



US PAN ASIAN AMERICAN  
CHAMBER OF COMMERCE  
EDUCATION FOUNDATION

# ASIA TRADE MISSION 2010

GLOBAL STRATEGY FOR SUSTAINABILITY:  
CONSERVE, RECYCLE AND RENEW



TAIPEI  CHONGQING  SHANGHAI  BEIJING

SEPTEMBER 12 ~ 22, 2010

BRIEFING BOOK

## About USPAACC

### *USPAACC: An Advocate for Economic Growth Celebrates 25 Years of Excellence*

The US Pan Asian American Chamber of Commerce Education Foundation (USPAACC) was formed in 1984 as a national, non-profit organization representing all Asian Americans and Asian American-related groups in business. USPAACC promotes, nurtures and propels economic growth by opening doors to contract, educational and professional opportunities for Asian Americans and their business partners in Corporate America, the Federal government, and the small and minority business communities in the United States and Asia.

### *Why Become Involved with USPAACC*

#### *Nationwide Presence*

Reach over 12,000 Asian American-owned businesses through our Regional Chapters in California, Texas, Chicago, Georgia, New York, and the Maryland-Virginia-Washington, DC area in the National Capital Region.

#### *Legislative Briefings*

Meet and discuss with the nation's lawmakers, issues that impact your business.

#### *Asian American Suppliers Council (AASC)*

Develop mutually beneficial business relationships in our one-stop shop with Corporate America, Federal, State and Local Government agencies, Asian American and other small and minority-owned businesses.

#### *USPAACC E-Portal®*

Connect with innovative, resourceful, and cost-effective Asian American suppliers, and market to Corporate and Government buyers through this dynamic E-Portal.

#### *Procurement Connections*

Increase your business profits through these high-level networking events held throughout the country.

***CelebrAsian!*** Participate in the largest annual national Asian American Business Opportunity Conference and the only business conference designed for the Asian American community during Asian Pacific American Heritage Month in May.

Our annual ***"Fast 50 Asian American Businesses"*** Program puts the spotlight on the outstanding achievements of Asian American-owned businesses. We recognize the continued robust growth of Asian American-owned businesses—even during tough economic times—and regard this as a testament to the enduring quality of Asian Americans who, through innovation, hard work and ingenuity, remain at the forefront as engines of growth in our national economy.

Our ***Excellence Awards*** and ***Most Influential Asian Americans*** publications present the best and brightest Asian Americans in Business, Education, Science & Technology, the Arts, Sports, Public and Community Services.

#### *Guanxi\* Supplier Opportunity Fair*

Acquire valuable contract opportunities in pre-scheduled quality "one-on-one" business matchmaking meetings with

buyers from Corporate America and the Federal, State, and Local Government, and meet Asian American and other minority suppliers. \**Guanxi is a commonly used business term meaning "connections" or "relationships"*

#### *Summit of Supply Diversity Directors/Managers and Buyers – Break Business Cultural Barriers*

We are our own culture. Supplier Diversity Directors/Managers and Buyers address cultural challenges they face in negotiating and partnering with diverse Asian American entrepreneurs. Suppliers gain better understanding of various corporate cultures and procurement processes.

#### *Woman Pioneers Summit*

Features outstanding woman pathfinders in Corporations, small business, and Government who share their personal experiences, trials, tribulations, and precious lessons learned on their journey to the top. A motivational experience—up close and personal—you will remember for a long time!

#### *Asia Trade Missions*

Since 2005, USPAACC has been leading successful Trade Missions to Asia—designed to extend friendship, establish strategic connections, strengthen existing relations, promote American products and services, explore opportunities for joint ventures, and source potential suppliers. By building and reinforcing vital business networks and facilitating the exchange of ideas among international business leaders and visionaries, USPAACC helps to provide U.S.-based, Asian American and other small businesses with new access and greater insight into the burgeoning Asian market.

#### *International CEO Forum*

CEOs of U.S. small- and medium-sized companies and from China, India and other Asia-Pacific countries discuss alliances and joint venture opportunities to take advantage of the economic growth in the region.

Reach out to Asian Americans in various professions through our ***National Directory of Asian American Business & Resource Guide***, the ***E-News***, and our newsletter, the ***East West Report***. And more!

