| **China-CEE cross-cultural dialogue, education & learning conference programme**  
| (October 4th – 7th 2013, Ljubljana, Slovenia) |
| **Friday, October 4th** |
| 18:00 – 19:00 | Gathering of participants and registration | Ljubljana City Museum, Lobby |
| 19:00 – 19:15 | Welcome greeting by CI LJ director Danijela Voljč and representatives of co-organizing CIs from CEE | Ljubljana City Museum, Lobby |
| 19:15 – 19:40 | Short cultural programme (music) | Ljubljana City Museum, Lobby |
| 19:40 – 20:10 | Short tour of the exhibition about the oldest wheel in the world (5200 years old from Slovenia) | Ljubljana City Museum, Exhibition area |
| 20:10 – 21:30 | Wine, finger food and networking | Ljubljana City Museum, Lobby |
| **Saturday, October 5th** |
| 8:00 – 9:00 | Conference registration (whole day from 8am to 5pm) | Faculty of Economics University of Ljubljana (FELU), room P-108 |
| 9:00 – 10:00 | Official opening ceremony with speeches by:  
| | • Official greeting by president of Slovenia, Mr. Pahor  
| | • Outgoing CI Ljubljana board president & outgoing FELU dean, prof. Mramor  
| | • Ambassador of PRC in Slovenia, Mr. Zhang  
| | • Speech by president of University of Ljubljana, prof. Svetlik  
| | • Speech by president of Shanghai University of Int. Business & Economics, prof. Sun | FELU, Blue hall |
| 10:00 – 10:45 | Keynote lecture by prof. Kerry Brown (Sydney University & ECRAN director): “China and EU: partners for growth in the next decade” | FELU, Blue hall |
| 10:45 – 11:15 | Coffee/tea break | FELU, upper lobby (Blue hall) |
| 11:15 – 13:00 | **Parallel sessions #1** (see detailed sessions’ program) | FELU, rooms on ground floor |
| 13:00 – 14:00 | Lunch (buffet style) | FELU, main lobby area |
| 14:00 – 16:00 | **Parallel sessions #2** (see detailed sessions’ program) | FELU, rooms on ground floor |
| 16:00 – 16:30 | Coffee/tea break | FELU, main lobby area |
| 16:30 – 18:30 | Back to hotel to refresh | |
| 18:30 – 19:00 | Pick-up at selected hotels and short walk to Ljubljana city hall to meet the mayor, Mr. Janković | Ljubljana City Hall |
| 19:00 – 19:30 | Taking the funicular railway to Ljubljana castle | Ljubljana castle |
| 19:30 – 23:00 | Official conference dinner with cultural program | Ljubljana castle |
| **Sunday, October 6th** |
| 11:00 – 12:00 | Special speed networking coffee/tea break | FELU, Senate room |
| 12:00 – 12:30 | Information about publication opportunities for conference papers | FELU, Senate room |
| 12:30 – 13:30 | Lunch (buffet style) | FELU |
| 13:30 – 14:30 | Transfer to lake Bled by BUS | In front of FELU |
| 14:30 – 15:00 | Arrival at lake Bled and meeting with the mayor of Bled | Venue to be confirmed |
| 15:00 – 16:30 | Short tour of lake Bled and Bled Castle | Lake & Bled castle |
| 16:30 – 17:00 | Conference closing ceremony (Mrs. Voljč) & champagne | Bled castle |
| 17:00 – 19:30 | Participants can be transferred directly to Ljubljana by BUS, or free time at lake Bled for sightseeing/dinner and depart for Ljubljana by BUS at 19:30 | |
| **Monday, October 7th** |
| 10:00 – 12:00 | Special ECRAN round table on China-CEE economic ties (panelists: Kerry Brown, Adrian Hern, Sylvia Hui, Marjan Svetlicic, Matevz Raskovic etc.) – sponsored by ECRAN and EU | FELU Senate room |
China-CEE cross-cultural dialogue, education & learning conference programme –
detailed programme with sessions & papers
(October 4th – 6th 2013, Ljubljana, Slovenia)

SATURDAY, OCTOBER 5TH: Parallel sessions #1 (before lunch)

Session #1: CI network & Chinese language
Venue: P-128 (ground floor)
Session chair: Jana Roškar, Faculty of Arts, University of Ljubljana (Slovenia)

1. Gang Zhao: “The Important Role of Teaching and Research of the Lesser-Used European languages in Sino-EU Relationship”
4. Romana Kolenc: “Humor and traditional values in Chinese culture”
5. Jana Roškar: “Sino-CEE intercultural exchange through the lens of the Confucian revival”

Session #2: International business & economics
Venue: P-128 (ground floor)
Session chair: Hongjun Zhao, Shanghai University of Int. Business & Economics (China)

2. Yuhong Shang, Zhonghui Ding, Boštjan Udovič & Matevž Raškovič: “The effect of cultural distance on bilateral trade in goods between China and CEE countries”
3. Magdalena Markiewicz: “Chinese renminbi as an international currency – a chance after the crisis?”
4. Hongjun Zhao & Matevž Raškovič: “How Effective Is the WTO Qualification in Reducing the Tariff Rate?”

