

**“Entrepreneurship, the great way to promote the development of China”**

**The Second CEO Roundtable of Publicis Groupe Was Held Successfully in Shanghai.**

**Economist Zhang Wei Ying Made a Speech about the Transition of China’s Contemporary Economy**

**With More than 90 CEO and CEO’s Representatives Were Invited to Attend the Forum**

August 31<sup>st</sup>, more than 90 CEO and CEO’s representatives attended the Roundtable held by Publicis Groupe in Waldorf Hotel Shanghai. Participants Listened to the speech from China’s famous Economist, Zhang Wei Ying about the transition of China’s Contemporary Economy, discussions about key issues, like the rapidly increase of population cost from the aging Chinese population, and the needs for Entrepreneurship and innovation from the development of China.

How huge is China’s market? Which industry is profitable? What is the biggest confusion of Chinese and foreign enterprises? Professor Zhang used lots of data and theory to answer these questions and listed about special circumstances about China’s Contemporary Economy, which made all the guests think deeply.

Professor Zhang analyzed the current situation of China’s economic development in detail, trying to point out the necessity of expanding domestic demand and the transformation of the economic development pattern for further study into China’s current economic transformation. Professor Zhang used to work in China’s Economic System Reform Institution for the State Commission for restructuring the Economic System. He was directly engaged in the research of China’s economic reformation policy and witnessed the progress of the reformation. In 1990, Professor Zhang went to study in Oxford University and got his Master’s and Doctor’s degree. Since then, he has been a teacher for Beijing University and also the exclusive vice-president and president of Beijing University’s Guanghuang Management College. Professor Zhang, one of the most influential economists in China, has devoted himself to the study of China’s economic transformation for a long time and published several economic books on the subject. During this time, he has been the chief economist for the China Entrepreneur’s Forum.

Jean-Yves Naouri, the COO of Vivaki, gave a welcome speech to the Round Table. He is also one of the 12 members for the executive committee in the Publicis Groupe. Since 2010 , Jean-Yves has been concentrating on the business of Publicis Groupe in China. Mr. Naouri indicated that he has special feelings for China. His first visited China at the age of 20.He visited 20 cities within 60 days, such as Hangzhou, Xi’an, Guangzhou, Hefei. He once said that there is no change to the Great Wall and Forbidden City, but China and Chinese people have changed immensely. The high speed development of economy and the improvement of people’s living standard is one example. He is very happy to see that the Publicis Groupe developing healthily and steadily in China.

This event was held by China’s Entrepreneur’s Forum and Publicis Groupe. It was a casual event, which included a theme, lecture, interactive quiz and buffet attracting over 90 entrepreneurs and professional managers to participate, including many new media companies. The French Embassy, the Government of Shanghai and China Entrepreneur’s Forum all supported the event.

The third CEO roundtable of Publicis Groupe is already in preparation , which will be held in the south of China at end of 2011 or the beginning of 2012.