**USPAACC**

The ultimate solution  
to the right connections



## USPAACC National President & CEO Message

*Dear Friends,*

*Our 2010 Asia Trade Mission—which brings us to Taipei, Chongqing, Shanghai and Beijing—will create yet another pivotal building block in our pursuit of expanding revenue for our delegates, while we explore new business opportunities and strategic relationships in the world’s fastest-growing marketplaces.*



*As we continue to build on the momentum created by our previous Asia Trade Missions which began five years ago, we witness the brand new avenues for business growth created through these ventures, the heightened recognition U.S.-based small- and medium-sized companies receive on the international stage—particularly in Asia. This year, we will showcase our delegates’ outstanding capabilities and incredible potential to prospective business partners in this region, which remains one of the most attractive business environments in the world today.*

*Our 2010 Asia Trade Mission’s theme, “Global Strategy for Sustainability: Conserve, Recycle and Renew,” speaks to the increasing resolve of political and business leaders to help to maintain a planet that is safe, sound and plentiful for future generations. This sense of responsibility also spawns business opportunities in resource development, clean energy technologies, and innovation in renewable products and services.*

*Sustainability has become a wide-ranging concept that touches every facet of our lives and the communities in which we live—from local to global scale. In commerce, it interfaces with the way we consume, design and create our products and services. And while we continue to reap the fruits of our hard work, we must also hold ourselves responsible for keeping in check the social and ecological consequences our work processes create.*

*I want to thank our hosts PepsiCo, Hisense, SIPA, MSL Express, Topline, ICG Commerce, AECsoft, Alibaba.com, Deputy Chief of Mission Robert Goldberg in Beijing, the U.S. Commercial Service offices in Shanghai and Chengdu, and the AIT for their support of this ATM. Your trust and confidence in USPAACC is very much appreciated.*

*Here’s wishing all our delegates and hosts in Taipei, Chongqing, Shanghai and Beijing continued success and prosperity!*

*Susan Au Allen  
National President & CEO  
US Pan Asian American Chamber of Commerce  
Education Foundation*



*Embassy of the United States of America*



August 20, 2010

To the U.S. Pan Asian American Chamber of Commerce China Trade Mission:

Welcome to Beijing.

I had the honor of welcoming the 2009 Mission to Guangzhou when I was Consul General and hosting your team at the residence. My wife Sally and I are looking forward to meeting all of you at our home here on September 21.

I remain confident about the direction of our bilateral relationship with China. Our two Presidents are committed to moving toward a positive, cooperative and comprehensive relationship. They have emphasized the importance of ensuring that the people of our two countries have opportunities to engage one another across-the-board on key economic issues relating to trade and investment, new initiatives like clean energy and environmental clean-up, and programs that promote cross-cultural understanding, with the emphasis on people-to-people exchanges and education.

We recognize that much work remains to be done to reach our goals, but I want to assure you, as I did last year, that we are dedicated to working with you to ensure equality of opportunity and a level playing field for American business, producers, workers, farmers, financial experts and others. You can count on us to help solve problems relating to market access, protect American interests, and reach out to the people of China in ways that promote American interests.

Let me wish you all the best on your trade mission.

Sincerely yours,

Robert Goldberg  
Deputy Chief of Mission  
U.S. Embassy  
Beijing, China





**CONSULATE GENERAL OF THE  
UNITED STATES OF AMERICA**

1469 Huaihai Zhong Lu  
Shanghai, P.R.C. 200031



August 16, 2010

To the Participants of the USPAACC Education Foundation China Trade Mission 2010:

On behalf of the U.S. Consulate General, I am delighted to welcome you to Shanghai.

Our Consulate district, which encompasses Shanghai, Zhejiang, Jiangsu, and Anhui, is one of the most dynamic regions in China and currently host to the largest World Expo in history. Shanghai's strategic location, solid infrastructure, skilled workforce, university and media concentration, pro-business government, and outward orientation make it a regional center, a frequent stop for official visitors, and a prime location for U.S. Government agencies.

Consulate Shanghai is one of the largest U.S. visa-issuing posts in the world, handling over a thousand non-immigrant visa applications daily. The Consulate also serves more than 27,000 American citizens in the consular district with both routine and emergency services.

Our Consulate works closely with key government officials and industry players to promote U.S. business interests. Our Foreign Commercial Service is ready to serve U.S. companies exploring business opportunities in the East China region.

During your visit, I hope you have the opportunity to visit the World Expo and the USA Pavilion. A public-private partnership, our pavilion tells the story of the American spirit of perseverance, innovation, and community-building. We are proud that it has become one of the most visited pavilions on the Expo grounds and grateful to the sponsors who made it happen. I encourage you to take time to visit and meet some of our wonderful student ambassadors who are helping to staff the pavilion.

