2015 CHRO DIALOGUE

BEIJING SHANGHAI

CHRO DIALOGUE

2015 首席人力资源官大会

HRoot
The Top Notch Human Resource Conference in China

The unique human resource conference is only entitled to HR executives from Fortune 500 and top 500 enterprises of China. All keynote speakers are industrial insightful elites including CEOs and presidents from world-leading corporations in human resource field. The conference is elaborately planned by HRoot, the largest human resource media company in China, and is academically supported by Harvard Business School, the top-ranking business school in the world. The best conference venues and facilities in China will provide you the best conference experience.
After visiting CEOs and HR executives from hundreds of Fortune 500 and top 500 enterprises of China, the editors of *Human Capital Management* magazine—a leading HR industrial journal in China, have collected abundant best practices, which will be selected as materials for speeches and discussions of the conference, ensuring all topics are set to meet the latest trends. Entrepreneur icons and tycoons in area of human resource are sincerely invited to bring attendees the latest trends and deep insights in the industry. HRoot continuously cooperates with all speakers, researching and developing deeply, representing practical topics to attendees with new thoughts, new approaches, best practices and solutions in global perspective.
Conference Specification: Internationalization & Diversification

The world-class conference standard and superb conference experience can be compared favorably with any international conference in human resource industry. Combing with various forms such as presentations, speeches, talk shows, observation tours and open mutual discussions, it enables the conference to become more vivid and interesting.
A Tour Full of Extreme Experience Exclusively Belonging to HR Executives for Training and Development

A world-class human resource conference held in China; a stupendous feast gathered by hundreds of refined elites and leaders from human resource industry; an ideological feast to coagulate wisdom and perceive the future.
2015 CHRO DIALOGUE

**Attendees:** HRVP, HRD, CHO from Fortune 500 Companies, MNCs and China’s Top 50 Companies

**Session:**
- May 14 in Beijing
- July 9 in Shanghai

**Scale:** 200 attendees/each forum

**Venue:**
- Four Seasons Hotel Beijing
- Grand Hyatt Shanghai
Sponsor Benefits

Senior Sponsor : RMB 100,000
- One speaker seat of keynote speech
- Company video broadcasting at the beginning of the forum and during intervals and tea breaks
- Company name and logo on the backdrop board of 2015 CHRO DIALOGUE
- 1 leaflet for the tote bag given to attendees
- 4-color ad in forum brochure (1 pages)
- 2 forum tickets for clients and 2 working lanyards
- 1 standard booth outside the forum site

Regular Sponsor : RMB 50,000
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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Opening</td>
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<tr>
<td>9:00-9:10</td>
<td>Welcome Address</td>
</tr>
</tbody>
</table>
| 9:10-9:50 | **Keynote Speech:**
  * Your Leaders Ready for the New Mobile Internet Era.*
  **Speaker:** Mindy Yeh, Managing Director, Greater China, DDI
  - What are the business challenges in the new era?
  - How do those challenges impact the leaders?
  - Current status of leadership globally and in China: Are the leaders ready?
  - New Leadership Portrait: Where are you leaders?
  - How to accelerate leaders’ growth: Leveraging the Blended Learning. |
| 9:50-10:30 | **Keynote Speech:**
  * Winning The War of Talents
  -2015 China Talent Market Landscape*
  **Speaker:** Guo Xin, President & CEO, Career International
  Hiring and retaining great people is the key to profitable growth, but it is the number one issue keeping leaders and managers awake at night. This speech addresses this issue with an unconventional ‘how to’ guide of innovative techniques to source and retain skilled staff. This speech shows you how to do away with old-fashioned, destructive and subjective practices that have spread like a pandemic through the HR industry. It also outlines why effective sourcing of talent is now vital to business success. You will be shown proven, scientific solutions that are rarely used and never mentioned in existing seminars and much, much more. |
| 10:30-10:45 | **Tea Break**                                                          |
| 10:45-12:00 | **Top Talk:**
  * HR4.0: Revolutions and Challenges*
  **Speaker:** Guo Xin, President & CEO, Career International
  Jacky Qian, General Manager, Right Management China
  Tommy Chan, Ph.D., Head of Professional Services, CEB
  Meade Zhang, Vice President, Human Resources NA Unilever
  Frank Wang, Human Resources Director, Tesco China (CHINA RESOURCES VANGUARD)
  Kang Yi, Deputy GM, FESCO Adecco
  Anson Tang, Founder and CEO of HRoot, Executive Editor of Human Capital Management magazine |
| 12:00-13:30 | **Lunch**                                                              |

*In case of any inconsistency between the specific information on this file and the official event website, the latter shall prevail.*
**Keynote Speech:**
**CHRO as the Booster of Organizational Capability Build-up**

*Speaker: Lily Su, Vice President, KNX*

In the huge wave of the Internet Era seem to have never been so strong, while looks still like the pattern of the history. In every business transformation, the capability of the business (or non-business) organizations must be changed and developed to adapt to the new environment and challenges. You have to keep the 3 keys in mind: 1. You start from understanding your customers instead of your products/services; 2. Transformation is action, and you have to provide solutions and evaluation about the actions; 3. The core of the transformation should be the change of organizational capabilities. And you, CHRO, has to be the heroic booster of it.

