



CIFAL Shanghai - Smart City Public Lecture V

Plazo: 27 Mar 2014

Tipo:	Public Lecture
Ubicación:	Shanghai, China
Fecha:	28 Mar 2014
Duración:	1 Days
Área del programa:	Local Development
Sitio web:	http://www.cifalshanghai.org/en_index.asp
Precio:	0,00 US\$
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Colaboración:	Shanghai Municipal Commission of Economy and Informatization, Shanghai Association for Science & Technology

ANTECEDENTES

Internet enterprises cover a wide range of industries including IT industry, e-commerce industry, software development, etc.

To achieve profitability in the long term and generate economic growth, internet enterprises shall adopt a flexible business model.

The most successful business models in China that have been developed to respond to the demand of human beings in the recent years are the following:

1. Combination of electronic business and internet: Chinese e-commerce model C2C- Paipai online shopping system
2. Line development: B2B platform characterized by low operating cost, high information accuracy, high credibility, and proactive market expanding
3. BforC business model: releasing the inventory pressure existing in B2C business model, solving the problems of capital flows in the process of information stream, material stream and logistics.
4. Online and offline combined business model: strategic cooperation partnership established between Chinese State Post Bureau and Alibaba Group in the aspects of information stream, material stream and logistics.
5. Cooperation between search engine and e-commerce: Year 2007 witnesses the emergence of the new business model “e-commerce combined with search engine” featured by higher commercial value and better risk control system.
6. Win-win cooperation business model: cooperation between Microsoft and Baidu.
7. Virtual currency market combined with real currency market: Société Générale promotes the first virtual and real market credit card to facilitate network services
8. Individual cooperation model: Web game player win payroll.
9. Create advertisement income by inserting advertisements into video work in personal blog.

OBJETIVOS DEL EVENTO

The lecture aims to provide concepts and methodologies related to innovative business models adopted by enterprises at different growing stages.

Additionally, the lecture aims to propose suggestions and solutions for Smart City Development in Shanghai.

CONTENIDO Y ESTRUCTURA

The lecture will present Business Models Adopted by Internet Enterprises at different growth stages.

During the lecture, it will be discussed in detail strategies to ensure sustainable development of internet enterprises including:

1. Construction of efficient ecological industry chain service platforms
2. Adoption of different strategies and business models at different growth stages
3. Offering of diverse industry cluster services

METODOLOGÍA

The Smart City Series consists of ten one-day public lectures each month.

Each lecture includes case studies and interactive discussions. It will conclude with a 30-minute interactive session. Participants also have opportunities to connect with peers and government officials attending the event.

The Smart City Public Lecture V will be delivered in Chinese by Ms. HUANG Lihua, professor from Fudan University.

PÚBLICO OBJETIVO

Representatives from private sectors, public institutions, academic institutions, colleges and universities