



**Presents:**

## **2007 California Environmental Technology China Trade & Business Development Mission**



The Northern California World Trade Center (NCWTC) is pleased to invite you to participate in an Environmental Technology Trade & Business Development Mission to China in October of 2007.

This mission is being organized to provide California environmental technology firms with the knowledge and contacts to expand into China and take advantage of the multitude of opportunities that exist in this large and growing market.

This trip is specially designed to provide participating companies with executive-level training and education sessions, combined with a trade show experience, that will enable firms to learn about the nuances of doing business in China, and more importantly, what types of skills, knowledge and contacts are needed to create long-term success in the Chinese market.

The customized nature of this program, organized and led by an experienced team in China and California, guarantees an exceptional experience that will enable you to develop real business opportunities in China.

Michele Gault  
Executive Director  
NCWTC

**ITINERARY****(B, L, D = BREAKFAST, LUNCH, DINNER PROVIDED)****Monday, 10/08****San Francisco****(snacks and 2 in-flight meals)**

Traveling to China we will cross the international dateline, arriving in Beijing the next day in the late afternoon.

**Tuesday, 10/09****Shanghai****(D)****Arrival in Shanghai**

Known as the "Pearl of the East", Shanghai is the financial and economic heart of mainland China boasting over 17.5 million residents and an annual GDP in excess of \$108 billion. Shanghai remains one of China's most vibrant, dynamic and fastest growing cities. As such, Shanghai government and business leaders are in a unique position to lead China in striking a balance between economic growth and environmental conservation. With the municipal government committed to spend 3% of local GDP on environmental protection (\$3.27 billion dollars) over the next three years, Shanghai offers opportunities for developing environmental technological synergies between California and Chinese companies while helping to meet the growing needs of China's environmental regulatory system.



Upon arriving, we will check into our hotel and allow a brief time for freshening up before dinner.

## U.S. Commercial Service Briefing / Bund Sightseeing



After breakfast the first **Executive Education Session** begins with an environmental technology specific briefing from the United States Commercial Service. Detailed information will be provided regarding the trajectory of Chinese environmental regulatory policy, leading environmental technology business opportunities, challenges to entry and essential knowledge regarding conducting business in China. In addition specific information regarding opportunities in Shanghai will be discussed. Afterwards there will be time for a roundtable question and answer session with the U.S. Commercial Service representative.

After lunch we will take a short ride to the **Bund**. Once the most famous and spectacular street in Asia, the Bund is a symbol of Shanghai's central role as the financial center of Chinese trade, tracing back from the Opium War in 1840 to the 1930's. Many foreign businesses snatched the prime area in Shanghai to establish concessions, banks, headquarters and consul houses. Hence, Shanghai, a small seaside town one hundred years ago, became the largest city in Asia. It also earned the reputation of "The Oriental Wall Street". Even today, visitors can still feel the prosperity of the old Shanghai while walking among the turn of the century buildings.



The evening is free to explore Shanghai's vibrant nightlife or to relax and prepare for tomorrow's activities.

**Thursday, 10/11****Shanghai****(B, L, D)****2007 California Technology Fair / CeBIT Asia Trade Show****Executive Education Session (Presentation / Q&A)  
California Environmental Technology Success in China**

In the morning we will visit **CeBit Asia** and the **2007 California Technology Fair**, which specifically brands, markets and promotes California technology companies within China.



With the support of the Governor's office as well as a planned 2008 show focusing specifically on environmental technology, a visit to the 2007 California Technology Fair will provide us with an opportunity to assess future branding and business development opportunities specific to our market.

**Executive Education Session  
California Environmental  
Technology Success Stories**

After lunch an exceptional **Executive Education Session** is planned to help provide insight on the experiences of leading California environmental technology firms who have successfully entered the Chinese market within the last 2 years. The

panel of successful corporate executives will discuss the path they encountered including challenges, risks, rewards and essential relationship building knowledge, which all California environmental technology firms need in order to enter into and develop business in the China market. The presentation will be followed by a question and answer session.

The specific companies participating in this event will be hand selected to reflect the most current successful market entry. This level of customization is designed to provide you with timely information on the latest trends regarding the regulatory process, market entry opportunities and pathways for California environmental technology companies.



In the evening the group will embark for a **Huangpu river cruise**, from where you will enjoy spectacular views of the Bund and Pudong areas of Shanghai.

