

A China Business Immersion Trip

Speed and Knowledge.

China Centric is a project management firm dedicated to helping North American enterprises develop and execute results oriented initiatives. We are a team of career operating managers in the U.S. and China with decades of practical operating and commercial experience in China., accountable for delivering business results

Our general management, technical, sales, marketing, manufacturing and administrative track record in China combines to focus a unique spread of capabilities on the full range of China business issues

Most aspects of doing business in China are different. Porting North American business processes and paradigms often creates disappointing outcomes. CCA's experience base and industry-independent implementation models guide companies through these challenges to rapid success in market penetration, operating investment, product development and sourcing projects.

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This is no sightseeing tour masquerading as a business trip. This is an in-country immersion into the practical business issues every company must understand before starting a China initiative. Capture insights from dozens of local executives and seasoned China line managers.

A U.S. based half day Introductory Seminar and 8 Action-packed Days in China:

- A half-day Cleveland-based China operating seminar from experienced operating managers with extensive China management track records
- Beijing, Shanghai, Suzhou, Guangzhou, Zhuhai — Visit manufacturers, learning the regional and functional experiences straight from current foreign business executives at their own businesses
- Meet with AMCHAM, Western legal advisors, Chinese Development Zone Administrators, and functional executives from marquee companies
 - * Learn the labor, legal and economic environment today
 - * Explore the legal logistics of China operations, sourcing and sales
 - * Understand the changing intellectual Property environment.
 - * Location advantages of High Tech Zones, Free Trade Zones or the other types of industrial development zones?
 - * Explore VAT, investment incentives, tax holidays, etc.
 - * Many more hands-on practical China business insights
 - * Understand the business model options, WOFE/JV start-up, Original Design & Manufacturing, Acquisition, Sourcing, Sales Platforms

Who Should Attend: Business decision makers and line operations managers seriously exploring China business initiatives in the next 24 months. Executives who need to understand the fabric and dynamics of doing business in China or the competitive impacts China will have on U.S. markets. Many aspects of business in China are very different than in the U.S. Without a solid understanding of these differences and the resources available to your company, developing an effective China strategy is like walking through a minefield.

Pre-Trip Seminar — A half-day extensive presentation on the basic differences in managing customers, suppliers and employees in China. What are the five top reasons for a China initiative? What are the five top mistakes made by Western companies in China. Why are Chinese cost structures 25% lower than the U.S. Review of the principle strategy options including direct investment (WOFEs and JVs); Original Design and Manufacturing, Acquisition, Market Penetration & Sourcing

In China Itinerary

Note: All subjects identified will be discussed, order dependent on speaker schedule availability

Friday, March 24 — Arrive Beijing: Welcome Reception

Saturday, March 25 — Morning Kickoff Meeting — AMCHAM China business overview; Intellectual Property in China speaker

PM — Cultural immersion. Great Wall at Badaling; Evening — Group Dinner

Sunday, March 26 — China market and industry trends; Regulatory and tax law trends; Market Research in China

PM — Forbidden City; Tiananmen Square, Hongqiao Market; Evening: Flight to Shanghai; Evening— Open

Monday, March 27 — Shanghai Business Overview; Shanghai Market; Driving tour of Shanghai Metro Infrastructure

PM: — Tour of major Western factory (TBA) — Management presentation of challenges of recruiting/retaining skilled talent in China; Dinner on Bund

Tuesday, March 28 — Tour of major Western factory (TBA) — Management presentation — VAT; Drive to Suzhou

PM — Suzhou New District Development Authority — Development Zone types and selection; WOFE/JV Start-up: The Process; Evening – Open

Wednesday, March 29 — Tour of Suzhou factory — Management Presentation; Sales and Marketing in China

PM — Tour of American WOFE factory — Management Presentation: Capital Investment; Evening; Drive to Shanghai, flight to Guangzhou

Thursday, March 30 — Guangzhou Development Zone — PRD business and investment environment

PM — Tour of private Chinese manufacturing company; Presentation; Sourcing and Supply Chain Management in China; Evening — Free

Friday, March 31 — Drive to Zhuhai — Tour of European WOFE in Free Trade Zone — Management Presentation: (TBD)

PM — Zhuhai Development Zone Administration — CCA Presentation: Product Development in China — ODM; Evening — Closing Dinner

Note: Factory tours will be selected based on interests of attending executives from hundreds of potential marquee companies across many industries. Attendance will be a minimum of 30 managers and no more than 40.

Logistics: \$2500 per person, includes all presentations, materials and speakers, in-country transportation and meals indicated. Round trip airfare to China not included. Hotel reservations in China will be coordinated by China Centric, but rooms will be billed individually.

Reservation Closing Date: March 3, 2006 — Reservations on “first come” basis until fully subscribed

To register: Contact Michael Corkran, Managing Partner, China Centric Associates at wmcorkran@china-centric.com or by phone at (440) 725-3394.