

20 May 2013

Mrs Mehri Madarshahi-d’Orville

President, Global Cultural Networks

Paris , France

Dear Mrs Madarshahi,

Please join us **6–8 June 2013**, for the ***Fortune* Global Forum** in **Chengdu, China**. This major event will bring together the CEOs of the world’s most important companies, leaders from China’s new government, and innovative thinkers from around the world.

China will be at the center of the discussions, but our program will be global in scope. The theme is **“China’s New Future,”** with a focus on emerging opportunities in the domestic economy, the development of Western regions, and China’s changing role in the world. In addition to the business program, the *Fortune* Global Forum offers a rich personal experience and opportunities for high-level relationship building, from the gala opening dinner to small group roundtables to an intimate dining experience on the second night. Your companion is also invited to join you for the dinners and to participate in an extraordinary concurrent program. Chengdu has become a magnet for multinational companies, a center for higher education, and a leader in a diverse range of industries—an ideal location for the Forum.

A distinguished assemblage of leaders, from 32 countries and the full spectrum of industries, have committed to join us, including the chairmen, presidents, and CEOs of Alliance Boots, Anheuser-Busch InBev, ANZ, Coca-Cola, Delta Air Lines, DuPont, GE, Honeywell, International Paper, Jardine Matheson, Johnson & Johnson, JPMorgan Chase, Marubeni, McKinsey, Nokia, Novartis, Petronas, PTT, Ranstad, Royal Philips Electronics, SAP, Schneider Electric, Scotiabank, Standard Chartered, and Walt Disney. Also joining us will be the leaders of China’s top companies, including Ansteel, Baidu, Baosteel, ChemChina, China Huadian, CNAF, China National Building Materials, China Railway Group, China Railway Materials, China Unicom, Henan Coal Chemical, Jizhong Energy, Lenovo, Shandong Weiqiao Pioneering, Shanxi Coal Transportation and Sales, Sina, Sinomach, Sinopec, Tianjin Materials and Equipments, Xinxing Cathay International, and Zhejiang Geely. *Fortune* will cover the Forum in the pages of the magazine and online, and we expect over a hundred domestic and international journalists at the event.

The cornerstone of the *Fortune* Global Forum is dialogue among its participants and your participation will be a valuable addition. Please register DV VRRQ DV SRVVLEOH at [www.FortuneGlobalForum.com](http://www.FortuneGlobalForum.com/) (where

you will also find the most up-to-date program and participant list). We hope to see you in Chengdu in June.

Best regards,



Andy Serwer



Ceos from the Fortune Global 500 will meet in Chengdu

for the 2013 Fortune Global Forum.

the fourth Fortune Global Forum to be held in China follows previous successful meetings in Shanghai, Hong Kong SAr, and Beijing.

Since 1995, the Fortune Global Forum has convened the leaders of global business—the Ceos of the world’s largest companies—on the dynamic frontiers

of international commerce. In 2013, we’ll meet in Chengdu, a thriving city in western China, for a program that will focus on the monumental changes that are defining China’s future and shaping the course of global business for the 21st century.

With dramatic shifts underway in every major economic sector, the demands of global competition are intensifying and new consumer sensibilities are

emerging. How will Ceos and government leaders deal with these changes? What new approaches are needed to harness

the potential of a growing new class of consumers? What role will multinational companies play in the next phase of China’s development? We will address these questions and more at the 2013 Fortune Global Forum.

to ensure the highest level of interaction, participation is by invitation only and limited to chairmen, Ceos, and other leaders selected by the editors of

Fortune. Complimentary registration is extended to spouses, who are invited to attend the gala evening events and selected activities, and to take part in an extraordinary concurrent program

exploring the diverse culture and special experiences unique to Chengdu.



Fortune Global Forum Photos by BradMarkel.com

For more information: [**www.FortuneGlobalForum.com**](http://www.FortuneGlobalForum.com/)