**Friday, 10/12****Shanghai****(B, L, D)****AM: Executive Education Session (Presentation / Q&A)**

Topic:

Shanghai Environmental Projects and Environmental Technology Needs  
Shanghai Regulation and Procurement Procedures for International Firms

Presented by:

Shanghai Municipal Environmental Protection Bureau &  
Shanghai Foreign Economic Relation & Trade Commission

The Chinese central government's next 5-year plan calls for over \$85 Billion dollars to be spent on environmental protection. Chinese provincial and municipal governments are projected to spend approximately 35% of this \$85 billion. Therefore it is essential that California's environmental technology firms build relationships with China's major municipal government's and learn about their mandated environmental protection projects as well as the regulation and procurement procedures necessary to take advantage of these projects.

In the morning a special **Executive Education Session** has been arranged in conjunction with the two Shanghai municipal agencies that maintain control over the formulation of Shanghai's environmental policy and control over international firm's access the resulting projects. As with every Executive Education Session on this trade mission, the specific environmental procurement areas addressed will be further customized and directly focused on the specific needs of the business professionals registered on the program. After the presentation there will be a question and answer session.



Shanghai Municipal Environmental Protection Bureau and its International Cooperation Division is empowered with the responsibility to

manage and coordinate international cooperation on environmental protection as well as to manage funded environmental protection projects within Shanghai. As such, building a relationship with this agency and their International Cooperation Division will be a key for any firm looking to take advantage of the Shanghai municipal government's more than \$3 billion dollars in expenditure devoted to environmental protection over the next three years.



The Shanghai Foreign Economic Relation & Trade Commission administers and coordinates all foreign investment in the municipality, controls the incorporation of overseas enterprises and coordinates external contracting of projects. Their representation at today's Executive Education Session will prove an invaluable first step in your organizations process of entering the China market.

**PM: Industry Specific Executive Roundtable Discussion / Q & A**

Shanghai Companies Seeking Partnerships  
with California Environmental Technology Firms

In addition to provincial and municipal government, private enterprise is projected to spend approximately 55% of the \$85 billion slated for environmental protection. Therefore, it is essential for California environmental technology firms to begin building personal relationships and enduring business partnerships with the Chinese firms who must invest in the environmental technologies necessary to come into compliance with the regulatory protections set by the Chinese central government.

In the afternoon a special **Executive Roundtable Discussion** has been arranged to bring you together with a custom selected group of Shanghai companies seeking partnerships with California Environmental technology firms. This event and the specific Shanghai companies who participate will be hand selected and customized to fit the specific business needs and make up of the group. This added attention to detail is essential to ensure your time is spent productively building the relationships necessary to enter the China market and to meet your company's business objectives.

The evening is free to relax and explore the Shanghai nightlife.



**Saturday, 10/13****Shanghai****(B)****Free Day**

Today is our last full day in Shanghai and you are free to roam anywhere you wish to go, whenever you wish to go there. Perhaps a day of shopping along Nanjing Road followed by an evening stroll along the Bund. However you decide to fill your day, it is sure to be memorable.

**Note: Additional meetings can be arranged as needed. This day could also be used to continue building personal relationships with Shanghai contacts from yesterday.**

**Sunday 10/14****Beijing****(B, L, D)****Arrive Beijing / Great Wall**

This morning we will transfer to the Shanghai airport for a flight to Beijing, China's capital and one of the world's truly imposing cities. As the political, cultural and economic center of the People's Republic of China, Beijing is a city steeped in over 3,000-years of history and is home to more than 11 million people.

After lunch we will enjoy an excursion to visit the most famous symbol of China and one of the world's most remarkable architectural wonders. The Badaling Section of the **Great Wall** was first built during the Ming Dynasty (1368-1644 AD) and was heavily restored in the 1950s and 1980s. The Badaling section, which is located in a strategic high point northwest of Beijing, represented the most important pass for the protection of ancient Beijing City. As with all of our excursions, please be sure to wear comfortable shoes, as you will be allowed to hike the Great Wall at your leisure. The evening is free to explore Beijing.