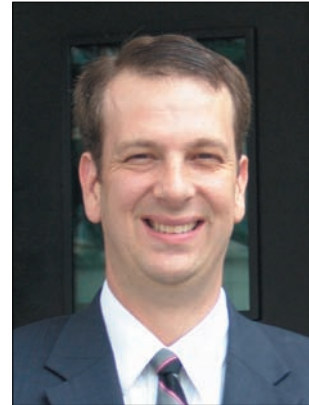
Let me wish you a productive visit to Shanghai and a prosperous and successful Year of the Tiger.

Sincerely,

Beatrice Camp  
Consul General



**CONSULATE GENERAL OF THE  
UNITED STATES OF AMERICA**



August 20<sup>th</sup>, 2010

On behalf of the American Consulate General in Chengdu, it is my great pleasure to welcome USPAACC's fifth annual Trade Mission to China. The mission provides an important commercial opportunity for the participating companies and for their prospective partners in China.

USPAACC has played an integral role in bridging the Asian business communities across the Pacific Ocean. The companies on this mission represent a diverse group in terms of size and industries, but they all understand the dramatic market opportunities in Chongqing, one of the fastest-growing local economies in China. They represent a cross-section of the best that Asian-American businesses in the United States can offer. Through stronger trade and investment ties to China, these companies can help create economic opportunity and good jobs in America. At the same time, they can also help Chongqing and other cities throughout China grow their own economies.

In March, President Obama announced his National Export Initiative – which aims to double American exports by 2015 and support the creation of two million new jobs. These are ambitious goals and U.S. companies, large and small, will play a key role in meeting them. The American Consulate in Chengdu is eager to help the mission participants and other U.S. companies expand their business in, and promote U.S. exports to, Chongqing and other markets in Southwest China.

Judging by USPAACC's past achievements in promoting U.S.-China trade, I know your visit to Chongqing will be highly successful.

Gregory C May  
Consul General (Acting)  
U.S. Consulate General, Chengdu, China



## USPAACC in Action



*From left: USPAACC West Coast Regional President Wen Chang, California Secretary of State Debra Bowen, USPAACC staff Phung Quach and National President & CEO Susan Au Allen*



*U.S. Congressman David Wu (Oregon-1st District) receives USPAACC delegates at the U.S. Capitol steps in May 2010*



*Basketball Star Yao Ming receives Special Recognition from USPAACC National President & CEO Susan Au Allen at the CelebrAsian '07 Excellence Awards Dinner*



*USPAACC delegates at the U.S. Capitol steps before meetings with United States lawmakers to discuss equal opportunities for Asian American businesses (May 2010)*



*With U.S. Homeland Security Deputy Under Secretary Elaine Duke at the CelebrAsian Business Opportunity Conference '08 in Washington, DC*



*25th Anniversary Conference participants packed the ballroom in Washington, DC in May 2010*



*USPAACC's Susan Au Allen with businessman Steve Forbes of Forbes Magazine*



*PepsiCo Chairman & CEO Indra Nooyi, then U.S. Labor Secretary Elaine Chao and USPAACC's Susan Au Allen*



*Official presentation of the USPAACC Fast 50 Asian American Businesses, with PepsiCo Chairman & CEO Indra Nooyi (who also served as Conference Chair) and USPAACC National President & CEO Susan Au Allen at the 25th Anniversary CelebrAsian Business Opportunity Conference held in Washington, DC in May 2010*



## USPAACC Asia Trade Mission 2009



*Building Bridges: At a welcome reception hosted by U.S. Consul General Beatrice Camp in Shanghai, China*



*An Awe-inspiring Wonder: Asia Trade Mission delegates at the Great Wall of China*



*Asia Trade Mission delegates in Guangzhou, China*



*At a welcome reception hosted by U.S. Consul General Robert Goldberg at his residence in Guangzhou, China*



*The 2009 Asia Trade Mission delegates in Nanjing, China*



# Asia Trade Mission 2010

## Our Mission

The US Pan Asian American Chamber of Commerce Education Foundation (USPAACC) is steadfastly committed to effecting robust international business growth for our delegates through our annual Asia Trade Missions. Since 2005, USPAACC has been creating the right platform for economic growth and access to business opportunities for our delegates, by showcasing U.S.-based products and services to the international community, particularly in the dynamic and burgeoning markets in Asia.

To ensure the success of every Trade Mission, we provide our delegates with substantive knowledge and strategies for exploring, entering and expanding their business in the region. Our delegates form strategic partnerships—a crucial component in this part of the world—to make inroads into a new level of business relationship. Our delegates are also provided with market briefings and have exclusive meetings with high government officials, key decision-makers, and prospective sector partners during pre-scheduled and tailored one-on-one business matchmaking events.

