,421,853
Courier Mail	Australia	804,100
The Advertiser	Australia	496,894
Skynews	Australia	426,002
<ul style="list-style-type: none"> • Interview with Justin Gong • Interview with Bruce Ren • Interview with Danny Zhang 		
Perth Now	Australia	48,045
The Mercury	Australia	86,858
NT News	Australia	80,700
凤凰网-资讯	China	9,243,914
陕西日报	China	84,019
China.com.cn	China	N/A
Sina News	China	N/A
Eastday	China	N/A
		TOTAL 17,015,997