**2013 PARTICIPANTS**

# List in formation. Selected confirmed participants as of 15 April 2013.

**Angela Ahrendts** Chief executive officer Burberry Group PLC



**Richard Anderson** Chief executive officer Delta Air Lines, Inc.



##### Dominic Barton

Worldwide Managing Director McKinsey & Company

**Jeffrey Bewkes** Chairman and Ceo time Warner Inc.

##### Carlos Brito



Chief executive officer

Anheuser-Busch InBev nV/SA



##### Chang Xiaobing



Chairman China unicom



**Charles Chao** Chairman and Ceo Sina.com

##### Victor Chu

Chairman

First eastern Investment Group



**Pailin Chuchottaworn** President and Ceo Ptt Public Co. Ltd.

**David Cote** Chairman and Ceo Honeywell

**Jamie Dimon** Chairman and Ceo JPMorgan Chase & Co.



**Stephen Elop** President and Ceo nokia Corp.

##### Fan Gang

Director national economic research Institute



**John Faraci** Chairman and Ceo International Paper Co.

**AlexGorsky** Chairman and Ceo Johnson & Johnson

##### Yukon Huang



Senior Associate Carnegie endowment for International Peace



##### Jon Huntsman

Former u.S. Ambassador to China

##### Robert Iger

Chairman and Ceo the Walt Disney Company

**Jeffrey Immelt** Chairman and Ceo Ge



**Joseph Jimenez** Chief executive officer novartis AG



##### Jeffrey Katzenberg



Chief executive officer DreamWorks Animation SKG, Inc.



**Muhtar Kent** Chairman and Ceo the Coca-Cola Co.



**Tadakazu Kimura** President and Ceo Asahi Shimbun Co.



##### Victor Koo

Founder, Chairman, and Ceo Youku, Inc.



**Ellen Kullman** Chair and Ceo DuPont



##### Robin Li

Founder, Chairman, and Ceo Baidu

**Li Shufu** Chairman Zhejiang Geely

Holding Group Co. Ltd.

##### Kenneth Lieberthal

Senior Fellow, John L. thornton China Center

the Brookings Institution

**Joe Liemandt** Founder and Ceo trilogy, Inc.

##### Liu Yonghao

Chairman new Hope Group

##### Joe Lonsdale



Partner Formation8 Partners LLC

**Ma Jun** Founder and Director Institute of Public and environmental Affairs



##### Ma Weihua

President and Ceo

China Merchants Bank



**Sheri McCoy** Chief executive officer Avon Products, Inc.



##### Jennifer Yuh Nelson

Director

Kung Fu Panda 2 and

Kung Fu Panda 3



##### Henry Paulson



Former Secretary

u.S. treasury

**Stefano Pessina** executive Chairman Alliance Boots

**François-Henri Pinault** Chairman and Ceo Kering (formerly PPr)

**Georges Plassat** Chairman and Ceo Carrefour SA



**Bridgette Radebe** executive Chairperson Mmakau Mining

##### Joshua Cooper Ramo



Vice Chairman Kissinger Associates, Inc.



**Peter Sands** Group Chief executive Standard Chartered PLC



**Ren Jianxin** President ChemChina



**Andy Serwer** Managing editor Fortune

##### Stephen Roach

Senior Fellow, Jackson Institute Yale university



##### Song Zhiping

Chairman

China national Building Materials Group



##### Judith Rodin

President

the rockefeller Foundation



**Sir Martin Sorrell** Chief executive WPP

**The Hon. Kevin Rudd** Former Prime Minister Australia



**Jean-Pascal Tricoire** President and Ceo Schneider electric

##### Frans van Houten



Chairman and Ceo royal Philips electronics

**Frits van Paasschen** President and Ceo Starwood Hotels & resorts Worldwide, Inc.



##### Wang Jianlin

Chairman

Dalian Wanda Group Co., Ltd.



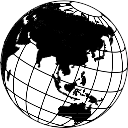
##### Rick Waugh

Chief executive officer Scotiabank

##### Meredith Whitney

Founder and Ceo Meredith Whitney Advisory Group

##### Xu Lejiang



Chairman Baosteel Group Corp.

##### Janet Yang

President

Janet Yang Productions

**Yang Yuanqing** Chairman and Ceo Lenovo Group Ltd.

**Zhang Yue** Chairman BroAD Group

**Zhao Baige** executive Vice President red Cross Society of China

**PRoGRAm PIllARS**



# Pillar 1: The China Century

### Our program will examine the forces contributing to the rise of China as an economic superpower, from demographics to the changing face of Chinese business. We’ll address the challenges China faces, including delivering sustained growth and rising incomes while boosting business and government transparency.

**Pillar 2: Sustainable Development**



### With the inexorable march of urbanization, finding ways to nourish, house, transport, and protect people—without depleting the earth of its resources—is one of the critical issues of our time. We’ll take a close look at China’s vast portfolio of green initiatives, and the country’s massive resource needs.