USPAACC's Asia Trade Missions in the last five years have concentrated on the fast-growing markets in China (Beijing, Shanghai, Dalian, Guangzhou, Nanjing, etc.) This year, our Trade Mission will visit Taipei in Taiwan, Shanghai, Chongqing, and Beijing in China, guided with the theme "Global Strategy for Sustainability: Conserve, Recycle and Renew," which addresses the vast business opportunities available in the growing global shift toward Eco-friendly products, services and processes.

## Our Destinations

### *Taipei, Taiwan*

The market-friendly innovation policies promulgated by the government of Taiwan over the past two decades have had significant impact on the country's stature as a significant global player in the information technology (IT) and consumer electronics industries. Over the years, the government has provided generous investment incentives and assistance, including seed funds to establish nearly 100 business incubator centers, mostly run by universities. Small and medium-sized enterprises, accounting for nearly 98 percent of all enterprises in Taiwan, have also played a critical role in the nation's robust economic growth.

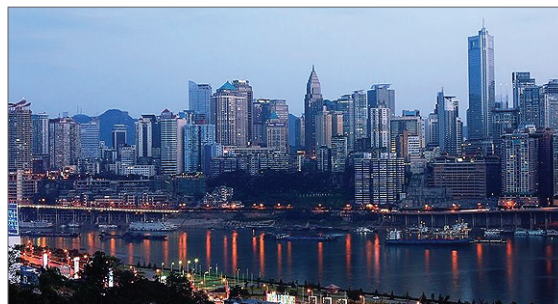
Taiwan's exports, led by electronics and machinery, generate about 70% of the country's GDP growth, and have provided the primary impetus for economic development. In 2009, Taiwan's GDP was estimated at US\$717.7 billion (ppp) with a per capita of US\$29,800. Taiwan's economy grew at an annualized rate of 18% in the last three months of 2009, driven by demand for hi-tech products from mainland China. To continue this strong economic growth, an economic stimulus package, which incorporates part of the "i-Taiwan 12 Projects," covering transportation, industry and environmental conservation (including green energy development), has been launched and is expected to attract NT\$1.8 trillion (US\$55.92 billion) in investments over the next six years.



## *Chongqing, China*

Chongqing is a major city in southwestern China. It is the third largest center for motor vehicle production and the country's largest for motorcycles. In recent years, there has been a drive to move up the value chain by shifting the city's focus toward hi-tech and knowledge-intensive industries. This initiative has resulted in the establishment of new development zones, such as the Chongqing Economic & Technological Development Zone; Chongqing Hi-Tech Industry Development Zone; Chongqing New North Zone; and the Chongqing Export Processing Zone.

Chongqing, with its nominal GDP in 2009 reaching US\$95.5 billion with an annual growth of 14.3% (its per capita GDP of US\$3,301 is still below national average), has also invested heavily in infrastructure to attract more investment and to transform Chongqing into the region's economic, trade, and financial centre. Today, the network of roads and railways connecting Chongqing to the rest of China have been expanded and upgraded—resulting in the reduction of logistical costs. These infrastructure improvements have led to the arrival of several foreign investors in industries ranging from auto to finance and retailing such as Ford, Mazda, HSBC, Wal-Mart, among other major companies.



## *Shanghai, China*

Shanghai is widely regarded as the center of finance, trade and communications in mainland China. With a population of approximately 19 million, Shanghai's GDP was US\$218 billion in 2009, a per capita of US\$11,361 and an economic growth rate of 8.2%. This year, Shanghai is hosting the World Expo and billions of dollars in new urban infrastructure were built for this momentous event. The municipal government is also working towards building Shanghai into a modern metropolis and into a world economic, financial, trading and shipping center by 2020.



As one of the world's busiest ports, Shanghai is a major destination for foreign corporate headquarters, fuelling demand for a highly educated and modernized workforce. Shanghai has stronger links to both the Chinese interior and the central government, and a stronger base in manufacturing and technology. Industrial zones in Shanghai include

Shanghai Hongqiao Economic and Technological Development Zone, Jinqiao Export Economic Processing Zone, etc. Corporations include Dell, IBM, Rockwell Automation, Sidel, and Wal-Mart, among others.

## *Beijing, China*

As the Capital City of the People's Republic of China, Beijing is the country's center of politics, culture, education and diplomacy. With a population of over 22 million (2010 estimates), Beijing is also a major transportation hub, with dozens of railways and highways passing through the city, and the focal point of many international flights. Beijing is divided into 16 urban and suburban districts and two rural counties.