**Monday, 10/15****Beijing****(B, L, D)****Executive Education Session (Presentation / Q&A)**

Topic:

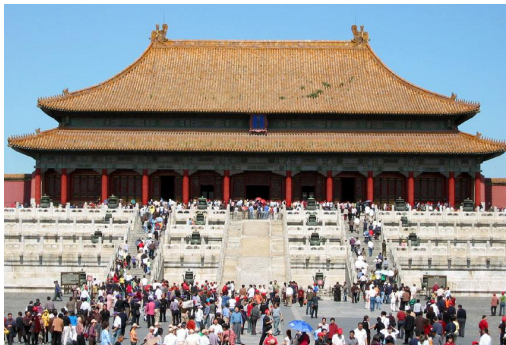
Building Partnerships with Chinese Firms:  
Rules, Laws, Regulations and Changes

Presented by:

China Commercial Bureau's Department of Foreign Affairs

According to the United States Commercial Service, U.S. firms have confirmed that joint ventures are the most successful strategy for lowering market entry costs and building a presence in China. For this reason it is essential to become more thoroughly educated on the specific rules, regulations and hurdles involved in developing and solidifying strategic partnerships with Chinese Firms.

This morning's **Executive Education Session** addresses this need by focusing on the differences between forming Chinese-Foreign Cooperative Joint Ventures and Chinese-Foreign Equity Joint Ventures. The presentation conducted by the China Commercial Bureau will provide you with useful knowledge that can be put into use during tomorrow's industry specific Executive Roundtable Discussion with Beijing firms seeking to establish partnerships with California technology firms. As with every Executive Education Session on this trade mission, the specific environmental business focus of this partnership presentation will be further customized based on the specific needs of the business professionals registered on the program. After the presentation there will be a question and answer session.



After lunch we will enjoy an afternoon of sightseeing starting with the majestic **Forbidden City**. Located in the center of Beijing, the Forbidden City was the imperial palace of the Ming and Qing dynasties. With a history of around 600 years, it is the grandest palace complex still remaining in China. Be sure to wear comfortable shoes, the Forbidden City's size is on par with its breath-taking beauty.

Next, we will continue on to the truly magnificent **Summer Palace**. The Summer Palace is located on the northwestern outskirts of the city. Built under the direction of the Empress Dowager Ci'xi at a cost of over 80,000,000 taels of silver (roughly 1.2 billion dollars in today's market), it was an imperial summer resort of the Qing Dynasty. With its perfect layout, regal buildings and enchanting landscape, it is arguably the most resplendent classical garden in China.





**Tuesday, 10/16****Beijing****(B, L, D)**

## **Industry Specific Executive Roundtable Discussion / Q & A**

Beijing Companies Seeking Partnerships  
with California Environmental Technology Firms

The Chinese central government's next 5-year plan calls for over \$85 Billion dollars to be spent on environmental protection. Private Enterprise is projected to spend approximately 55% of this \$85 billion. Therefore it is essential for California environmental technology firms to begin building personal relationships and enduring business partnerships with the Chinese firms who must invest in the environmental technologies necessary to come into compliance with the regulatory protections set by the Chinese central government.

To address this essential need and facilitate your entry into the Chinese market a special **Executive Roundtable Discussion** has been arranged to bring you together with a custom selected group of Beijing companies seeking partnerships with California environmental technology firms. This event and the specific Beijing companies who participate will be hand selected and customized to fit the specific business needs and make up of the group. This added attention to detail is essential to ensure your time is spent productively building the relationships necessary to enter the China market and to meet your company's business objectives.



The afternoon and evening are free to relax and explore the Beijing nightlife.

**Wednesday, 10/17**

**Beijing**

**(B, D)**

### Free Day



On your last full day in China, you are on your own to explore Beijing, shop, relax, or return to a favorite spot. As for all “Free Days,” a listing of some of the locale’s most enjoyable sites (that are not included as part of our regular itinerary) will be provided for your consideration. The list will include maps, times, notes and any applicable fees.

**Note: Additional meetings can be arranged as needed. This day could also be used to continue building personal relationships with Beijing contacts from yesterday.**

