

SPEAKERS

Jim Matthews, Esq., China Business Information Center

Jim Matthews is an International Trade Specialist with the U.S. Commercial Service in Washington D.C. A member of the China Business Information Center since January 2005, Jim counsels U.S. companies on a daily basis on how to sell their products and services in China. Before joining the Commercial Service, Jim spent two and a half years with the Department of Commerce's Import Administration where he worked primarily on antidumping duty proceedings covering products imported from China. Prior to joining the Department of Commerce, Jim spent a year teaching International Business Transactions at the University of Shanghai for Science and Technology in Shanghai, China. Jim is a 1998 graduate of Syracuse University's College of Law and Maxwell School of Citizenship.

Tony Lu, Esq., Associate, White and Williams LLP

Tony Lu is an Associate in the Business Department at White and Williams LLP. Previously a lawyer in China, Mr. Lu has an intimate understanding of both the Chinese legal and business environments. In addition to his experiences in domestic mergers and acquisitions and general corporate governance, Mr. Lu also focuses on international business transactions and he regularly advises clients on doing business in China.



Mr. Lu received his LL.B. in 1999 from Soochow University School of Law in China and his J.D., magna cum laude, from Widener University School of Law in 2003.



James Chan, PhD., President, Asia Marketing & Management

Asia Marketing and Management is a Philadelphia-based consulting firm that advises U.S. companies in building business relationships in Asia and in global entrepreneurship.

James Chan founded his independent consulting practice in 1983 after serving as China Area Manager and International Promotion Manager of a Fortune 500 company. He has advised more than 100 U.S. technology, manufacturing, and service companies that want to do business in Asia and to become more innovative globally.

He received his Ph.D. from the University of Michigan (Ann Arbor) in 1977, M.A. from the University of Chicago in 1973, and B.A. from the University of Hong Kong in 1970.

FEATURED PRESENTATION

"Dueling with the Pirates: Taking the China Market by the Horns"

U.S. companies will find China a profitable export market because there is a demand for quality US Products. To succeed, policy-makers and professionals must be aware of rampant piracy and formulate measures to protect their proprietary knowledge. James Chan will share his 26 years of experience working with U.S. manufacturers on how this can be done and how we can take the China market by the horns instead of letting our competitors in Europe, Japan and even China corner the marketplace because of fear and unfamiliarity.

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CHINA BUSINESS: CHALLENGES, STRATEGIES & SUCCESSSES



WEDNESDAY, AUGUST 15, 2007
8:30AM-3:30PM
EAST MOUNTAIN INN
2400 EAST END BLVD
WILKES-BARRE, PA 18702
(570) 822-1011

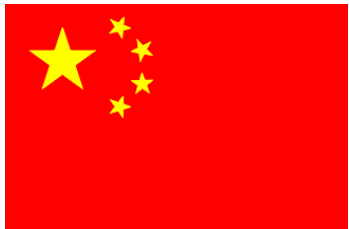
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ABOUT THE PROGRAM

The Northeastern Pennsylvania Alliance and the U.S. Commercial Service in Philadelphia invite you to join us for this one day seminar on doing business in China.



China offers some of the most exciting business opportunities and the biggest economic challenges that your company may ever experience.

China offers a wealth of opportunity to Pennsylvania companies. The country's private sector is growing rapidly and is a major player in the global economy. In 2001, China was Pennsylvania's 11th largest trading partner, today it is 3rd. PA exports to China increased over 35% in 2006, totaling almost \$1.3 billion.

The Chinese market and its one billion plus population present profitable and diverse opportunities for Pennsylvania exporters with the right products, services and commitment.

However, companies continue to have mixed experiences in China. Many have been extremely profitable, while others have struggled or failed. To be successful in China, Pennsylvania companies must thoroughly investigate the market, take heed of product standards, pre-qualify potential business partners and craft contracts that assure payment and minimize misunderstandings between the parties. This seminar is intended to help companies understand the Chinese market, its challenges and to find a path to exporting success.

WHO SHOULD ATTEND?

U.S. products are in high demand in China. Ranging from electrical to nuclear, chemicals to medical, food to pharmaceutical-numerous industry sectors will find opportunities in China.

AGENDA

- 8:30 am Registration & Continental Breakfast
- 9:00 am China Business Information Center - Standards, Regulations, Documentation & Customs - Jim Matthews, Esq.
- 10:00 am Break
- 10:15 am Ever Changing Legal Landscape in China - Tony Lu, Esq.
- 11:45 am Lunch (provided)
- 1:00 pm "Dueling with the Pirates: Taking the China Market by the Horns" - James Chan, PhD.

CHINA BUSINESS: CHALLENGES, STRATEGIES & SUCCESSES Wednesday, August 15, 2007

Company: _____
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**REGISTRATION DEADLINE:
FRIDAY, AUGUST 10, 2007**

Mail, Fax or Email Registration to:

Michael Horvath, International Business Development Manager - Email: mhorvath@nepa-alliance.org.
Debbie Phillips, International Trade Specialist - Email: dphillips@nepa-alliance.org.
Register online

1151 Oak Street • Pittston, PA 18640-3726
Phone: 570-655-5581
Fax: 570-654-5137