

# The 2nd China Globalisation Conference

Strategies for Successful Overseas Direct Investment

25-26 March 2009, Intercontinental Beijing Financial Street, Beijing

An increasing number of Chinese companies have taken the step to internationalise business and expand globally.

The 2nd China Globalisation Conference is designed to inform Chinese companies on how to succeed in outbound investments and expand globally.

The credit crunch, sluggish stockmarkets and the general global economic downturn have opened up investment and business opportunities in many industry sectors overseas. Plus, developing economies present new sectors for investment.

Indepth coverage of issues and guidelines at this Conference provide critical information on:

- ODI – The Government's Policy & Initiatives & Overseas Direct Investment Sectors
- Going Global – Legal & Business Structures
- Market Entry Strategies & How to Build an Effective Distribution Network
- Finance, Tax and Accounting Considerations
- Branding Your Product Overseas
- Building Investor Relations
- Case Studies

Business & Investment Opportunities in various industry sectors and overseas developing economies.

Meet trade and investment officials from Asia, Europe and USA to learn more about investment sectors and regulations in these countries.



**AMA** American Management Association

Masterclass

Masterclass A:

Launching & Managing Strategic Global Alliances & Partnerships

Masterclass B:

Negotiating with Americans

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**AMA** American Management Association

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# Programme

Wednesday, 25 March 2009

8.00 Registration

8.50 **Chairman's Welcome & Introduction**



Prof Lu Bo, Deputy Director and Research Fellow  
World Economy and Trade Research Department,  
Chinese Academy of International Trade and Economic Co-operation (CAITEC)

The first half of the morning informs on policies and initiatives for Chinese companies looking to expand overseas. As the fourth largest economy, the need and potential for Chinese companies in outbound investment is huge. Find out more about guidelines and project approvals for outbound investment.

9.00 **Going Global** – The Government's Policy, Initiatives & Overseas Direct Investment Sectors  
Ministry of Commerce

9.30 **Management of Offshore Investment Projects**  
Directional Guidance for Chinese Outbound Investment  
National Reform Development Commission

10.00 **"Going Global" - What this means as a major national strategy for Chinese business**

Country & Sector Guidelines for Outbound Investment.  
Projects approved for financial support.  
How Foreign Trade & Economic Cooperation Zones can help accelerate overseas investment.

Ms. HAO Hongmei, Deputy director of FDI Department,  
CAITEC, Ministry of Commerce

10.30 Morning Refreshments

10.45 **India's Infrastructure Sector: Opportunities, Risks & Rewards**

Amit Kumar, Counsellor (Economic & Commercial), Embassy of India

11.15 **Structuring Cross-Border Contracts and Joint Ventures**



Chris Devonshire-Ellis, Senior Partner, Dezan Shira & Associates

11.45 **Listing on SGX**  
SGX (invited)

12.30 **Corporate Restructuring for Overseas Investment – Challenges Facing Chinese Overseas Investors**  
Paul Hastings

1.00 Power Networking Lunch

2.00 **Post M&A Strategy**  
McKinsey (invited)

2.40 **Fund Raising and Financing Structures**  
Private equity and partnering strategic investors

**Venture Capital**  
Chris Evdemon, Managing Partner, Eastern Bell Venture Capital

3.20 **Franchising A Business**



Gregory M Sy,  
Grandall Legal Group

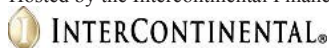
3.50 Afternoon Refreshments

4.10 **Building Your Brand Overseas - Market research, knowing your customers, "localizing" your product for new markets**  
Haier

4.40 **Role of Corporate Social Responsibility for sustained development and recognition in overseas communities – Case Study**  
China Overseas Holdings

5.30 End of Day 1 Programme

5.45 Cocktail  
Hosted by the Intercontinental Financial Street Beijing



Thursday, 26 March 2009

8.50 **Chairman's Remarks**

9.00 **China's FTAs with ASEAN and China**

- Relationship between China-ASEAN and China-Singapore FTAs
- Trade in goods
- Trade in services
- Investment and other areas



Edmund Sim,  
Partner, Hunton & Williams



Prof Lu Bo,  
CAITEC

9.35 **Australia-China: Partnership & Investment Opportunities**



Jason Yat-sen Li  
Managing Director, RI Group China Limited  
Vice-Chair, Australia-China Chamber of Commerce, Beijing

10.05 **Doing Business in India – Legal, Tax & Regulatory Landscape**



Vivek Kathpalia, Partner, Nishith Desai Associates

10.35 **Successful Strategies for Investing in America**

- How will the recent U.S. financial crisis affect Chinese investments in America?
- Is it a better strategy to invest in financial instruments or "hard assets" and companies at this time?
- Why are joint ventures in America different than in China?
- Who is best suited to manage an American company owned by Chinese investors?
- What are the key U.S. laws that a Chinese investor must understand?



