

China holds a world
of opportunity!
Are you ready?



China Risk, Reward & How to Win

This is a premier conference for American businesses serious about successfully entering the Chinese market.

You'll be provided with the tools, business intelligence and resources you need to thrive in China, from Harbin to Hong Kong, Chengdu to Shanghai. No other China business event offers the range of exciting content, speakers, panels and learning opportunities that you'll find at *China: Risk, Reward & How to Win*.

Aimed at companies already in China or serious about exploring the market, this is the complete China Business Conference for global U.S. businesses, large or small.

Register Today

www.chinabizconference.com

Houston, Texas
Washington, DC
Cleveland, Ohio

May 15-17, 2006
May 17-19, 2006
May 22-24, 2006



With China's accession to the WTO in 2001, this fastest growing economy in the world offers abundant opportunities to corporations and businesses of all sizes in the West. China is predicted to become the world's second largest economic power by the year 2030. Education is the crucial first step on your journey toward success in developing business relationships with China.

Are you.....

- ★ Interested in market opportunities in China?
- ★ Overhauling your China strategy?
- ★ Appraising the Chinese market for the first time?
- ★ Experienced in China with desire to grow your market or enter new channels?
- ★ Ready to enhance your career prospects by developing a better understanding of China?



"China's dynamic and growing market presents tremendous opportunities for U.S. exporters...but China can be a challenging market in which to do business. These conferences will provide market information and guidance on exporting to China that will assist U.S. businesses of all sizes."

-Secretary Gutierrez

Then this is the conference for you.

What makes this conference highly valuable to you?

★ Breakouts covering specific industry and business process topics.

This ensures you get both public and private sector perspectives on each topic.

The moderators keep the discussion focused on *what's important to you*.

★ The best China speakers.

We have chosen the *best and brightest pool of speakers* with proven experience in the China market. We are bringing over a team of China-based business experts that will headline a talented group of presenters.

★ Access to experts and building relationships.

One-on-one business briefing with a China expert, evening reception, keynote luncheon, and exhibition are the perfect opportunity for you to meet and talk with other companies, government officials, and China experts.

★ Special emphasis on high growth industries.

If you are in the *healthcare, technology or infrastructure industries*, this conference will provide you with additional, in-depth information specific to your field of expertise.

Who should attend?

This **intensive** program is intended to benefit CEOs, Presidents, International Sales Managers, VPs of Global Development, International Logistics Managers, Directors of Business Development, and career-minded professionals interested in business in Asia in addition to individuals in the healthcare, technology or infrastructure industries.

What will you take home?

- ★ How strategies and best practices vary among regions/cities in China.
- ★ Ensuring (and enforcing) your IPR protection.
- ★ How to navigate Chinese law and form productive partnerships and contracts with the Chinese.
- ★ Important new business contacts in the U.S. and China.
- ★ Hot market opportunities.
- ★ Follow-up support from the U.S. Commercial Service.

Conference Agenda

Day One

Evening Reception

Day Two

Registration

General Session/Welcome Remarks

Break-Out Sessions I

- ★ Strategic Planning for China
- ★ Intellectual Property Rights Protection
- ★ Market Prospects: Healthcare

Exhibitor Networking

Break-Out Sessions II

- ★ Channels, Agreements & Contracts
- ★ Getting ROI out of China
- ★ Market Prospects: IT & Communications

Exhibitor Networking

Luncheon with Keynote (TBA by city)

Break-Out Sessions III

- ★ Selling to Chinese Government & Quasi-Private Companies
- ★ Navigating China's Compliance Standards
- ★ Market Prospects: Construction, Engineering, Energy & Building Products

Panel – Shipping, Logistics & Documentation

Day Three

One-on-one customized business briefings between U.S. companies and U.S. Commercial Service industry specialists from China (requires early registration)

Why enroll today?

The U.S. Commercial Service is offering a limited number of one-on-one briefings with our specialists in China. You will receive a 30-minute consultation with a trade specialist familiar with your company's background, experience, and list of issues regarding exporting to China. Not only will you receive knowledge and recommendations provided in the session, you will be building a relationship with one of the top U.S. Government trade specialists in China.

www.chinabizconference.com



Registration Options

Full Conference- \$600

Access to kick-off reception and networking event, full-day conference and breakout sessions, luncheon with featured keynote speaker, one-on-one counseling sessions (limited – register early).

General Conference- \$250

Access to kick-off reception and networking event, full-day conference and breakout sessions, and luncheon with featured keynote speaker.

Single Day Conference- \$200

Access to full-day conference and breakout sessions.

Reception Only- \$50

Invitation to kick-off reception and networking event.

Luncheon Only- \$50

Invitation to luncheon with featured keynote speaker and networking event.

Contact us and register today

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