In 2009, Beijing's nominal GDP was 1.19 trillion RMB (US\$174 billion), a year-on-year growth of 10.1% from the previous year. Its GDP per capita was US\$10,070, an increase of 6.2% from the previous year. Known for its innovative entrepreneurs and high-growth start-ups—backed by a large community of both Chinese and foreign venture capital firms—Beijing was on the center of the international sports world when it hosted the 2008 Summer Olympics and the 2008 Summer Paralympics. 



SOURCES: 2009 Government Information Office; International Monetary Fund – 2009/2010 World Economic Outlook; and The World Fact Book.



## The Need for a Global Strategy for Sustainability

Did you know that the modest and ubiquitous water bottle is one-quarter oil? And that it takes extensive amounts of energy to process the water, fill the bottles, label them, seal them, transport them, and cool them prior to sale?

Researchers at the Pacific Institute in Oakland, California ran the figures and found that bottle production alone consumes at least 50 million barrels of oil a year. What is more alarming is that for every six water bottles we use, only one makes it to the recycling bin. The rest are sent to landfills. They end up as trash on land, in rivers, lakes, and the ocean—and it would take hundreds of years for plastic bottles to disintegrate (glass takes up to 4,000 years to decompose).

Experts see an important link between economic growth and environmental decay: as communities continue to grow, the decline of the environment and depletion of resources increase. As the world population increases, global economic activities rise, and food production and energy consumption progressively intensify. And without a sustainable strategy in place, the finite resources will inevitably diminish or disappear, pollutants will remain, and much of our environment could be affected beyond repair.

According to the World Business Council for Sustainable Development, “business cannot succeed in societies that fail.” From a business perspective, the goal of sustainability is to increase the long-term shareholder and socio-economic values of the community, and at the same time decrease the industry’s use of materials that are harmful to our environment.



Recyclability has become the operative word for some businesses. It not only saves money, and is also good for the environment. The United States Environmental Protection Agency (EPA) has found that using recycled materials in paper production, for example, causes 35 percent less water pollution and 74 percent less air pollution.




**It would take  
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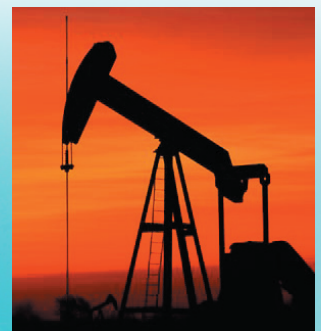
The stark figures and adverse consequences have led more individuals and businesses to find ways to become more environmentally friendly. The buzzword on being proactive is to be “Eco-friendly.” For an increasing number of companies, this is a giant step forward—with local to global scale implications.

Now more than ever, businesses are installing recycling bins in their workplaces to recycle paper, paper cups, plastic, metal and cardboard. More companies are now investing in energy-efficient light bulbs. Water usage has been reduced. Use of biodegradable or recyclable packaging for consumer products is on the rise. And while American businesses still generate enough paper to circle the globe 40 times every day, there is now some conscious effort to print fewer paper documents.

While just about every company today is re-positioning their efforts to become more “green,” industries around the globe must also possess the vision and resolve to ensure that continuous progress is made in reducing their environmental impact. More companies—big and small—should commit to adopting environmentally safe and healthy manufacturing processes, implementing new and eco-friendly improvements, while keeping the bottom line in check.

The good news is that, by most indicators, this increasing global trend to preserve, recycle and renew will continue to gain momentum and spawn new industries. And our delegates, who are ready and at the frontlines of this emerging arena, will be well-positioned to access the myriad business opportunities to come. 

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# Chinese and Taiwanese Business Etiquette

## *Customary Greetings*

In the Chinese business environment, it is customary to address a person using his or her family name only, such as “Mr. Chen” or “Ms. Hsu.”

For business purposes, it is traditionally acceptable to call a Chinese person by their surname, together with a title, such as “Director Wang” or “Chairman Li.” Avoid using someone’s given name unless you have known him or her for a long period of time.

The Chinese way of greeting is a nod or slight bow. Handshakes are also acceptable and popular. However, a soft handshake and a lack of eye contact do not necessarily indicate timidity; it only implies that the person is not accustomed to the firm handshakes commonly used in the West.

## *Business Meetings*

Acknowledge the most senior person in a group first. For the Chinese, it is assumed that the first person who enters the room is the head of the group.

Important guests are usually escorted to their seats. If the meeting room has a large central table, the principal guest is likely to be seated directly opposite the principal host.

Business cards should always be exchanged individually (one-on-one). Hold out your card using both hands, with the writing facing the recipient. Never toss or “deal” your business card across the table, as this is considered extremely rude. Receive a business card with both hands and scan it immediately for vital information. Then lay the card in front of you on the table. It is demeaning to put someone’s card directly into your pocket without looking at it first. It is also recommended that you put the card in the breast pocket (close to the heart) and not on your trouser’s back pocket.