**Keynote Speech:**
**Importance of Sales Leadership in the 21st Century Business Environment**

*Speaker: Liangliang Lee, Director of Group Relations & Market Development in Senior Education Management in China, Harvard Business School*

Ivan Wu, Sales Vice-President MHI Global, Greater China

In this fast changing 21st century business environment, it is important for leaders to establish new concepts and cultivate new capabilities to overcome the challenges. MHI Global conducts a multi-dimensional global research that provides leaders the latest trends and valuable insights to enhance leadership skills and be ready to overcome the difficult challenges in today’s economy and business world. Sales leadership has been a key concern in most organizations – many finding successful and proven ways to sell products, manage clients and most importantly, able to lead a company to its best potential in this ever-changing business world. In this speaking session, MHI Global will share the importance of sales leadership and how to overcome these challenges through effective strategy and best practices adopted by MHI Global in sales management. Additionally, there will be a discussion session with participants to identify the possible challenges and methods to overcome them.

**Tea Break**

**Talk Show:**
**From the Past to the Future: The Transformation of Talent Management**

*Speaker: Xu Yili, HRD, QAD Asia Pacific*

Louis Liu, the author of the super best-selling book *DDI’s Talent Management Handbook*

Anson Tang, Founder and CEO of HRoot, Executive Editor of Human Capital Management magazine

In this show, three humorous human resource management experts will deduce classical cases of talent management with a wide geographical range and a long-term history in a humorous manner, and forecast the general trend of talent management in the future.

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Guo Xin, President & CEO, Career International
Bridget Beattie, Group Executive Vice President for Asia Pacific Middle East, Right Management (Beijing)
Jacky Qian, General Manager, Right Management China (Shanghai)
Tommy Chan, Ph.D., Head of Professional Services, CEB
Joy Zhang, HRD of Tesla Motors in China
Monica Sun, Vice President & Chief Talent Officer at Li Ning Group
Anson Tang, Founder and CEO of HRoot, Executive Editor of Human Capital Management magazine

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Keynote Speech:  
**Human Capital Strategy**

**Speaker:** Xun Sun, Partner, Talent Business Leader, Mercer China

Most companies set forth a clear business strategy, guiding their choices in organizing their resources along key business decisions. But companies with similar strategy often get different results. Too often we hear CEOs saying: our problem does not lie in strategy, but in execution. As CHRO of a company, how to help your company improve execution capability to realize business goals? Our point of view is, the key to improve execution capability lies in its people, the single most important asset of a company. Human capital strategy guides a company on how to improve the effectiveness of its people. In an increasingly competitive and complex market environment, human capital strategy will be one of the most important vehicles for a company to build its competitive advantage.

Keynote Speech:  
**A Road to Win Globally: Best Practices of Global Executive Talents Training**

**Speaker:** Liangliang Lee, Director of Group Relations & Market Development in Senior Education Management in China, Harvard Business School

With the rapid development of modern globalization, the global executives are thinking about how to use new thinking, new solutions and new framework to build a new business model, set up correct strategies and grasp the opportunities in the future. Global executive talents themselves are also facing a huge challenge-how to find international talents who see the inheritance of enterprise culture as their own duty for the enterprise? It requires a lot for the talents qualities that support the global way of thinking, such as humility, sensitivity to the cultural differences, intellectual curiosity, flexibility and good communication skills and so on. This lecture will focus on the vision of global training, combined with the latest training development theory and best solutions, and show the winning strategy of global executive talents training.