Fortune Global Forum Photos by BradMarkel.com

**Pillar 3: Innovation and Technology**

**What are the new discoveries that will transform business and society in the coming decade and who will invent them? How will the widespread availability of broadband and the ability to access the “cloud” continue to change the way global populations live and work?**

**Pillar 4: Global Finance and Economic Recovery**

**What are the lessons from the last five years of economic turmoil? We’ll explore the role of nascent economic superpowers, and the challenges of the new, hyperconnected global economy.**

**PRoGRAm AT A GlANCE**

#### WEDNESDAy, 5 JuNE

18.00–19.30 Fortune Most Powerful Women reception

**ThuRSDAy, 6 JuNE**

8.00–10.00 Fortune Most Powerful Women Breakfast 8.00–12.00 Chengdu tours

9.00–14.30 roundtables

15.00–17.00 Business Sessions

18.30–21.45 Welcoming reception and Gala Dinner

**FRIDAy, 7 JuNE**



8.30–17.00 Business Sessions 18.30–22.00 reception, Dinner, and nightcap

Fortune Global Forum Photos by BradMarkel.com

**SATuRDAy, 8 JuNE**

8.30–13.00 Business Sessions

13.00–14.00 Closing Luncheon

**SuNDAy, 9 JuNE**

8.00–16.00 Side trip to Sichuan earthquake Disaster and recovery Zone

**WEDNESDAy, 5 JuNE**

**18.00–19.30**

**FORTuNE MOST POWERFuL WOMEN RECEPTION**

For the second time, Fortune’s Most Powerful Women community will convene at the Global Forum. In addition to the women traveling from abroad, we’ll be joined by some of China’s most powerful female leaders.

# ThuRSDAy, 6 JuNE

#### 8.00–10.00

**WOMEN, POWER, AND THE EMERGING**

##### WORLD: A FORTuNE MPW Breakfast Roundtable

Join members of Fortune’s Most Powerful Women community for an exploration of the changing role of women leaders in China and other fast-growing economies.

#### 8.00–12.00

**TOuRS**

Visits to notable Chengdu business, industrial, and high tech sites.

#### 9.00–12.00

**REGIONAL DEVELOPMENT ROuNDTABLE**

Presented by Fortune and CCtV



#### 12.30–14.30

**ROuNDTABLE DISCuSSIONS**

##### Technology, Innovation, and the Emerging World

How new technologies are changing the

emerging world — and how the emerging world is changing technology.

##### The Future of Transportation

Amid high oil prices and climate-change concerns, governments and the private sector are working together to create new, sustainable transportation systems.

##### Education to Employment: Designing a System that Works

Around the world, governments and businesses face a conundrum: high levels of youth unemployment and a shortage of job seekers with critical skills. How can countries successfully move people from education to employment?

###### Global Investment Strategies in an Era of Risk

In our hyper-connected global economy, what investment strategies should business leaders pursue to seize growth opportunities while managing their risk?

#### 15.00–17.00

**AFTERNOON SESSIONS**

##### New Rules for Business: Global 500 Leaders Look Ahead

China’s economy is shifting, much of europe remains stuck in a recession, and the u.S. is merely

crawling along. Where is the global economy headed and what new trends will generate growth?

##### Tapping into China’s New Generation: An FGF Town Hall

In China, mass-market tastes are changing fast because of globalization, social media, and increasing affluence. What are the best strategies to tap into China’s popular culture over the next five years?

#### 18.30–21.45

**GALA DINNER AND KEYNOTE ADDRESS**

this evening will include the keynote address and

a dazzling display featuring top artists from the disciplines of dance, drumming, opera, tai chi, and music. A creative blend of costumes, choreography, performance, and modern technology that spans the country’s cultural continuum will explore “the Dream of Chengdu” and “China’s new Future.”



Fortune Global Forum Photos by BradMarkel.com



# FRIDAy, 7 JuNE

#### 8.30–12.40

**MORNING SESSIONS**

##### China’s Changing Economy

As China moves its economy away from exports and toward consumption, what reforms can we expect and what will be the impact of this tectonic shift? What are the opportunities and pitfalls?

**Innovation: Building a Sustainable Future** With the world population set to reach 9 billion by midcentury, today’s business leaders need to create a new set of rules and tools that will

allow their corporations to grow with less impact. What are the new r&D methodologies and disruptive technologies that will lead companies and countries on a more sustainable path?

