

Mr. Alfred Che

# “District Energy Solution (DES): A Cornerstone of Energy Efficiency”

July 28, 2017  
Starting at 8:30 am

**Location:** School of Law, Beijing Foreign Studies University,  
No. 2 North XiSanHuan Road, Beijing, P.R. China 100089



## SPEAKERS

Mr. Alfred Che

Vice President of Danfoss China in charge of Corporate Communications and Public Affairs for the China region responsible for developing and implementing the company's communication strategy, including public affairs/ government cooperation, public and media relations, as well as branding and internal communications in China. Mr Che is a former Chinese diplomat and one of the pioneers in adapting the tools of Western public relations to China.

## AGENDA

8:30 am– 8:45 am

### Introduction

Prof. Paolo Davide Farah

8:45 am–11:00 am

### District Energy Solution (DES): A Cornerstone of Energy Efficiency

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### Questions and Answers

#### Introduction and Comments:

Prof. Paolo Davide Farah West Virginia University (WV, USA),  
gLAWcal – Global Law Initiatives for Sustainable Development  
(United Kingdom).



The School of Law is located inside BSFU Campus on the West Third Ring Road (*XiSanHuan Lu*)

Take the subway Line 4 to Weigongcun station, Exit D and walk west to the end of Weigongcun Road (魏公村路) to the campus entrance next to Weigong bridge.

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The event is organized by gLAWcal – Global Law Initiatives for Sustainable Development (United Kingdom) together with the School of Law Beijing Foreign Studies University.