Tea Break

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For nearly 70 years, Harvard Business School Executive Education has been fulfilling its mission of educating leaders who shape the practice of business and innovation. Through an unprecedented network of Global Research Centers in eight key regions—and state-of-the-art classrooms in Boston, Mumbai, Shanghai, and programs in Europe—the HBS faculty develops groundbreaking research and forges powerful alliances with leaders of industry, government, and academia. Each year, nearly 10,000 business executives from leading global organizations attend over 80 open enrollment Executive Education programs and more than 60 custom programs.
FORTUNE China’s editorial mission is to equip the senior managers of Chinese & international enterprises in China with world class management information, to assist their efforts to manage in an ever more competitive & extremely fast-changing environment. Launched in 1996, FORTUNE China has become the leading management magazine for China’s business elite.
About Organizer:

HRoot is the largest human resource media company in China, with such brands and services as HRoot.com, a world’s leading HR management website; Human Capital Management magazine, a leading HR industrial journal in China; Overclass, an elite club for HR professionals; the Society for HR Executives (SHRE), the most influential premium non-profit society of HR executives in China; the Annual Human Resource Awards in Greater China, a top-notch industrial event with utmost authority, scale and influence; the China Human Capital Forum, a leading annual HR summit in China, and the China Human Resource Service EXPO, an exhibition with the largest scale of the industry in the world, which attracted 24,162 visitors in 2014. HRoot also owns Apps with the largest number of both downloads and users, the Human Capital Management magazine and “Human Resource Service Providers Dictionary”. “Ranking & White Paper of Best 100 Human Resource Service Brands in Greater China” and the “Ranking & White Paper of Global 50 Human Resource Service Providers”, two annual reports released by HRoot are considered as the guidepost of this industry. HR-MarketWatch, the first of its kind in the world offers real-time news service, which is now a major source of competitive intelligence and monitoring platform of the industry.

The website of HRoot has two million HR professionals as its registered users, with a total of more than 500 million visits each year; there are more than 50,000 participants to its off-line events each year, and its publications have a total readership of 35,000. HRoot serves over 50,000 clients currently, including more than 95% of the Fortune 500 companies in China. In addition, HRoot has more than 500 HR service providers, business schools, associations as its ad clients and sponsors, including nine of the top ten global HR service providers: IBM, the world’s largest science and technology corporation; Mercer, the world’s largest HR consulting firm; Adecco, the world’s largest HR service corporation; ADP, the world’s largest HR outsourcing company; LinkedIn, the world’s largest business SNS website; HBS, the top-ranking business school in the world; SAP, the world’s largest enterprise management software solutions provider; Oracle, the world’s largest corporation of enterprise software and database.
有史以来中国最为高端的人力资源管理大会

中国唯一仅限世界500强企业和中国500强企业人力资源总监以上级别人力资源高管参加的人力资源大型会议；演讲嘉宾均为人力资源领域全球领先企业的CEO、总裁等行业思想领袖；中国最大的人力资源媒体HRoof精心策划，全球第一商学院——哈佛商学院提供学术支持；中国最一流的会议场所和设施，提供最一流的会议体验。
最前沿、最热点的高端话题，邀请您一起来激荡风云

中国发行量最大的人力资源期刊《人力资本管理》杂志编辑部门拜访百家企业世界500强企业和中国500强企业CEO、人力资源高管后，搜集大量最佳实践，作为大会演讲和讨论素材，确保话题设置切合时要；遨邀人力资源行业思想领袖和业界大咖，他们的远见卓识将给参会者带来大量真知灼见，提供人力资源领域的前沿趋势和深入洞察；HRoot与所有演讲嘉宾持续半年配合协作，深度研发，磨一剑，为参会嘉宾带来全球视角的人力资源管理新思维、新方法和最佳实践和解决方案的实务话题。
国际化、形式丰富多样的会议形式

世界一流的会议标准和组织、提供超一流的会议体验，媲美任何人力资源行业国际会议；结合演示、演讲、脱口秀、观摩、体验、开放式交互探讨多种形式，使得会议更加生动有趣。
一次人力资源高管专属的学习发展极致体验之旅

一场在中国举办的世界级人力资源会议；一场云集数百位人力资源行业最优秀的精英和领袖的社交华筵；一次凝聚智慧、感知未来的思想盛宴。
参会对象：世界 500 强企业、
大型跨国企业或中国 500 强企业人力资源副总裁、
人力资源总监、首席人才官

场 次：北京  5月14日
上海  7月9日

规 模：200 人 / 地

大会地点：北京四季酒店
上海金茂君悦大酒店
赞助权益

高级展商：RMB100,000
- 拥有一场主题演讲席位
- 大会开场及茶歇时段，赞助机构视频广告短片循环播放
- 公司名称和logo列于会场背景板
- 在大会提供的资料袋中随附资料一份
- 在会刊中享有1Page四色广告
- 获赠2张论坛通票及2张工作人员挂牌
- 享受会场外1个标准展位