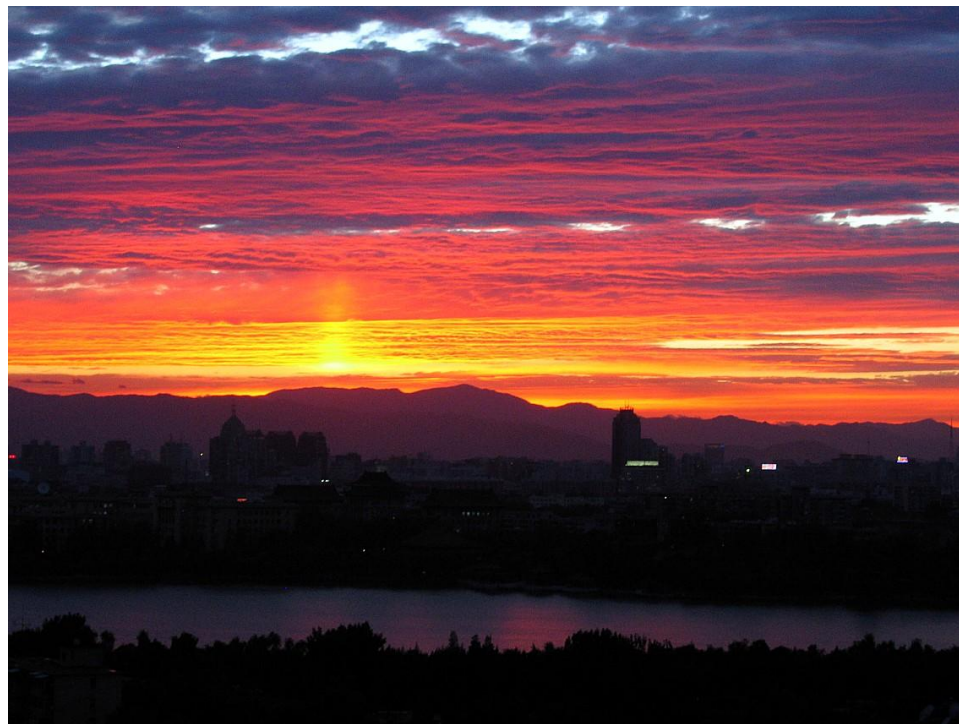
**Thursday, 10/18**

**Beijing**

**(SNACKS AND 2 IN-FLIGHT MEALS)**

### Depart Beijing, Return to SFO

Today we will return to California. Thanks to the International Date Line, we will actually arrive at a California local time that is a few hours earlier than the local time in China when we departed.



# Northern California World Trade Center's 2007 California Environmental Technology China Trade and Business Development Mission

**Travel Dates:** October 8 - 18 , 2007

**Overnights:** Shanghai - 5, Beijing - 4

## **Trade and Business Development Highlights:**

- Executive Education Session: United States Commercial Service: Environmental Technology Opportunities in China Briefing
- Executive Education Session: California Environmental Technology Firms: China Market Entry Success Stories
- Visit of 2007 California Technology Fair at CeBIT Asia Trade Show in Shanghai
- Executive Education Session: Shanghai Environmental Projects and Environmental Technology Needs
- Executive Education Session: Shanghai Regulation and Procurement Procedures for International Firms
- Executive Roundtable Discussion: Shanghai firms seeking partnerships with California Environmental Technology firms
- Executive Education Session: Building Partnerships with Chinese Firms: Rules, Laws, Regulations and Changes
- Executive Roundtable Discussion: Beijing firms seeking partnerships with California Environmental Technology firms

**Cultural Highlights:** The Great Wall, Tiananmen Square, Forbidden City, Summer Palace, The Bund, Huangpu River Cruise

## **Travel Features Included:**

- Round-trip air travel between San Francisco and China on scheduled airlines
- All inter-China flights (Shanghai/Beijing)
- 9-nights accommodations in well located 4 star hotels (double occupancy)
- Breakfast, Lunch and Dinner included daily except where stated in itinerary
- Services of a Golden California bilingual staff in China and local tour guides
- Services of bilingual National Guides throughout the trip
- All land transportation on private air conditioned coaches
- Pre-trip executive education packet and briefing
- Customized arrangement of all Executive Education Sessions, Executive Roundtable Discussions with Chinese partner firms
- Post-program relationship building and follow up assistance
- Entrance fees to all tourist sites
- Baggage handling, service charges, hotel and domestic airport taxes
- Travel insurance
- 24 hour emergency support

**All-inclusive Program Fees: \$3500\***

## **Registration and Payment Deadlines**

**Registration Deadline: July 1, 2007\***

**Final Payment Deadline: August 1, 2007 (remaining balance due)**

**\* Note: Participants who register after July 1, 2007 will pay program fees of \$3,900**

## **REGISTRATION OPTIONS**

### **Option 1**

Complete the enclosed registration form (one form for each traveler), attach your \$500 non-refundable deposit via check or money order made out to Golden California, Inc. and mail to:

Golden California, Inc.

