

## BLOCKCHAIN TECHNOLOGIES IN CHINA

### Opportunities for European SMEs

#### I. AGENDA

14:00 – 14:05	Welcome speech by the BCECC
14:05 – 14:10	Presentation of the EU SME Centre and the Speakers
14:10 – 14:30	Module I: Introduction to Blockchain 1. Brief story, basic concept, structure and types of blockchain
14:30 – 15:00	Module II: 1. Blockchain vs Bitcoin / Cryptocurrency 2. China's stance on the issue
15:00 – 15:25	Module III: An overview of potentials on a wide range of Blockchain applications beyond Bitcoin/cryptos
15:25 – 15:30	<i>5 min break</i>
15:30 – 16:00	Module IV: Current development of Blockchain in China: 1. Blockchain policy 2. Major players and projects
16:00 – 16:25	Module V: Outlook on future of Blockchain, its potential impact in China and for the world.
16:25 – 16:50	Module VI: Blockchain Technology creates new opportunities for European SMEs: 1. Case studies and real successful cases in both Europe and China
16:50 – 17:00	Closing remarks and Q&A session

## II. SPEAKERS PROFILE

### RENZO ISLER

**Current position:** Director of the EU SME Centre

**Areas of expertise:** Business strategy and strategic planning, insurance, and risk management.

**LinkedIn profile:** <https://www.linkedin.com/in/renzo-isler-58286215/>

Renzo studied economics and started as young trainee working for the Generali Group (one of the largest European financial enterprises). Over the years he scaled up the ranks while taking different overseas assignments, both managerial as well as supervising.

In early 2005 he was assigned, as Chief Executive Officer, to Generali China Life (GCL), a JV with China National Petroleum Corp., one of the largest State-owned enterprises in China, and he remained at the helm of GCL for 11 years. Afterwards he retained the title of Senior Consultant for China within Generali, sharing his expertise of the market gained in 15 years of his living in China.

From 1st October 2020, Renzo is the Director of the EU SME Centre in Beijing. In this new role, he aims to contribute to the growth of the investments in China by European SMEs.

Renzo speaks fluently Italian, English and German and has a good level of French. He claims his Greek and Spanish are very rusty, as he hasn't used them in over 20 years. If you ask him about Chinese, he will reply: "that's like climbing the Great Wall!".

### BRIAN BIAN

**Current Position:** Bravowhale Technology, North America - Managing Director

**Areas of expertise:** Finance and technology, Blockchain based financial services, blockchain technology.

**LinkedIn profile:** <https://www.linkedin.com/in/brian-j-bian-39673799/>

Brian was born and raised in Beijing China, went to study in the US and finished his bachelor's degree in business with focus in finance from the University of Southern California (USC) in Los Angeles, California in the 90s.

He has over 20 years of experience in finance and technology industries in US and China by working at established financial institutions, such as ING America in US and China International Capital Corp. (CICC) in China, as well as venturing with start-up telecom company in California and dynamic Fintech company in Shanghai.

In recent years, Brian has been doing independent research and work mainly in the area of Fintech with focus on business applications of blockchain technology integrating asset digitization and alternative financing for SMEs, while collaborating with various companies in North America (US/Canada), Europe/Italy and China. Brian enjoys the excitement of constant innovation from new technologies while embracing finance in promotion of economic growth and social progress.