**Connecting with Women in the Emerging World** Women are an important force in the emerging world, and it is crucial that business leaders understand their values, their challenges and their perspectives. What strategies work best and how do companies navigate the nuances across different markets?

##### The Next High Tech Wave

the Internet is ubiquitous, and mobility is not far behind. What are the next new trends that will drive growth in technology? What industries will be disrupted by technology next—education, agriculture, transportation, energy?

##### China’s Soft Power

How does a nation build its global influence and image in the world? Why have some countries been so successful in projecting their “soft power” while others struggled? China has an impressive story

to tell, yet it also faces some image challenges that must be overcome. How will China wield its “soft power” and what does this mean for the geopolitics and economics of the 21st century?

##### Can China Be Energy Independent?

With higher oil reserves and new access to natural gas, the u.S. could become energy independent for the first time. China might have even bigger shale gas reserves than the u.S. and its clean-energy industry has emerged from a major reshuffle.

Will China ever produce enough energy to be

self-sufficient and what is the route to get there?

##### The Future of Hardware

How smart is the smartphone (or the tablet or the PC)? With more and more intelligence

moving to networks and software, how will the device of the future differentiate itself?

##### unleashing Corporate China: SOEs and Private Enterprise

As beneficiaries of low-cost loans and land, China’s Soes exert significant power and influence in the economy. Some experts believe the Soes make

it difficult for private companies to launch and grow. What changes are needed in the system?

##### Winning in the China Market

China’s shift toward domestic consumption will create opportunities for both foreign and domestic brands to sell products. Luxury goods are in high demand, and China’s 350-million-strong middle class is displaying a growing appetite

for cars, clothes, and travel. Where do the opportunities lie and what are the barriers?

#### 12.45–14.05

**LuNCH**

**14.05–17.00**

**AFTERNOON SESSIONS**

##### What’s Ahead for Emerging Markets?

over the last decade, the majority of economic growth has occurred in the so-called BrICS—but recently it has slowed. What’s the outlook for these economies? How can multinational corporations

capitalize on these increasingly important markets?

##### How Social Media is Changing Business

China has more than 500 million Internet users, twice the number in America. these Chinese users are changing how their society does everything from viewing the news to shopping. While China’s

weibos are thriving, the exuberance of their American counterparts has faded. How is social media changing the world and how should companies adapt?

##### The Chinese Tourist

A record 50 million Chinese traveled outside China in 2010 and hundreds of millions of locals flock to the country’s top tourist hot spots. Chinese tourists are reshaping the tourism industry as airlines, hotels, recreation parks, and brands scramble to offer

them a unique and positive experience. What are the opportunities to cater to this growing cadre of well-heeled world travelers in China and abroad?

##### Global Go-to-Market Strategies

Building a strong global brand can take decades and cost billions. there is much debate about how to go global: Is it more profitable to be in every country or to focus on a handful of key markets and service them well? As a growing number

of Chinese brands are entering international markets, which strategies work better?

##### Can Intellectual Property Be Kept Safe?

As the economy becomes more global, corporations have ramped up their efforts to protect their intellectual property, whether it’s a piece of software, a design

for a new router, or the latest box office hit. What are the best-in-class strategies for keeping IP safe?

##### Do You Know Who Your Suppliers Really Are?

With most products’ footprint found in the supply chain, knowing what suppliers are doing is vital to a business trying to lower costs, manage risk, and build brand identity. How can a business track and trace materials, parts, or components across its global supply chain?

**Tapping into the Bottom of the Pyramid** the good news is that the developing world is expanding. Some companies are figuring

out how to get products and services to these markets in ways that are both sustainable and profitable. What are the business models and what is the potential value of this market?

##### Rethinking Our Cities

For the first time, more Chinese live in cities than in the countryside. this trend is happening throughout the developing world. How will we design the cities of tomorrow to allow billions to live, drive, eat, and work sustainably? What new

technologies and design concepts can be applied to make urban centers greener and more livable?

#### 17.00–18.30

**FREE TIME**

**18.30–22.00**

**RECEPTION AND DINNER AT KuANZHSI XIANGZI**

Hosted by Sichuan Province and the City of Chengdu, guests will enjoy a delicious dinner in this historic district that blends the architecture and ambience of old Chengdu City with modern style and energy, a place where past and present, local and global, fast and slow elements of Chengdu life meet.

