

Post-print of the 2015 “Smart China” Knowledge Management Alliance Summit and Founding Conference of the China Knowledge Management Alliance

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Abstract

From October 28 to 29, 2015, the premier knowledge management summit in China, the “China Knowledge Management Alliance 2015 Annual Summit,” was ceremoniously held at the Beijing Dahongmen International Convention and Exhibition Center. With the theme “Knowledge+, Empowering the Intelligent Manufacturing Upgrade of Chinese Enterprises,” the summit fostered extensive exchanges on subjects including knowledge management and economic development, the intelligent manufacturing upgrade of Chinese enterprises, and knowledge innovation through various formats such as keynote speeches, summit dialogues, knowledge bazaars, roundtable discussions, and guest interviews.

Full Text

The 2015 China Knowledge Management Alliance Summit

From October 28–29, 2015, the premier knowledge management event in China—the “China Knowledge Management Alliance (CKMA) 2015 Annual Summit”—was grandly held at the Beijing Dahongmen International Convention and Exhibition Center. Centered on the theme “Knowledge+: Empowering Smart Manufacturing Upgrades in Chinese Enterprises,” the summit facilitated exchanges on knowledge management and economic development, smart manufacturing upgrades, and knowledge innovation through various formats including keynote speeches, high-level dialogues, knowledge markets, roundtable discussions, and exclusive interviews.

Since the beginning of the 21st century, knowledge management practices across various sectors in China, particularly in the business community, have flourished in step with global trends. However, practitioners, researchers, and advocates

of knowledge management in China have long lacked a professional organizational mechanism and authoritative exchange platform. The establishment of the China Knowledge Management Alliance has helped fill this gap to a considerable extent. Dr. Wu Qinghai, Chief Knowledge Officer (CKO) of COFCO Nutrition and Health Research Institute and a core initiator of the summit, along with Mr. Wang Meng, former Director of the “Investment Knowledge Management” Office at the National Development and Reform Commission Training Center, noted that “the Alliance emerged from a group of committed and believing KMers (knowledge managers). Integrating and connecting the entire value chain of knowledge management has always been our shared dream. With strong support from industry, academia, and the business community, the Alliance can finally be formally established and emerge into the open—a remarkable achievement.” The Alliance is determined to become China’s most influential professional knowledge management organization, gathering knowledge management talents, innovating knowledge management practices, promoting organizational value upgrades, and contributing to China’s economic takeoff through knowledge management.

The summit commenced with an inspiring opening address by Mr. Du Ping, Executive Deputy Director of the State Information Center. Mr. Xian Kuitong, Secretary-General of the National Knowledge Management Standardization Technical Committee, and Ms. Xu Xia, CEO of Landray Software, also delivered enthusiastic remarks on behalf of the standards community and the enterprise sector, respectively.

Over two days, 23 knowledge management luminaries delivered invaluable presentations. The summit assembled more than 500 knowledge management practitioners from across China and abroad, witnessing the historic moment when China’s knowledge management professional organization evolved from spontaneous formation to formal establishment. Distinguished attendees included: Nancy Dixon, a renowned international knowledge management expert; Dr. Wu Qinghai, Dr. Xia Jinghua, and Dr. Qiu Zhaoliang, known as the “Three Musketiers of Domestic Knowledge Management”; investment knowledge management expert Wang Meng; Xu Xia, CEO of Landray Software; Gao Jianhua, former CKO of HP China; Tan Xinde, CKO of Huawei; Liu Feng, Executive Director of the Peking University Institute for Social Responsibility and Chinese Culture; Martin Lee, former IBM executive; Zeng Dong, Assistant to President of China Academy of Launch Vehicle Technology; Sui Guofa, Deputy General Manager of Tianjin Long March Rocket Manufacturing; Wang Baoming, CEO of Qiming Innovation; Li Jun, CEO of Wiz Note; Tian Junguo, President of Yonyou University; Ma Chenggong, Executive Vice President of LeTV University; Dai Qiuyun, CEO of Libaijia; Gong Yuannian, Chairman of Yuanyuan Culture Communication; Zhou Dongjiao, Chief Administrative Officer of Far East Holding; Guo Xiaoyu, Academic Committee Director of Shenzhen Quality Innovation Technology Alliance; Zhou Qingming, former Vice President of Shenzhen Expressway; Dr. Ricky Tsui, Director of R&D for Northeast Asia at Arup; Associate Professor Dong Xiaoying of Peking University; Professor Zuo

