



2010 China Outdoor Retailer Conference (CORC)

Date: March 6, 2010 Saturday

Venue: Conference Room 226, CIEC

Agenda

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|---------------|---|
| 09:30 – 09:40 | Welcom Speech
by Gore-tex (5')
by ispo china (5') |
| 09:40 – 10:00 | China Outdoor Industry Report 2009
Speaker: Mr. Han Yun Gang, Secretary General of COCA |
| 10:00 – 10:50 | European outdoor – dynamic change
Speaker: Mr. Mark Held, Secretary General of European Outdoor Group |
| 10:20 – 11:00 | Tea Break |
| 11:00 – 12:00 | Outdoor business developing experience in EU and German market & Future strategy in China market
Speaker: from adidas China |
| 12:00 – 13:30 | Lunch |
| 13:30 – 14:30 | Store keeper management
Speaker: Professional Trainer |
| 14:30 – 15:30 | Consumer management in retail
Speaker: Professional Trainer |
| 15:30 – 15:40 | Tea Break |
| 15:40 – 16:40 | Panel discussion
Participators: Sanfo, TOREAD, Jinyuan Yansha Dept. Store, Gore-tex, ispo china etc. |
| 17:00 – 18:30 | Transportation |
| 18:30 – 22:00 | Dinner Party |