普通展商：RMB50,000
- 大会开场及茶歇时段，赞助机构视频广告短片循环播放
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- 享受会场外1个标准展位
主办方致辞

大会开始

9:00-9:10

主题演讲：移动互联网的时代里，你的领导人才准备好了吗？

演讲嘉宾：DDI大中华区董事总经理 叶庭君

- 移动互联网带来的VUCA时代，企业面对什么样的市场及经营新挑战？
- 商业世界的改变对企业及领导者带来何样的冲击？
- 全球及中国企业领导力的现况：企业精英们准备好了吗？
- DDI揭开新时代领导的画像：你的精英人才在哪里？
- 面对新世界，企业如何快速发展新一代的领导者：善用混合式学习。

9:10-9:50

主题演讲：人力资源管理4.0：变革与挑战

演讲嘉宾：科锐国际总裁兼首席执行官 郭鑫

- 企业与企业之间的竞争，归根到底是人才与人才的竞争，人才也正成为企业最重要的核心竞争力。雇佣并保留优秀人才是企业保持可持续发展的关键，但人才问题却让企业家和人力资源高管们夜不能寐，而且不幸的是我们已然进入人才战略的时代。本次演讲将分享大量全新的技术、方法、解决方案、最佳实践来帮助我们解决这一棘手问题，通过不同的视角，破除我们的陈旧观念，通过全新的人才战略，为打赢人才战做好充分准备。

9:50-10:30

茶歇交流

10:30-10:45

对话：人力资源管理4.0：变革与挑战

演讲嘉宾：科锐国际总裁兼首席执行官 郭鑫

- 睿仕管理中国有限公司大中华区总经理 潜源
- CEB 大中华区顾问总监 陈庆满博士
- 联合利华北亚区人力资源副总裁 张伟
- 乐购中国（华润旗下）人力资源总监 王轶彪
- FESCO Adecco 副总经理 康怡
- HRoot公司总经理，《人力资本管理》执行主编 唐秋勇

10:45-12:00

午餐

*会议具体时间、地点及日程等信息可能会有变更，请以会议官方网站为准
主题演讲：CHRO——组织能力提升推手
演讲嘉宾：肯耐珂萨副总裁 苏丽莉
浩浩荡荡的互联网时代变革冲击似乎从来没有像今天这么强烈，但是细看，又似乎重复着历史的轨迹。在每一次转型中，商业组织的能力都必须提升，来应对新的环境和挑战。而这种转型，归根结底都是三个要点：1. 起点在客户，而不是自己的产品；2. 转型是行动，要有解决方案，要检验行动；3. 转型的核心是提升组织的能力转变——而你，CHRO，必须是这种能力转变的推手。

主题演讲：21世纪商业环境对于领导力培训的新挑战，以及销售组织领导力的重要性
演讲嘉宾：MHI Global 大中华区副总裁 吴政训
要想在21世纪瞬息万变的商业环境中取得成功，领导者必须反思其历史观并树立新观念，培养新能力。这一点恰恰是MHI Global针对领导层如何与时俱进，对当今业务挑战而开展的全球性、多阶段、多层次研究的关键所在。一直以来，MHI Global都致力于充分利用尚未实现的人才潜力来克服阻碍，推动企业向关键目标前进，而如何在变幻莫测的商业环境下另辟蹊径销售产品、服务客户和领导企业，成为企业在激烈的竞争中脱颖而出、傲视群雄的重中之重。本次讲座MHI Global将分享成功销售组织的领导力实践经验，与听众深度探讨销售组织领导力的重要性，并通过全球调研及成功案例，进一步说明MHI Global在销售组织管理领域的有效策略。此外，MHI Global也将同与会者一起探讨实行销售组织管理会遇到的关键挑战，以及如何化挑战为机遇。

茶歇交流

脱口秀：从过去到未来：人才管理的蝶变
演讲嘉宾：QAD亚太区人力资源总监 徐亦立
超级畅销书《人才管理圣经》作者 刘伟师
HRool公司总经理、《人力资本管理》执行主编 唐秋勇
三个幽默的人力资源管理专家纵横三万里，上下五千年，用风趣幽默的形式演绎历史上的人才管理经典案例，并展望未来人才管理的大趋势。