Meiyun of Renmin University; Professor Ge Xinquan of Beijing Information Science and Technology University; Professor Gu Xinjian of Zhejiang University; Professor Li Rongbin of Hong Kong Polytechnic University; Chu Jingli, Director of Editorial and Publishing Center at Chinese Academy of Sciences Library and Information Center; Associate Professor Wu Yue of Harbin Institute of Technology; Associate Professor Wang Xin of Beijing Institute of Technology; Dr. Chen Yonglong, Taiwan cross-boundary thinking mentor; Yu Jianrong, Director of Shanghai Information Center for Life Sciences at Chinese Academy of Sciences; Ge Xinhong, President of AMT Research Institute; Li Feng, Knowledge Management Project Director at SF Express; Lin Hong, Assistant General Manager at China Merchants Securities; Jiang Sheng, Deputy Director of Benchmarking Management Center at COFCO; Fang You, Assistant to President at Hopes Chemical; and Chen Xueling, Senior Knowledge Management Consultant at Neusoft Group.

Summit Content Highlights

In his opening remarks, Du Ping, Executive Deputy Director of the State Information Center, pointed out that building a great enterprise lies not in pursuing scale, but in becoming a valuable, socially respected entity. Under China's new economic normal, the significance of enterprise knowledge management becomes even more profound. The establishment of the Alliance also aligns with the broader trend of modernizing national governance systems and capabilities, mobilizing positive factors across society to contribute to national development. Xian Kuitong, Secretary-General of the National Knowledge Management Standardization Technical Committee, introduced progress on knowledge management standardization in China. Wang Meng, former Director of the "Investment Knowledge Management" Office at the National Development and Reform Commission Training Center, introduced the origins of the Alliance. Guo Xiaoyu, former Deputy Director of Shenzhen Market Supervision Administration and Academic Committee Director of Shenzhen Quality Innovation Technology Alliance, shared insights on knowledge management, innovation-driven development, and performance excellence.

Among enterprise speakers, Xu Xia, CEO of Landray Software, shared her decade-long journey in knowledge management and proposed ideas for building a knowledge management ecosystem. Gao Jianhua, China's first Chief Knowledge Officer and former Assistant President of HP China, offered perspectives on enterprise top-level design and knowledge management. Dr. Wu Qinghai, CKO of COFCO Nutrition and Health Research Institute, introduced the concept of "Knowledge+: Smart Manufacturing Upgrade for Chinese Enterprises." Tan Xinde, CKO of Huawei, responded to widespread interest in Huawei's knowledge management, explaining how the company focuses on applying knowledge management methods to significantly improve business delivery quality, efficiency, and cost, achieving deep integration between knowledge management and business operations. Tian Junguo, Vice President of Yonyou Network