Meetings begin with small talk. Resist the temptation to get down to business right away. Also, avoid telling jokes as these sometimes do not translate across



cultures and could lead to confusion. A business conversation can simply end by saying “Thank you, I appreciate everything and I look forward to our further cooperation...”

## *Social Events*

At a formal banquet, be prepared to give a brief and friendly speech in response to the host’s speech. When invited to dinner, it is considered to be proper etiquette to sample every dish served. Always leave something on your plate at the end of the meal, or your host might think that you are still hungry.


In conversations, avoid talking politics or religion. Good topics: Chinese food, sports or places one should visit.

## *Other Useful Tips*

As a health precaution, it is advisable for international visitors to drink bottled water, even in hotels and restaurants.

Bring basic medications and your own prescription medicine.

Use the local currency; not all businesses take credit cards.

Tipping is quickly gaining acceptance in the region, although it is not widely encouraged. It is suggested at \$5 per person, per day, as tips for all the tour leaders, national and local guides; \$1 for the hotel bellhop; and 5-10% of the fare for taxi drivers. 


## The Power of *Guanxi*

*Guanxi* (*guan-shee*) is perhaps the single most important concept to understand as you prepare to do business in most parts of Asia and with Chinese companies. This simple word means “connection” or “relationship” and sometimes as “network” or “sphere of influence,” capturing the idea of reciprocity and mutual obligation.

*Guanxi* is also generally accepted as part of doing business in Asia. It has Western parallels in both personal behavior and in collaborative and networking efforts. Yet its true strength lies in achieving the fundamental objective of becoming a preferred partner in the years ahead.



In today's Chinese business world, *guanxi* is recognized as essential to doing business and to getting along harmoniously. For example, the Chinese prefer to deal with people they know and trust. On the surface, this may not seem to be much different from doing business elsewhere. But this implies that companies have to make themselves known to the Chinese before any business can take place. *Guanxi* ensures that a business will be successful, and that the inevitable risks and barriers encountered along the way will be minimized with the right *guanxi* network in place.

Trustworthiness of both the company and individual is an important component in the practice of *guanxi*. Following through on promises is a good indication of this practice. Treating others with courtesy, frequent contact, being dependable and reliable will also foster better relations. Just like being old friends, you can count on each other—in good and challenging times. 

## Useful Chinese Phrases

Learning a few words and phrases in Chinese is a good icebreaker and shows an interest in your host's language and culture.

Hello	<i>nee hao (nee how)</i>
How are you?	<i>nee hao ma? (nee how mah?)</i>
Thank you	<i>xie xie (shay shay)</i>
You're welcome	<i>bie ke qi (byeh kuh sheh)</i>
Cheers! (toast)	<i>gan pei (kam pai)</i>
Goodbye	<i>zai jian (zah-ee jee-eh)</i>

The following phrases are often used during the Chinese New Year season and for giving a little toast over dinner:

Happy (Chinese) New Year
<i>Guo nian hao (gwo nee-yan how)</i>
Wishing you good health
<i>Shen ti jian kan (shen tee jee-yan can)</i>
Wishing you good fortune
<i>Gong xi fa cai (gong shi far tsee)</i>

# Itinerary for Asia Trade Mission 2010

September 10, Friday Depart U.S. for Taipei, Taiwan

## TAIPEI, TAIWAN

September 12, Sunday Arrive in Taipei; Stay at The Grand Hotel  
Welcome Reception hosted by Trade Union International/Topline

September 13, Monday Visit the Ministry of Economic Affairs and Congress (Legislative Yuan)  
Visit Economic & Industrial Zone: Hsin Chu Science Park (3 companies: Hi-tech computer chip factory, Bio-Medical Science factory, LED/Green technology factory)  
Shopping & Sightseeing (time permitting)  
Dinner hosted by Trade Union International/Topline

September 14, Tuesday International CEO Forum; Business Leadership Luncheon  
One-on-One Business Matchmaking Meetings  
Reception/Dinner with Taiwanese and U.S. companies and government officials at The Grand Hotel

September 15, Wednesday Meeting with Taiwan Vice President Vincent Siew

## CHONGQING, CHINA

September 15, Wednesday Leave for Chongqing by 12:00 PM  
Arrive in Chongqing in the evening; Stay at JW Marriott  
Dinner at JW Marriott or in a nearby restaurant

September 16, Thursday Visit Hewlett Packard & IBM Research & Development Plants  
Lunch at JW Marriott  
Dinner Cruise on the "Long Voyage" on the Yangtze River

