



Sino-Swedish Sustainable Business Program, SSSBP

Workshop in Shanghai

Date: December 12, 2009, Saturday

Venue: Antai College of Economics & Management, Jiao Tong University
535, Fahuazhen Road, Shanghai, Room 209, North Building

8:00-8:30 Registration

8:30-8:45 Opening remarks by Antai, Silf and Swedish Trade Council

8:45-10:45 **Sustainable Business – How to achieve long term growth**

- Why sustainability is not only good for the environment, but also for your business
- The new wave of Corporate Social Responsibility: From giving to benefiting
- How Code of Conduct impacts supplier relations

Speakers: Professor He Zhiyi, Antai College of Economics and Management, Jiao Tong University
Professor Martin Lockström, CEIBS

10:45-11:00 Coffee Break

11:00-12:00 Case Study – Swedish company, Mr Mats Johansson, General Manager, Fagerhult Belysning and a Chinese company

12:00-13:00 Lunch

13:00-15:00 **Quality Management and Risk Management**

- How to ensure quality along the entire supply chain
- Minimize risk, increase quality and lower total cost of ownership, is it possible?
- Successful supplier development – how to make improvements sustainable

Speakers: Professor Liu Shaoxuan, College of Economics and Management, Jiao Tong University
Mr. Jan Sjöstrand, General Manager, UnitedLog Management Consulting

15:00-15:15 Coffee Break

15:15-16:30 Case Study – Mr. Dzeki Mackinovski, General Manager, VCIC, Volvo Shanghai Branch

16:30-17:00 Summing up and lessons learned – Antai, Silf and Swedish Trade Council