# SATuRDAy, 8 JuNE

#### 8.30–13.00

**MORNING SESSIONS**

##### Growth and Conflict in the Asia Pacific

Greater economic interdependence has produced unprecedented dynamism that has created common interests and made Asia a central driver of global growth. But security issues including territorial disputes and a changing balance of power are raising tensions and jeopardizing the positive economic story. How will these forces play out? What policies will produce strategic stability that fosters economic growth? What are the prospects for integration and division in this vital region?

##### Meet the Future: China’s Entrepreneurs

Five of China’s most innovative emerging companies give their elevator pitches to a panel of notable venture capitalists, who evaluate each contestant. the winner will be the company that gets the most audience votes for best idea and most attractive investment.

##### What’s Next for Rural China?

two hundred million Chinese are constantly on the move seeking work. Yet, the promise of a job in the city is drying up as export markets shrink. How will China’s demographic trends evolve and what are the best strategies for meeting the needs of rural China? How can multinational and Chinese companies tap into the massive market of the country’s villages, townships, and smaller cities?

##### The Food Dilemma

As China has become more affluent, demands for agriculturally intensive foods have surged, putting an enormous strain on a system that feeds

1.3 billion people daily. How can new technologies and other adjustments help China feed itself sustainably, affordably, and nutritiously?

##### Corporate Risk and Climate Change

Globally, governments have failed to reach an agreement on climate change. traditional activist groups are putting pressure on corporations

to change their business practices as public awareness of environmental harm is increasing. How can companies manage their risk and minimize their cost of adapting to climate change?

###### Opening Hearts and Wallets

In the past 30 years, we’ve seen the remarkable rise of China’s wealthy class and a massive accumulation of personal fortunes. the widening wealth gaps, enormous social needs, and recent natural disasters seemed to rekindle an interest in charity nationwide. What lessons can Chinese business and philanthropic leaders learn from their Western counterparts, and vice versa?

##### Rewriting the Global Rule Book

For more than a decade, politicians and regulators worldwide have claimed to want high-quality accounting standards that applied globally to the banking system. When will that rhetoric become a reality? How will it change the game of global finance?

##### The Mobile Economy: An FGF Town Hall

Aided by higher-speed access, mobile devices are displacing everything from PCs to credit card readers, a consumer-driven shift that is prompting massive investments in infrastructure, software, handsets, and other technologies. As mobile computing becomes the world’s primary platform for communication, media, and transactions, society will be transformed and

companies will need to reinvent their business models.

##### The Rise of the West

the western provinces are now the fastest-growing region in China, and have become centers for high tech, automotive, finance, and other industries. More than 200 Fortune Global 500 companies now operate in

Chengdu, which has built a world-class infrastructure for trade. What are the opportunities and special challenges for operating in China’s dynamic new frontier?

**KEYNOTE ADDRESS**

#### 13.00–14.00

**CLOSING LuNCHEON**

**SuNDAy, 9 JuNE**

**8.00–16.00**

**SIDE TRIP TO SICHuAN EARTHquAKE DISASTER AND RECOVERY ZONE**

**SPouSE AND ComPANIoN PRoGRAm**



**The FORTuNE Global Forum offers complimentary registration for delegate’s spouses, who are invited to attend the gala dinners and selected activities, as well take part in an extraordinary concurrent program exploring Chengdu that is as insightful and memorable as the Forum itself.**



**hoST CITy: ChENGDu**



Chengdu, one of China’s major inland cities, has seen dramatic economic gains since the China Western Development initiative was launched in 2000. Chengdu has long been known as “the Land of Abundance” and the home of the Giant Pandas. today it is becoming the most important financial center in western China. **Selected by FORTuNE as one of the world’s “Best New Cities for Global Business,”** Chengdu boasts a higher export volume and more Fortune Global 500 companies (over 200 now operate there), foreign-funded banks, insurance companies, and foreign consulates than any other city

in central or western China. With more than 30 institutions of higher learning in the region, Chengdu produces an unrivaled pool of talent with 21st-century skills.

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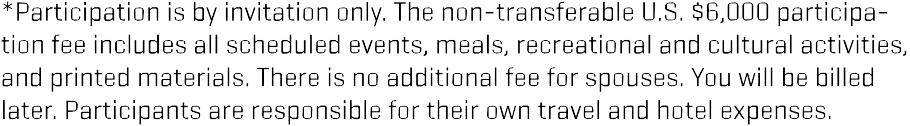
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