NCWTC 2007 China Trade and Business Development Mission

2544 Industrial Blvd.

West Sacramento, CA 95691

### **Option 2**

As of April 1, 2007, register online at [www.goldencalifornia.biz](http://www.goldencalifornia.biz) where you can complete the full application and submit your \$500 non-refundable deposit via credit card.

**Application**  
**Northern California World Trade Center's**  
**2007 California Environmental Technology**  
**China Trade and Business Development Mission**

Departure Date: October 8, 2007

 Female  Male**Personal Information**

Name (as it appears on your passport)

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

E-Mail \_\_\_\_\_ Date of Birth \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Passport Information (required for booking in-China air travel):**

I am a citizen of \_\_\_\_\_

Passport Number \_\_\_\_\_ State (Province/other) Where Issued \_\_\_\_\_

Date of Issue \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Date of Expiration \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Person to Contact in Case of Emergency:**

Name \_\_\_\_\_

Relation \_\_\_\_\_ Email \_\_\_\_\_

Day Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

**Accommodations:** Tour price is for double occupancy (Single room supplement is \$800.00).

Please mark your preferences:

 Non-Smoking  SmokingDo you want a single room:  Yes  No

If No:

Do you have a roommate for this tour?  Yes  No

If Yes:

Name:

If No:

Please assign a roommate for me:  Yes  No

If you do not agree with the photo usage rights in point 17 below, please mark here: \_\_\_\_\_

I have read the attached 2007 Golden California Inc. terms and conditions and the Golden California Inc. Release and agree to be bound thereby and agree to be responsible for all amounts owed to Golden California Inc. I am in good physical and mental health and am able to travel without special medical supervision or special counseling.

Signature \_\_\_\_\_ Date \_\_\_\_\_

## **GOLDEN CALIFORNIA INC. TERMS AND CONDITIONS**

### THE ESSENTIALS...

**1. TOUR PRICE: \$3,500.00, per person (Registration with \$500 deposit on or before July 1, 2007)  
\$3,900.00, per person (Registration with \$500 deposit after July 1, 2007)**

- Based on double occupancy. Single-room supplement is \$800.00.
- Hotels listed may be substituted for, based upon availability, with comparable hotel of like rating and amenities.
- Based on economy class airfare. Upgrades: please contact Golden California, Inc. (GC) regarding availability and details.

**2. INCLUDED IN THE TOUR PRICE**

- Round-trip air travel between San Francisco and China on scheduled airlines
- All inter-China flights (Shanghai-Beijing)
- 9-nights accommodations in well located 4 star hotels (double occupancy)
- Breakfast, Lunch and Dinner included daily except where stated in itinerary
- Services of Golden California bilingual staff in China and local tour guides
- Services of bilingual National Guides throughout the program
- All land transportation on private air-conditioned coaches
- Pre-trip executive education packet and briefing
- Customized arrangement of all Executive Education Session and Executive Roundtable discussions with Chinese partner firms
- Post-program relationship building and follow up assistance
- Entrance fees to all tourist sites
- Baggage handling, service charges and all taxes
- Travel insurance and 24-hour emergency support

**3. NOT INCLUDED IN THE TOUR PRICE**

- Visa processing fees
- Excess luggage fees
- Incidental hotel charges such as room service and laundry
- Personal expenses

**4. RESERVATION, DEPOSIT & FORM OF PAYMENT**

Deposit and completed reservation form should arrive on or before July 1, 2007 to secure program fees of \$3500. The deposit is \$500.00 per person and is payable by **check or money order** to Golden California, Inc with **online credit card payment accepted from April 1, 2007 onward**. Reservations made after August 1, 2007 will be accepted subject to space availability and may be subject to a late booking fee.

**5. FINAL PAYMENT & PAYMENT SCHEDULE**

Final payment must be received by GC on or before August 1, 2007. Failure to comply with this requirement will result in automatic cancellation of reservation and forfeiture of deposit. In the event that reservation is made after August 1, 2007, full payment must be made immediately upon confirmation.

- July 1, 2007.....\$500 Deposit (to lock in \$3500 program fee)
- August 1, 2007.....Final payment of remaining balance due

## **6. CANCELLATION & REFUND**

Paid deposits are 100% non-refundable. A full refund less deposit per person will be issued for any cancellation notice received by GC on or before August 1, 2007. All cancellation requests must be made in writing. Penalty for cancellations made after August 1, 2007 will be assessed as follows:

- August 1 through August 31, 2007..... 50% of the tour cost
- September 1..... 100% of the tour cost

If GC cancels a tour due to insufficient booking or circumstances beyond its control, GC will refund all money paid and the full refund shall constitute final settlement for the client. GC shall not be held responsible for any expenses that may have incurred as a result of the client's booking.