Dennis Unkovic,  
Partner, Meyer, Unkovic, & Scott LLP

11.15 Morning Refreshments

11.30 **Real Estate Outlook & Opportunities**

**I Hotel & Resorts Asia – Investment & Development Opportunities**

This presentation looks at growth and mega-trends in Asia hospitality and tourism markets –

India, Thailand, Singapore, Vietnam, Philippines, Korea

- How to leverage brands
  - Grow outbound market
  - Expected return
  - Mixed-use real estate
- Damien Little, Director & Chief Representative, Horwath HTL, Beijing



Eric J Levy, Managing Director, Tourism Solutions International, Singapore

**II Real Estate Investment in US, UK, APAC**

12.15 Close of Conference

## MASTERCLASS

Thursday, 26 March 2009 (Afternoon)

Choice of 2 masterclasses!

### MASTERCLASS A

#### Launching & Managing Global Alliances & Partnerships

This intensive Masterclass provides complete exposure to the fundamentals of strategic alliances and partnerships; critical to any move in setting up overseas business and operations.

- Articulate the factors common to all successful alliances
- Prioritize the key components necessary to guide each phase of the alliance life cycle
- Recognise today's best practices in alliance management
- Assess your organisation's competency in forming partnerships
- Evaluate your organisation's attractiveness as a "preferred partner"
- Anticipate and prevent potential pitfalls in your alliances
- Lead your organization to success in global alliances and partnerships



Robert Greenfield, AFG Grosvenor

### MASTERCLASS B

#### Negotiating with Americans

Get negotiation tips and understand cultural differences between China and America.

What you learn in this session will help in avoiding common pitfalls and make entry into the US market a success.

- The fundamental cultural differences which influence how Americans and Chinese conduct negotiations
- Understanding how Americans view the negotiation process and what this means for Chinese companies
- Why many Japanese companies failed with their investments in America
- What a Chinese company should not do when negotiating with Americans
- How to structure your negotiating team (who should be on it and what skills are needed)
- Eight major issues that may arise during negotiations when buying assets in America
- What role do lawyers play for American companies in negotiations?



Dennis Unkovic, Partner, Meyer, Unkovic, & Scott LLP

### Who Should Attend

Industry Leaders, Professionals and Senior Management in Private and Public Enterprises.

The Conference presents a platform for Chinese and International Investors, Heads of Private Equity, Banking & Finance, Legal, Tax and Strategic Planning Consultants to meet and dialogue on investment opportunities and structures for outbound investment..

Sample of companies who participated in the inaugural China Globalisation Conference in Hong Kong;

DBS Bank Ltd.	Pure Fair Ltd.
Invest Hong Kong	Red Silk Enterprise
The Gallup Organization	King Hang Trading Company
APLMA	JK Financial & Insurance Consultants
e-KONG Group Ltd	KAZ Computer Services Hong Kong Limited
Dechert LLP	Dao Heng Insurance
Titron Industries Limited	V-Goel Products Company
Invest Hong Kong	CDEA Ltd.
International Enterprise Singapore	HVSH International Group
Singapore Chamber of Commerce (Hong Kong)	Leung & Wan Solicitors
Cre 8 (Greater China) Ltd	Kegral Co Ltd
Great Union International Holdings Ltd.	Superior Travellers Services Limited
LSC China Group	Tomson Capital Ltd.
Widespread Logistics Co., Ltd.	Tomson Holdings Ltd.
US States & Ports Association	City University Hong Kong
US States & Ports Association	Midland Financial Group
State of North Carolina Asia Pacific	Litamos Electronics Ltd
China Educational Service Ltd	Sino-Bridge China Consulting
BOC International	Synnex
Government of the Hong Kong SAR	Camden Rich Limited
Price Waterhouse Coopers	Knowledgepro
Lai Fung Holdings Limited	ViewPoint (Asia) Limited
Tata S.E. Asia	Sino Project Development Limited
	Percuity International Limited

# Speakers



**Lu Bo**

*Deputy Director and Research Fellow*  
World Economy and Trade Research Department, Chinese Academy of International Trade and Economic Co-operation (CAITEC)

Mr. Lu Bo is the Deputy Director and Research Fellow of World Economy and Trade Research Department, Chinese Academy of International Trade and Economic Co-operation (CAITEC), Ministry of Commerce, People's Republic of China. He is also the Deputy Director of WTO Study Center of CAITEC. He started to do research work since 1991 on China's foreign trade and economic co-operation, particularly on international trade and investment, China's aid and investment to developing countries.



