



**CHOOSE
ESC!**

ESC:
3 letters to save your life

Launch of the Chinese ESC campaign

Beijing, Thursday 16th April 2009



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09.00 - 09.30	Arrival and registration
09.30 - 09.35	Opening speech Chinese speaker to be decided
09.35 - 09.40	Opening speech Mr Jean Todt, President, eSafetyAware
09.40 - 09.50	eSafety in the Chinese National Road Safety Action Plan Mr Wang Xiaojing, Deputy Director-General of Research Institute of Highway, Ministry of Transport
09.50 - 10.00	eSafety campaigning and its contribution to global road safety Mr Jacob Bangsgaard, Director of International Relations, FIA Foundation
10.00 - 10.10	Driver awareness campaigning in China Mr Yan Jiancang, Vice-President, FASC
10.10 - 10.20	Chinese end-user research study on eSafety Mr Denton Shen, General Manager, CBC Marketing Research & Business Consulting
10.20 - 10.30	The importance of fleet safety management Mr Adrian Walsh, Director, RoadSafe
10.30 - 10.40	ChooseESC campaign video and the functions and benefits of ESC Mr Chen Liming, Director, Bosch Chassis Systems Control China
10.40 - 10.50	Media and Audience Q & A
10.50 - 11.00	Signing of MoU & Photoshooting
11.00 - 12.30	Opening of demonstration track by Ms Michelle Yeoh, Global Ambassador, Make Roads Safe Campaign ESC demonstration on test track by Mr Jin Gang, Chinese rally driver Co-drives for participants
12.00 - 13.30	Lunch

Venue: BJPG, Da Du She Xiang, Tong Zhou Qu, Beijing, 101103

