



## Summary of 2015 Ghent University Alumni Event– Shanghai

"Discussion of consumers' demands upgrade at Internet economy era in China"

The Ghent University Alumni Network hosted its “2015 Event” in the Shanghai IPO Club on December 19<sup>th</sup>, 2015. The new representative of Ghent University and the Province of East Flanders, Mr. Chi Zhang delivered the opening speech to welcome everyone and gave a summary of the UGent 2015 events in China. The alumni, of all different ages, participating in this event, are currently employed in different industries. Some of them are successful entrepreneurs today. The majority obtained a degree in Ghent university.

The event's topic focused mainly on a discussion about the market demand trends in the Internet economy era and it provided opportunities to everyone to communicate with and inspire each other. Mr. Peng Fan, the *UGent Alumni Shanghai ambassador*, invited some brilliant entrepreneurs as special guests and speakers to share their successful experiences and visions.



The first keynote speaker was the Executive Director of the IPO Club, Mr. Shiwen Sun. IPO Club has business incubators spread over the Yangtze River Delta and in the USA. He elaborated on how to design a new business model O2O (Online 2 Offline) for entrepreneurial resources connection at the internet economy era and pointed out the benefits of his business model.



The second keynote speaker was Mr. Dan Lin, CEO of Shanghai Rongyuan Environment Tech Ltd, his business provides a solution for comprehensive control indoor air pollution. And his products are popular in Japan as well as in China because of the serious air pollution in these regions. He shared his inspiration behind the success of his business reaching the whole of China thanks to new sales methods on the internet beyond E-commerce.



The third keynote speaker was Mr. Cheng Yuan Wang, CEO of Panda Express. Panda Express discovered that a third party distribution platform provides the best service to a market of millions of people and to different express companies in China for package receiving/sending. His business has 2,600 post sites and provides service to 10 million people in the provinces of Jiangsu and Anhui. Alibaba logistics is his partner.



The fourth keynote speaker was Mr. An Wang, CEO of Shanghai Maimeng Tech Ltd. His business consists of a *Share Economy platform*, and he plans to become the next 'Uber' in the field of skill - shared economy . He released an App called 'Youdian' which allows people to share their professional skills online. These people are actually freelancers who are willing to provide services or solutions online, such as, painting, writing, making a presentation, etc...His company introduces these services in the form of an app to over 10 million freelancers in China and help them to improve their business.

During these interesting speeches, the atmosphere was relaxed yet dynamic and the discussions were very interactive. At the end of the last session, the alumni exchanged business cards and connected via the WeChat group of Alumni with view on future contacts and discussions. The UGent Alumni Network warmly invites and encourages more alumni to join this group in order to expand their community and increase their popularity. Furthermore, the alumni hope that they can organize more meaningful activities on a regular basis in future in order to *enhance* the reputation and increase the visibility and influence of Ghent University and the Province of East Flanders.



The UGent Alumni Network hopes to expand its network and to promote cross-sectoral cooperation.