September 17, Friday At JW Marriott: International CEO Forum; Business Leadership Luncheon  
One-on-One Business Meetings with Chinese & U.S. companies  
Dinner with Chinese, U.S. companies & government officials at Wanhao Chinese Restaurant

## SHANGHAI, CHINA

September 18, Saturday Depart Chongqing and Arrive in Shanghai  
Stay at JW Marriott Shanghai; Sightseeing and/or Shopping

September 19, Sunday "On your own day"  
Shanghai Expo Tour: China, U.S. and Australia Pavilions are recommended  
Sightseeing/Shopping; Dinner on your own

September 20, Monday At JW Marriott: International CEO Forum; Business Leadership Luncheon  
One-on-One Business Matchmaking Meetings  
Dinner with U.S. and Chinese companies & government officials at the Tan Wai Lou Chinese Restaurant on the Bund; Drinks at Shanghai waterfront

## BEIJING, CHINA

September 21, Tuesday Two Options:  
1) Depart for Beijing; On your own during the day  
6:30 – 8:30 pm Attend reception dinner hosted by American Embassy Deputy Chief of Mission, The Honorable Robert Goldberg and wife, at their home in Beijing  
2) Departure for other cities, or U.S. or other countries or extend stay in Shanghai

September 22, Wednesday Departure for other cities, or U.S. or other countries or extend stay in Beijing



## USPAACC Asia Trade Mission Delegates



SUSAN AU ALLEN

National President & CEO  
US Pan Asian American Chamber of Commerce  
Education Foundation  
Washington, DC



SUSAN AU ALLEN founded the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC) with a group of civic and business leaders in Washington, DC in 1984. She became its National President and CEO in 2001, after a 17-year career in law. A longtime and effective advocate for Asian American issues on Capitol Hill, in the White House, and the media, Susan achieved a new level of influence when President George H.W. Bush appointed her to the Council of the Administrative Conference of the United States from 1991 to 1996. She is the recipient of numerous awards and distinctions for her efforts on issues such as ethnic and minority inclusion, supplier diversity, international trade, and business growth of Asian Americans in the mainstream.

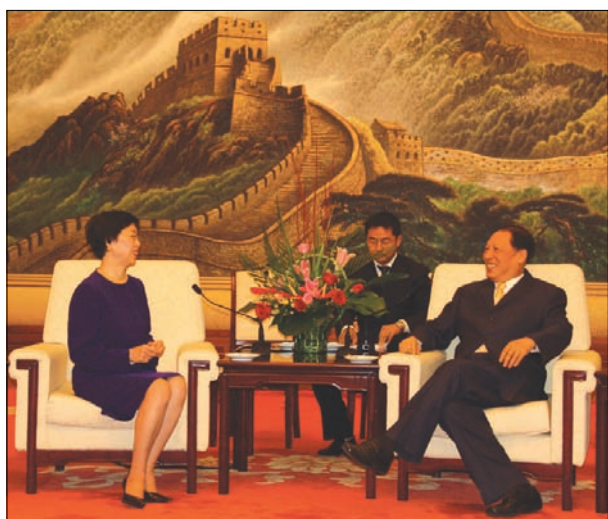
She came to the United States from Hong Kong on an invitation from the White House in recognition of her work on behalf of people with disabilities. She earned a Juris Doctor from the Antioch School of Law and an LL.M. in International Law from Georgetown University Law Center. During her 17 years with Paul Shearman Allen & Associates of Washington, DC and Hong Kong, she became nationally recognized for her work on immigration, international trade and investment law.

In January 2010, Susan received the *Urban Wheels Lifetime Achievement Award* in Detroit. In 2007, *DiversityBusiness.com* named her to its roster of *50 Top Diversity Advocates*, along with former President Bill Clinton, former President Jimmy Carter and media mogul Oprah Winfrey. In 2003, in ceremonies at the Harvard Club in New York, Susan was installed into the *Minority Business Hall of Fame* by *Minority Business News USA*. In 1999, *A-Magazine* named her one of *25 Most Influential Asians in America*.

Susan is a frequent guest at White House and congressional events focusing on America's small, minority and women business communities. Through her participation in these forums, she plays an important role in shaping the national agenda on the economy.

Susan draws an analogy between USPAACC and the acorn that has grown into an Oak tree; the strong roots and wide branches of USPAACC now extend to thousands of Asian American entrepreneurs and professionals across the country. She is most proud of USPAACC's ability to open doors to contract, educational and professional opportunities for Asian Americans, the fastest-growing group with the highest business growth in the United States. Once an immigrant herself, she knows the obstacles that must be overcome to achieve the American Dream.