Technology and President of Yonyou University, shared his experience in implementing “strategy-aligned, performance-connected” knowledge management at Yonyou University. Ma Chenggong, Executive Vice President of LeTV University, elaborated on “dynamic, fresh knowledge management” from a training perspective. Zhao Liang, Senior Knowledge Management Consultant at IBM, introduced IBM’s approach to knowledge management. Martin Lee, Knowledge and Learning Lead at Accenture and former General Manager of IBM Knowledge Development and Human Capital Management Learning Solutions for Greater China, discussed how knowledge management strategies impact enterprise value in the new economic era. Ricky Tsui, MAKE Award winner and Director of R&D for Northeast Asia at Arup, shared cases of cross-technical community and cross-regional knowledge sharing and collaboration at Arup. Jiang Sheng, Deputy Director of COFCO’s Benchmarking Management Center, introduced benchmarking management as a tool and articulated its knowledge core, organically combining benchmarking with knowledge management. Sui Guofa, researcher from the First Academy of China Aerospace, elaborated on organizational lean innovation based on knowledge management using China’s aerospace case. Xia Jinghua, Vice President of Landray, also addressed the “Knowledge+” dimension of knowledge management innovation in the mobile internet era, including management innovation, service innovation, and operational innovation. Finally, Wang Baoming, a post-80s entrepreneur and founder of Qiming KMC and Qiming Island products, discussed enterprise network platform product design and implementation from a knowledge management perspective, representing the new generation and voice of Chinese knowledge management.

On the academic side, Dong Xiaoying from Peking University’s Guanghua School of Management released and interpreted the “Knowledge Management Drives Innovation—China Enterprise 2015 Development Report” completed by her team. Liu Feng, Executive Director of Peking University’s Institute for Social Responsibility and Chinese Culture, expounded on a holographic wisdom management system from a higher-level knowledge perspective. Professor Li Rongbin, Director of the Knowledge Management and Innovation Research Center at Hong Kong Polytechnic University, introduced the global MAKE Award (Most Admired Knowledge Enterprise) and its selection criteria. Professor Gu Xinjian, Deputy Director of the Institute of Modern Manufacturing Engineering and the Innovation Management and Sustainable Competitiveness Research Center at Zhejiang University, and Director of the Intellectual Property and Knowledge Management Institute, proposed big data-based knowledge management for the big data and internet era. Among international experts, Nancy Dixon, a top global knowledge management expert from Washington University with over 30 years of experience specializing in communities of practice and organizational learning and having served as a knowledge management consultant for the U.S. Army, CIA, NASA, Boeing, and other institutions, spoke on the evolution of knowledge management eras, noting that we have entered a new generation of intelligent collaborative knowledge management.

Three high-level dialogues themed “Enterprise Smart Manufacturing Upgrade,” “Knowledge Management Development Insights,” and “Knowledge Management Implementation Strategies” invited 29 experts for live discussion and interaction, sparking wisdom collisions and frequent inspirational insights between stage and audience. Knowledge management best practices and latest technologies from 15 top-tier enterprises were comprehensively showcased through an innovative knowledge market format, allowing participants to directly experience and engage in face-to-face exchanges. Two roundtable sessions enabled initiators to fully participate and dialogue, contributing ideas for the Alliance’s development and jointly designing the future blueprint for Chinese knowledge management. Thirty-five exclusive interviews provided in-depth understanding of guests’ thoughts, aspirations, and passion for knowledge management. Additionally, “The Secret of Knowledge+ Practice,” crowdsourced and compiled by the Alliance, was launched during the conference, exploring how enterprises like China Aerospace, COFCO, Huawei, New Oriental, China Merchants Securities, Alibaba, Hopes Chemical, Yuexiu, and Neusoft leverage intellectual assets to create organizational value.

About the China Knowledge Management Alliance

The “Wisdom China” Knowledge Management Alliance (China Knowledge Management Alliance, abbreviated as CKMA or 中知联), jointly initiated by renowned enterprises, institutions, organizations, and universities, was formally established in Beijing on October 28, 2015. As China’s largest, most authoritative, systematic, and comprehensive professional knowledge management organization, the Alliance is committed to gathering collective wisdom, staying at the forefront of international knowledge management, consolidating and disseminating best practices and technologies, and providing learning and exchange services for knowledge management and innovation promoters in domestic and foreign enterprises, government or related organizations, professional knowledge management institutions and technology service providers, university and research institute researchers, and individual users and followers (hereinafter referred to as KMers).

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv — Machine translation. Verify with original.