

7 FEBRUARY - 10 FEBRUARY 2022



CHINA IN FOCUS

2022

CSA-EUR Career Days

"Good Life, Better Environment"

Participating companies



Theme:

Good Life, Better Environment

Whether it is finance, business, politics, law, or tech, sustainability is leaving its mark on an increasing number of facets of humanity. Amplified by high-profile initiatives such as COP26, and guided by the UN Sustainable Development Goals, it has become imperative for companies to adopt sustainability into their business models.



Simultaneously, a seemingly conflicting trend has impacted our lives significantly: ever-growing convenience. At no point in history has life been this convenient, with services such as video on-demand, 10-minute grocery deliveries, and fast fashion.

How do firms play into these two contrasting trends? Is there necessarily a trade-off between the two, or can harmony be achieved? We explore the topic of balancing sustainability and convenience during China in Focus 2022.



What is China in Focus 2022?

China in Focus 2022 is one of the largest China-related business conferences for high-performing academics and young professionals.

We will discuss the current developments in China and relevant companies with regard to the topic of sustainability and convenience. China is the biggest emerging economy and one of its strategic pillars are sustainable technological advancements.

Speakers from companies such as Alibaba and Huawei will share their knowledge on the topic, allowing you to gain further insights into their industries and the current developments within sustainability and customer convenience. Our partners are also open to connect with you. Come and network with the companies and speakers. Who knows? You might just meet your future employer and build career-defining connections!



7 MONDAY FEBRUARY

— Congress Day | Forumzaal

Participating speakers



Annette Nijs

Former Secretary of State for Education,
Founder of The China Agenda



Edwin Diender

Chief Innovation Officer of the Global
Business Energy Unit of Hwawei



Chang-Yan Ma

Senior Procurement Manager Europe –
Foods and Ingredients of Unilever



Jin Chen

Partner transfer pricing and Head of
Dutch China Desk of Crowe Foederer

8 TUESDAY FEBRUARY

— Workshop Day 1 | Hilton Hotel

10:00-12:00 Case Workshop - Bain & Company

Case Workshop - Unilever

12:00-13:00 Lunch

13:00-15:00 Case Workshop - Achmea

Case Workshop - Grant Thornton

— Workshop Day 1 | Campus

16:00-18:00 Speed Interviews - Grant Thornton

9 WEDNESDAY FEBRUARY

— Workshop Day 2 | Lommerrijk

10:00-12:00 Case Workshop - BDO

12:00-13:00 Lunch

13:00-16:00 Case Workshop - Shell

— Workshop Day 2 | Campus

09:30-11:30 Speed Interviews - TOPdesk

11:30-12:30 Lunch

12:30-14:30 Case Workshop - KLM

10 THURSDAY FEBRUARY

— Company Visit

14:00-16:00

Case Workshop - TOPdesk (in-office)

18:00-21:00

Company Dinner - Huawei

Requirements from us

1. Regarding Participation

For the congress day, CV selection does not apply.

For the remaining programs, a CV selection will be conducted for the 2-day recruitment events and the company visit with our participating companies.

Date	Activity	CV selection
February 7, 2022	Congress Day	×
February 8, 2022 February 9, 2022	Recruitment Day	✓
February 10, 2022	Company Visit	✓

2. Dress code

For China in Focus 2022, we kindly require every participant to follow a dress code:

- For congress day, the dress code for every participant will be **BUSINESS FORMAL**.
- For workshop day and the company visit, the dress code for every participant will be **BUSINESS CASUAL**.

3. Cancellation policy

CSA-EUR will send a schedule to the participants on 1 February which needs to be confirmed within 2 days. Signing out of an event is only possible **3 days before the event starts**, by sending an e-mail to career@csa-eur.nl. We would like to give everyone a fair chance to participate in popular activities as spots are limited and many people are on the waiting list.

In the event that a participant has not cancelled on time and does not show up for a registered event, the participant will be excluded from other formal events organized by CSA-EUR and **companies will be informed**.

4. Contact Information

If you want to gain more information on China in Focus 2022, or you have any questions, please feel free to contact us via email: career@csa-eur.nl.

To gain more information on the event, please visit our website: <https://cifrotterdam.nl>.

For more up-to-date information and fun facts of the event, please follow us on Instagram: [@CIFROTTERDAM](https://www.instagram.com/CIFROTTERDAM)