**Gregory M Sy**  
*Partner*

*Grandall Legal Group*

Gregory M Sy is a partner / foreign counsel with Grandall Legal Group. His practice includes general business advisory for SME's in China, particularly in the areas of international corporate structuring and transactions.

Representative clients include the Consulate of the United States of America in China (Shenyang), Embassy of Brazil, various publicly listed companies (NYSE, LSE, DAX, and BSE), along with numerous other SME's operating in a wide range of industries.



**Edmund Sim**

*Partner*  
Hunton & Williams

Based in Singapore since 1997, Edmund Sim has represented companies and governments in over 150 trade remedy proceedings conducted by the US, EU, China, Australia, Indonesia, Korea, Canada, Thailand, Malaysia, India, Turkey, Philippines, and South Africa. He represents companies in dealing with the integration of ASEAN into the ASEAN Economic Community through the ASEAN FTA, ASEAN Investment Area and ASEAN Industrial Cooperation Scheme. Mr Sim is ranked as a leading trade lawyer by Who's Who Legal, Chambers Global, AsiaLaw and Expert Guides.



**Vivek Kathpalia**

*Partner*  
Nishith Desai Associates

Vivek Kathpalia is a partner and heads the Singapore office of Nishith Desai Associates. He heads the Litigation & Dispute Resolution Practice and Commercial Law Practice and is a senior member of the Technology Law Practice.

His areas of specialization include litigation and dispute resolution, commercial laws, intellectual property, telecom, technology laws, real estate, retail laws and media and entertainment.



**Dennis Unkovic**

*Partner*  
Meyer, Unkovic & Scott LLP

Dennis Unkovic, a partner with the law firm of Meyer, Unkovic & Scott LLP, focuses his practice on helping companies conduct their international operations. He is actively involved in negotiating commercial transactions such as acquisitions, divestitures, strategic alliances, joint ventures, mergers, and restructuring entities to enhance effectiveness. Mr. Unkovic works with U.S. companies as well as foreign entities and investors. He has traveled to 45 countries over the last thirty years, with significant involvement in China, India, Japan, Korea, and Southeast Asia.



**Eric J. Levy**

*Principal*  
Tourism Solutions International

Mr. Levy is currently a Principal with Tourism Solutions International (TSI). TSI is a hospitality investment firm (15 years in Asia) that in addition to its investment and asset management activities conducts select advisory work that is investment related. In addition he is co-founder of Octagon Capital Partners which essentially is involved in the Industry in the same manner as TSI.

Prior to that he was an Executive Vice President of Colony Capital Asia Pacific. While he was with Colony, he involved in various sectors of the Real Estate Industry, although his focus was to drive Colony's hotel investment efforts in Asia.



**Chris Devonshire-Ellis**

*Senior Partner*  
International Practice, Country Manager, India

Chris is the founder of the firm. Previously with Asia Law & Practice in Hong Kong, the Hong Kong law firm Ng & Shum, and the International Law Firm Mossack Fonseca & Co. Chris established Dezan Shira & Associates in 1992 and has developed the practice from its original base in South China to the internationally recognized firm it is today with operations in China, Hong Kong, India and Vietnam. He remains the Senior Partner of the practice, yet nowadays has specific responsibilities for the development of the India practice in addition to chairing the firms board of international partners. He divides his time between Delhi and Beijing.

**Simon Weng**

*Chairman, CEO*  
Beijing TTIC Corp.

Simon Weng is Chairman and CEO of Beijing TTIC Corp. Beijing TTIC Engineering and Technologies Corporation, a wholly owned foreign incorporation in China, was formerly known as Beijing Tippins Engineering and Technologies Corporation, a subsidiary of Tippins Technologies Inc of USA. The company's main business aim is to be the bridge between China and the steel companies in the world.



**Robert H Greenfield**

*AFG Grosvenor*

Robert H Greenfield has over twenty-five years of professional director level experience in Asia Pacific.

Bob's career in the Asia Pacific has paralleled the progressive growth and transfer of capital, knowledge and skills from western markets to the Asia Pacific as well as the globalization of skills and markets. As Bob has noted, "There has been an exponential progression over the past 25 years in the Asia Pacific markets culminating in the reemergence of China the speed of which in retrospect would have been beyond our comprehension only a few short years ago".



