

10th International Benchmarking Conference (IBCON) & First Chinese Benchmarking Conference

DEC. 8TH 2016, NANJING, JIANGSU, CHINA

Innovation of Benchmarking Management Theories and Guiding of Enterprises' Best Practice Communication

ABOUT GBN 10TH INTERNATIONAL BENCHMARKING CONFERENCE (IBCON)

For more information, please contact

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The Global Benchmarking Network (GBN) is pleased to announce our December 2016 10th International Benchmarking Conference (IBCON). This 2016 event is targeted for senior leaders in both the private and public sectors, with a distinct and unique focus on how to sustain performance excellence through benchmarking and best practices for the next 10 – 20 years or more. As an introduction, here are some of our major performance excellence highlights for this event:

➤ Learn and discuss with GBN experts from countries like Australia, New Zealand, Germany, India, UK, Canada, and the USA

- Learn how Benchmarking will vastly improve your business results, encourage innovation, and support your longer term sustainability
- Learn how to leverage the Global Megatrends for your business success up to 2030
- Hear and discuss a large number of practical best practices leading to improved business outcomes from many countries as part of the annual international GBN Benchmarking Awards and Best Practices Awards
- Hear and discuss best practices from international and local enterprises and beyond
- Learn from world's best practices of several companies during the Global Benchmarking Award



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Travel Information

Nanjing has an international airport located in near distance to the city center. The airport can be best reached via direct international flights from several hubs, e.g. Frankfurt, Singapore, Seoul, Bangkok or Tokyo. Furthermore, Nanjing is well connected via railway. High speed trains connect Nanjing and Shanghai via a one hour ride. You find further travel information and recommended hotels on the website of the city of Nanjing:

<http://www.cityofnanjing.com/>

You are very much invited to join our IBCON welcome dinner on December 7th starting at 18:00. All conference content will be presented on December 8th from 9:00 to 18:00. The GBN Annual General Meeting for GBN members and interested organizations will take place on December 9th from 9:00 to 18:00.

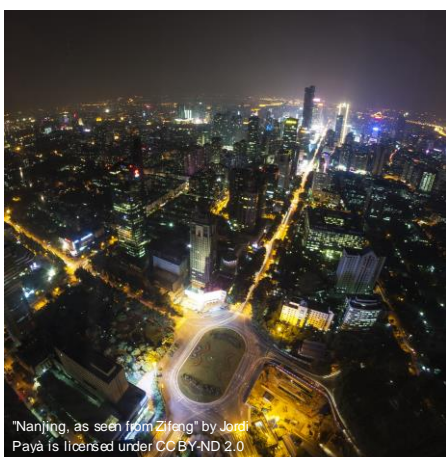
Why China in 2016?

The OECD expects China to surpass the USA as largest economy of the world in 2016. Although China's GDP growth declined during the last decade, it always remained at least at 7%. Since benchmarking can be characterized as learning from the best, the GBN seized the opportunity to have a conference in the world's fastest growing economy.

The IBCON 2016 offers the opportunity to learn from Chinese best practices, as well as from international benchmarking projects. It will include distinct showcased global success stories that explain the explicit advantages of formal benchmarking to a proposed audience of senior executives from all major sectors of our society – government, business, education, healthcare, and not-for-profit in order to increase the GBN spread and help to achieve the GBN Vision.

Discovering Nanjing

The IBCON offers the opportunity to also experience the unique mix of innovation and cultural heritage that China withholds. The conference location Nanjing is the second largest city in the East China region with over 8 Million citizens and capital of the Jiangsu province. We highly recommend that you seize the chance to discover the miracles of one of the oldest Chinese cities. Guarded by impressive lions of massive stone Jiangsu lies at the heartland of the Yangtze River Delta. It is situated in one of China's most vibrant economic areas near the likewise booming cities Shanghai and Hangzhou. Still, despite of being one of China's most important commercial centers, Nanjing maintained the atmosphere of a traditional Chinese city. A huge variety of ancient temples, mausoleums and statues from six different dynasties can be found in the area.



"Nanjing, as seen from Zijfeng" by Jordi Payà is licensed under CC BY-ND 2.0



"25 Nov., noon: Yujanglou Scenic area" by SQFP is licensed under CC BY 2.0