## **7. CURRENCY FLUCTUATION and PRICE GUARANTEE**

All prices are based on foreign exchange rates at the time of publication. In the event of increased land or air costs that are beyond GC's control, GC reserves the right to alter the price of the tour in accordance with the increased costs. Any price increase will be announced on or before July 31, 2007. Your tour price is guaranteed once GC has received your full payment.

## **8. UNUSED SERVICES**

Regardless of the reason, unused services during the tour including transportation, hotel accommodation, meals and sightseeing are neither refundable nor exchangeable.

## **9. DATE CHANGE AND TRANSFER OF BOOKING**

Change of departure date after confirmation is prohibited. Transfer of booking to another person may be accepted, subject to an administration fee of \$100 per person, provided air tickets have not been issued.

## **10. TRAVEL DOCUMENTS**

It is the client's own responsibility to obtain passport and travel visa. The client is responsible for providing GC with correct, complete and accurate information regarding personal details. Failure to comply with this requirement may lead to unnecessary financial loss or the client's dismissal from the tour. GC can arrange for travel visas to China for a \$100.00 per person fee. The cut-off date for this service is August 31, 2007.

## **11. HEALTH & FITNESS REQUIREMENTS**

Traveling abroad with GC will require ability to walk distances, navigate stairs and occasionally perform physically strenuous activities. Travelers should anticipate encountering natural and architectural barriers outside the United States, which GC cannot and does not control. Special meals/or medical supervision cannot be provided. GC offers and provides services on a fair and non-discriminatory basis, without consideration of any factor or characteristic prohibited by law and with equal opportunity for all applicants and participants. GC complies with all laws prohibiting discrimination.

## **12. MINIMUM AGE**

Minimum age acceptable for our tours is 12 years.

## **13. INSURANCE**

GC strongly recommends that all travelers purchase trip cancellation & interruption, hospital and medical, and baggage insurance to protect their travel plans.

## **14. BAGGAGE**

During the tour each client is limited to one piece of checked luggage, which according to the Chinese air carriers must weigh no more than 20kg (44 lbs). One carry-on weighing no more than 5kg (11 lbs.) is allowed. The client must be able to lift and comfortably transport their own luggage short distances as porter service may not be available at all locations.

#### **15. RESPONSIBLE BEHAVIOUR**

The client agrees to abide by the authority of the tour leader or our local agents. Conduct or behavior causing danger, distress or annoyance to the group is prohibited. Any expenses incurred as a result of the client's removal will be the client's responsibility.

#### **16. RESPONSIBILITIES OF GOLDEN CALIFORNIA, INC.**

GC acts only as agent for its suppliers and contractors providing transportation, accommodation and other related travel services. GC assumes no responsibility or liability for any injury, death, damage, loss, accident with any services resulting directly or indirectly from acts of God, strikes, government regulations, thefts, failure of any means, discrepancies or changes over which it has no control. GC applies all reasonable checks and measures in utmost good faith to ensure that details in the itinerary are carried out exactly as specified. However, changes, including, but not limited to, substitution of hotels of equal or similar quality and air carriers, may be made out of necessity.

Clients must be aware that there may be different living standards and practices outside of their home country. Under no circumstances shall GC be responsible for any inconvenience, loss, damage or injury resulting from these conditions. The passenger contract issued together with the air ticket by the air carrier shall constitute the sole contract between the airline and the passenger; GC shall not be responsible for any delays, substitutions of equipment or any act of omission whatsoever by the carrier, its agent, servants and employees.

#### **17. RIGHTS OF GOLDEN CALIFORNIA, INC. (GC)**

GC reserves the right to decline or the obligation to retain any person as a tour member at any time. GC reserves the right to take photographs during the operation of any tour or part thereof, and to use the resulting photographs for promotional purposes. By booking with GC the client agrees to allow their image to be used in such photographs; clients who prefer that their image not be used are asked to identify themselves on the reservation form.

#### **18. COMPLAINT & CLAIM AGAINST GOLDEN CALIFORNIA, INC.**

Any complaint must be brought to the attention of the tour leader or local guide immediately while on the tour. Any claim against GC must be filed in writing and be received by GC within 30 days upon completion of the tour.