Session #3: Work, organizations & markets
Venue: P-126 (ground floor)
Session chair: Vlado Dimovski, Faculty of Economics, University of Ljubljana (Slovenia)

5. Gregor Pfajfar, Miha Uhan, Tjaša Redek & Tony Fang: “Slovenian business culture – how proverbs describe leadership styles”
Session #4: Tourism and marketing
Venue: P-125 (ground floor)
Session chair: Ljubica Knežević Cvelbar, Faculty of Economics, University of Ljubljana (Slovenia)

1. Ljubica Knežević Cvelbar: “Destination competitiveness: comparing China and South-East Europe”

Session #5: Administration and law
Venue: P-109 (ground floor)
Session chair: Stanka Setnikar Cankar, Faculty of Administration, University of Ljubljana (Slovenia)

2. Primož Pevcin: “Local government consolidation and changed culture of administration – experience from CEE countries and implications for other transformational countries”

Session #6: History & historical China-CEE connections
Venue: P-110 (ground floor)
Session chair: Mitja Saje, Faculty of Arts, University of Ljubljana (Slovenia)

1. Lingyuan Kong: “Ethnoarchaeology in China”
### Session #7: CI network & Chinese language
**Venue:** P-128 (ground floor)
**Session chair:** Tina Ilgo, Trnovo primary school & Confucius Institute Ljubljana (Slovenia)

1. **Eunyoung Kyun:** “Demystifying East Asian higher education”
2. **Katja Simončič:** “Evaluating approaches to teaching and learning Chinese vocabulary from the learning theories perspective”
3. **Tina Ilgo:** “The Role of Inductive Approach and Creative Workshops in Introducing Chinese Culture and Language to Slovenian Children”
4. **Lucie Lanikova:** “Practice and Plan of school teaching of Chinese language and culture at schools in the Czech Republic with the cooperation with CIPU”
5. **Joanna Wardega:** “CI as the cultural institution – case of CI Krakow”
6. **Irina Kapitonova:** “Using cultural practices to develop the secondary language identity”
7. **Kong Lingyuan & Li Yujie:** “Strategy of Promotion Chinese Language under Multilingual Context in Africa”
8. **Zhang Quanfeng:** “How to Improve Chinese Language and Cultural Communication through CI —A Case Study of Confucius Institute at Ryazan State University in Russia”

### Session #8: International business & economics
**Venue:** P-127 (ground floor)
**Session chair:** Marjan Svetličič, Faculty of Social Sciences, University of Ljubljana (Slovenia)

1. **Gregor Pfajfar, Daša Farčnik & Tony Fang:** “Negotiating with Chinese – evidence from Slovene exporters”
2. **Alison Pearce & Rose Quan:** “International Staff Mobility in the Higher Education Industry: Can the Practice of Strategic Entrepreneurship in the European Higher Education Area be Applied in an Asian Context?”
3. **Jozsef Beracs:** “The Opportunities of East-Central Europe and Hungary in Chinese Student Mobility”
4. **Mladen Grgić:** “Belgrade's Chinese temptations”
5. **Branimir Vidmarović & Damir Mladić:** “Case study: China’s Belarus strategy: implications for Russia and EU; lessons for Balkans”
Session #9: Work, organizations & markets
Venue: P-126 (ground floor)
Session chair: Nada Zupan, Faculty of Economics, University of Ljubljana (Slovenia)

2. Kristina Ozimec & Yifan Li: “Work values comparison between Croatian and Chinese business management students”
3. Vlado Dimovski, Sandra Penger, Miha Uhan & Judita Peterlin: “Advancing dialogue and education between Slovenia and China on sustainable leadership: evidence from the Re.think initiative”
4. Miha Škerlavaj, Matej Černe et al.: “Different, different but same: the combined roles of mastery and performance climate in implementing creative ideas in Slovenia and China”
5. Aleša Saša Sitari & Katarina Katja Mihelič: “Barriers to knowledge sharing: lessons learned from Slovenian companies doing business in China”

Session #10: Tourism and marketing
Venue: P-125 (ground floor)
Session chair: Richard Turcsányi, Masaryk University, Faculty of Social Studies (Czech Republic)

2. Jasna Kneipp, Zef Berišaj, Mateja Vilman & Žiga Volf: “Slovenia as a potential tourism market for China”
3. Urška Pengov Bitenc: “Chinese Traveling Around Europe”
4. Matevž Raškovič, Vatroslav Škare, Đurđana Ozretić Došen, Quan Jin, Zhonghui Ding & Vesna Žabkar: “Analysis of purchasing-decision making factors, consumer innovativeness and ethnocentrism among young-adult consumers: Comparing China, Slovenia and Croatia”

Session #11: Sustainability
Venue: P-109 (ground floor)
Session chair: Shuihui Zhang, Shanghai University of Int. Business & Economics (China)

1. Shuihui Zhang: “Comparative studies on the pension system reform in CEE countries and China”
2. Yucheng Huang: “Tourism impact on rural sustainable development under the background of China's urbanization: A Case Study of Wandi Village in Zhejiang Province”