**Jason Yat-sen Li**

*Managing Director, RI Group China Limited*  
*Vice-Chair, Australia-China Chamber of Commerce, Beijing*

Jason Yat-sen Li is Managing Director of RI Group China Limited, a private equity, investment banking and strategy advisory firm headquartered in Melbourne and Beijing that specialises in investment between Australia & China. He was most recently invited by the Australian Prime Minister to participate in the Australia 2020 Summit, a gathering of Australia's top 1000 thinkers, to advise the government of issues facing Australia.

THE 2ND CHINA GLOBALISATION CONFERENCE  
25-26 March 2009, Intercontinental Beijing Financial Street, Beijing

Name 1:	Designation:	
Name 2:	Designation:	
Name 3:	Designation:	
Company:		
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Email:	Tel:	Fax:

**REGISTRATION FEE** (Please tick below choice of registration format)

For Conference & Masterclass	USD1200	<input type="checkbox"/>
For Conference only:	USD 900	<input type="checkbox"/>
For Masterclass only:	USD 400	Masterclass A <input type="checkbox"/> B <input type="checkbox"/>

5% Team Discount for registration of 2 and more participants from the same organization.  
Registration fee must be paid in full to attend the conference and masterclass.

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**HOTEL ACCOMMODATION** (Complete Hotel Reservation Form)

A special accommodation rate is extended for this Conference. Please make your accommodation booking directly with the Intercontinental Beijing Financial Street, stating name of the Conference.

Deluxe/King Deluxe: RMB1300+
Rate is subject to 15% surcharge base on per room per night. Room rate is inclusive of One Daily American Buffet Breakfast in Monsoon restaurant. 2nd breakfast chargeable at RMB 150.00. Guest will be charged in RMB at the hotel's prevailing exchange rate at the time of check-in.
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Email: Nancy_Gu@intercontifsbj.com

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Registration fee must be paid in full for conference attendance.  
Kindly be advised that if registration is cancelled with less than 7 days notice, the full registration fee will apply per cancellation or no-show. A replacement is always welcome in case of any unforeseen commitments. All cancellation must be in writing.

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# RESERVATION FORM

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Beijing**

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Email: [Nancy\\_Gu@intercontifsbj.com](mailto:Nancy_Gu@intercontifsbj.com)

**ACCOMODATION:**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Arriving Date: \_\_\_\_\_ Flight No: \_\_\_\_\_ Time: \_\_\_\_\_  
Departure Date: \_\_\_\_\_ Flight No: \_\_\_\_\_ Time: \_\_\_\_\_

Please choose which room type that you are going to stay.

Deluxe Room	<input type="checkbox"/> RMB 1300 +15%	<input type="checkbox"/> Smoking
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- All above room rates are subject to 15% surcharge
- All above room rates are inclusive of one daily buffet breakfast.
- 2<sup>nd</sup> breakfast is charged at RMB 150.00.
- Club InterContinental Benefits
  - ✓ Complimentary breakfast between 06:30am and 10:30am (11:00 weekends)
  - ✓ Complimentary broadband internet access in Club Lounge
  - ✓ Private check-in and express check-out
  - ✓ Fax machine or PC printer in room upon request
  - ✓ Use of Club InterContinental Lounge/Library
  - ✓ Complimentary coffee / tea, soft drinks, juice and Evian mineral water throughout the day in Club lounge
  - ✓ Evening cocktails and canapés between 5:30pm and 8:00pm on daily basis.
  - ✓ Free use of meeting room for one hour per stay, on availability.
  - ✓ Up to 20 complimentary photocopies free per day.
  - ✓ Complimentary pressing of two pieces per stay
  - ✓ Complimentary daily newspaper of your choice
  - ✓ Free access to Fitness Center
  - ✓ Butler Services.

**AIRPORT TRANSPORTATION:**

Airport Pick Up	<input type="checkbox"/> RMB 750 @ Mercedes Benz S350	By _____
At _____		
Airport Drop Off	<input type="checkbox"/> RMB 750 @ Mercedes Benz S350	By _____
At _____		

Credit Card: _____
Expired: _____
<input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> Master Card <input type="checkbox"/> DC

Reservations should be made directly with hotel by returning this form via email to [Nancy\\_Gu@intercontifsbj.com](mailto:Nancy_Gu@intercontifsbj.com), or by fax +86 10 58525959. Any cancellations or no shows will result in one night room charge which will automatically be charged to the credit card given as guarantee.

Hotel check in time is after 14:00 pm and check our time is before 12:00 noon.

We do look forward to welcoming you and your guest to the InterContinental Beijing Financial Street.