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<td>企业与企业之间的竞争，归根到底是人才与人才的竞争，人才也正成为企业最重要的核心竞争力。雇佣并保留优秀人才是企业保持可持续发展的关键，但人才问题却让企业家和人力资源高管们夜不能寐，而且不幸的是我们已然进入人才战略的时代。本次演讲将分享大量全新的技术、方法、解决方案、最佳实践来帮助我们解决这一棘手问题，通过不同的视角，破除我们的陈旧观念，通过全新的人才战略，为打赢人才战做好充分准备。</td>
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<tr>
<td>10:30-10:45</td>
<td>茶歇交流</td>
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<tr>
<td>10:45-12:00</td>
<td><strong>对话：人力资源管理4.0：变革与挑战</strong></td>
</tr>
<tr>
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<td><strong>演讲嘉宾</strong>：DDI大中华区董事总经理 叶庭君</td>
</tr>
<tr>
<td>12:00-13:30</td>
<td>午餐</td>
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</tbody>
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主题演讲：人力资本战略

演讲嘉宾：美世全球合伙人、美世中国人才业务负责人 孙迅
绝大多数具备一定规模的企业都有一个明确的业务战略，指引公司在各个业务维度上的选择。而具备类似战略的公司，却常常不能够取得类似的商业结果。我们常常听到企业家讲，我们企业的问题不在战略，而在执行。作为企业的CHRO，该如何帮助企业提升执行力，以实现所期望的的商业目标呢？我们的观点是：提升执行力的核心是最大化企业中最重要的资产—人才—的有效性。人力资本战略指明了最大化人才有效性的方法。随着市场环境的日益复杂和竞争的加剧，人力资本战略将成为企业打造竞争优势的核心手段。

主题演讲：决胜全球之路：全球化高管人才培养的最佳实践

演讲嘉宾：哈佛商学院 高层管理教育中国区集团关系和市场发展总监 李梁梁
在全球化进程急速发展的今天，全球的高管都在思考如何运用新的思维、新的解决方案和新的框架来构建新的商业模式，制定正确战略，把握未来先机。全球高管人才自身也面临着巨大考验，如何为企业寻找能够以传承企业文化为己任的国际人才？这对支持全球思维方式的人才特质，如谦逊、对不同文化差异的敏感性、求知欲、灵活度和沟通技能等都提出了重要要求。本次演讲将从全球化的培训视野出发，结合最新的培训发展理论和最佳解决方案，来展示全球化高管人才培养的致胜方略。

茶歇交流

脱口秀：从过去到未来：人才管理的蝶变

演讲嘉宾：QAD亚太区人力资源总监 徐亦立
超级畅销书《人才管理圣经》作者 刘伟师
HRoot公司总经理、《人力资本管理》执行主编 唐秋勇
三个幽默的人力资源管理专家纵横三万里，上下五千年，用风趣幽默的形式演绎历史上的人才管理经典案例，并展望未来人才管理的大趋势。

*会议具体时间、地点及日程等信息可能会有变更，请以会议官方网站为准
作为全球最早创办和最具影响力的商学院之一，拥有100多年悠久历史的哈佛商学院以“培养改变世界的领袖”为己任，不仅开创了世界闻名的MBA教育，更早于1945年就创办了第一个“高层管理教育”项目——高级管理课程（Advanced Management Program-AMP）。从高层管理教育创办至今，哈佛商学院成为了全球高管教育培训领域的开拓者和卓越的典范。至今已培养了来自200多个国家的175,000多名商业领袖，每年都有接近一万名来自全球性企业的高管来哈佛商学院参加多达80余门公开课程和60余项定制课程。哈佛商学院在全球八个重要区域设立研究中心以辐射全球，包括位于波士顿、孟买、上海的最先进的教学中心和欧洲的各个项目。这一史无前例的创举，为哈佛商学院的教学团队进行突破性研究倾力打造了一个企业、政府和学术界领导者的联盟。
《财富》为中国经理人提供全球管理信息，深度报道世界一流企业。在中国本土内容上，编辑部用全球化的眼光报道中国的企业和商业。《财富》拥有“世界500强”和“《财富》全球论坛”等权威品牌。创刊于1996年。是由美国最大的媒体娱乐集团-时代华纳下属的时代公司授权中询公司出版的。《财富》（中文版）是最受欢迎的商务精英管理杂志之一。
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北京・2015中国人力资源服务展
(参会人数 8,000)

5.14

深圳・2015中国人力资源服务展
(参会人数 5,000)

5.21

上海・2015中国人力资源服务展
(参会人数 8,000)

上海・首席人力资源官大会-CHRO DIAIOUGE
(参会人数 200)

6.25

成都・2015中国人力资源服务展
(参会人数 4,000)

7.9

上海・2015中国人力资本论坛
(参会人数 1,500)

7.23

烟台・2015中国人力资本论坛
(参会人数 1,000)

9.10-11

广州・2015中国人力资源服务展
(参会人数 5,000)

11.12

上海・ATD 2015中国峰会
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12.2-3
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