

CREATIVITY WEEK, 3rd EDITION
SATELLITE EVENT

CREATIVITY AND CHINA

ORGANISED BY THE SCHOOL OF BUSINESS, WEBSTER UNIVERSITY GENEVA

TUESDAY, 8th OF JUNE

ALL TIMES BELOW ARE IN SWISS TIME (Central European Summer Time)

15:30 – 16:45 **Workshop: Can China be creative?**

Workshop run by Prof. Georges Haour, IMD, Switzerland

The aim of this workshop is to build on participant's knowledge to identify forces impacting on creativity in the Chinese national system of innovation (universities, research centers, science parks, start-ups, large companies, etc.). In the first part of the workshop, experts will first lead discussions within groups of 3 to 4 participants and in the second part, experts will report to others on the conclusions of their group on incentives and obstacles to creativity.

17:00 – 18:00 **Panel on "Creativity x China x AI"**

Alexandre Gaillard, CEO InvestGlass

Li Jiawen, Visiting Researcher, Institute Confucius de l'Université de Genève

Fiorenzo Manganiello, Advisory Board Member, Lian Group

Basile Zimmermann, Professor, Institute Confucius de l'Université de Genève

Moderator: Dr. Dominique Jolly, Chair School of Business & Technology, Webster University Geneva

Foreign companies are discovering that Chinese companies have more to offer than simply low cost products. Several Chinese companies have demonstrated their potential for creativity: Alibaba, Baidu or Tencent in the Internet, Huawei, Miui or Focus Media in information technologies, iFlyTek, Sense Time, Megvii, Yitu Technology and Malong Technology in artificial intelligence – to quote a few. On the creativity side, Chinese managers can be very pragmatic, and they know how to manage networks. But creativity requires time – a resource hard to find in a society valuing instantaneity; creativity relies on criticism of common paths, challenging established paradigms – a logic which is not favored neither by the autocratic power in place, nor by the Confucianism's principles. How those dimensions will impact the future of artificial intelligence – for which China has very ambitious plans, is precisely the objective of this panel.

Alexandre Gaillard is CEO of InvestGlass SA, #1 Swiss Cloud CRM built to automate banks, asset managers and dozen industries. Gaillard is the president of Swiss Chinese Chamber of Commerce Romandie. He previously co-founded the Swiss Fintech National Association. He worked as head of equity sales at Union Bancaire Privée, as a private banker at Bank of China and as a portfolio manager at Levitt Capital Management. He speaks fluently French,

English and Chinese mandarin. Graduated from Dauphine University and HEC Sorbonne IAE Paris.

Born in Beijing, raised in Toronto, Jia Wen is a recent graduate from the Master in Innovation, Human Development, and Sustainability at the University of Geneva, and the Master of Public Policy for Sustainable Development Goals at Tsinghua University. Her background in visual studies focused on the moving image and artist multiples, while her multidisciplinary pursuits has bred her interest in the intersections between art, sustainability, and technology. Her recent endeavours in technology include her involvement in hosting the virtual Art Intelligence program as part of ITU's AI for Good Global Summit in 2020.

Fiorenzo Manganiello is the co-founder of LIAN Group, a venture capital firm investing in technology companies disrupting old traditional businesses and a professor of Blockchain Technologies at Geneva Business School. An entrepreneur, in 2016 he founded the investment banking team of a Swiss private bank and he led several teams dedicated to ultra-high-net-worth clients. In 2018, he was awarded as Blockchain Expert Switzerland for 2018 by Acquisition International. He speaks fluently six languages and has a distinguished academic background, having attended institutions such as IMD, London School of Economics and Luiss Business School. He is an invited speaker at CNBC, CNN, and international press and journals. He is also a contributor on Forbes.

Basile Zimmermann is an anthropologist and sociologist of technology. He is a senior lecturer and director of the Confucius Institute at the University of Geneva in Switzerland, a multidisciplinary research and teaching center on contemporary China. He is the author of *Waves and Forms: Electronic Music Devices and Computer Encodings in China* (MIT Press, Inside Technology series, 2015), and *Popular Humanities or the Culture of Things* [in French] (Les Belles Lettres, Paris, forthcoming). His current research projects focus on the anthropology of innovation in China and the Middle East.

Dominique Jolly is Professor of Business Strategy at Webster University Geneva where he chairs the Walker School of Business & Technology. He previously worked for SKEMA Business School (Sophia-Antipolis, France), HEC Montréal (Montréal, Canada), Grenoble Ecole de Management (Grenoble, France), and the Center on China Innovation at CEIBS (Shanghai, China). He works as a consultant for several large companies. He also advises international organizations and foreign governments in the areas of innovation and technology. His assignments have taken him to more than 20 countries in Europe, Asia, North America, South America and Africa.