Susan is a member of the Small Business Advisory Committee of the U.S. Department of Energy, the Small Business Advisory Council of Pfizer, the Diversity Council of the American Hotel & Lodging Association, International Franchise Association and American Red Cross, the National Advisory Council of the National Association of Women Business Owners, and the Kennedy Center Community Board.



*Cheng Siwei, Vice Chairman of the Standing Committee of the National People's Congress of the People's Republic of China with Susan Au Allen, who led the USPAACC Education Foundation trade delegation in Beijing in November 2005*

She has served on the U.S. Small Business Administration National Women's Business Council, the Small Business Advisory Committee of the U.S. General Services Administration, the U.S. Marine Transportation System National Advisory Council, NASA's Minority Business Advisory Committee, the National Advisory Board of the Women's Small Business Summits, the Board of Trustees of The Washington Initiative, the Washington Board of Trade, the Diversity Council of TimeWarner, Wyndham International and the Premier Automotive Group (Aston Martin, Jaguar, Volvo and Landrover), the board of directors of the Virginia Small Business Finance Authority, and the diversity boards of AMTRAK and the U.S. Marine Corps. She was a member of the Secretary of Labor's Committee on the Future of the Workplace of the President's Council on the 21st Century Workforce, and the Board of Trustees of Excelsior College in New York.

As national president and one of the founders of this 25-year old organization, Susan is frequently approached by the media to speak on Asian American businesses, U.S.-Asia business and trade, and the status of Asian American executives, entrepreneurs, and professionals. She has contributed op-ed articles to *USA Today*, *The Washington Times*, *The Baltimore Sun*, *Asian Week*, and *Asian Fortune*. She has also appeared as a commentator on *C-Span*, *CNN*, *CNBC*, *ABC*, *Fox News*, *The News Hour*, *To the Contrary*, *This is America*, and *The Editor*.

Among Susan's other awards are the *National Association of Minority Automobile Dealers' Diversity Advocacy Award* (2003), *NASA Special Recognition Award for Extraordinary Efforts in Promoting Small Business Programs Nationally and Internationally* (2002), *Business Person of the Year Award* from the League of Korean Americans-USA (2002), *AT&T Spectrum Award for Advocacy for Minority Business Opportunity* (2001), and the *Skirt in Power Award* from the District of Columbia Chamber of Commerce (1992).

Susan speaks and writes Chinese fluently. Married with two sons, she lives in McLean, Virginia. 



## Asia Trade Mission 2010 Co-Chairs



**WEN CHANG** is the President of USPAACC West Coast Chapter and Founder, Chairman and CEO of Trade Union International, Inc. Wen is also a former Mayor and Council Member of the City of Diamond Bar, California 1997-2009. A successful entrepreneur first and foremost, Wen has been the recipient of numerous distinctions in the field of business.

Trade Union International, Inc. is a Top of the Line Wheel Manufacturer and Distributor of: Verde Custom Wheels, Black Ice Alloys, Wheel Replicas, V-Rock Off Road and V.360 Multi Piece Alloys. Established in 1981, an ISO / TS16949 certified Factory, with R&D, Tooling Plant, Casting Plant, CNC Plant, Polish Plant, Paint Plant, Chrome Plant and Logistic Warehouse.



**CHESTER TONG** is the Founder, President and Chief Executive Officer of MSL Express, a leading full-service, multimodal logistics provider and global freight forwarding company that offers a wide range of capabilities in innovative and customized supply chain solutions for multiple industries worldwide.

Founded in 1988, MSL Express continues to expand and strengthen its international presence in over 50 countries to provide clients with state-of-the-art processes and technologies, faster access to its global network, comprehensive services, and advanced tracking systems to effectively manage every freight shipment via air, land, or sea.

## U.S. Delegates on Asia Trade Mission



**TOM REN**  
Co-Founder, Chairman and Chief Technology Officer  
AECsoft USA, Inc. and AEC Global

Houston, Texas



AECsoft has developed the next-generation Supplier Management solution including software, database and services for Supplier Management, Supplier Diversity, eSourcing, Contract Management, Online Order, Global Sourcing and Compliance, especially China Sourcing (AEC Global). AECsoft has been in business since 1997, with over 200 corporate and government customers.



**TONY WU**  
President and Chief Executive Officer  
Aster Engineering, Inc.

Silver Spring, Maryland



Aster Engineering, Inc. (Aster) has been in business since 2003 with over 100 employees. Aster is an information technology consulting company focused on Software Development and Network Engineering services. Aster also provides comprehensive solutions including desktop management, call center, and single point of contact for all IT infrastructure support services.



**CLYDE WONG**  
President and Chief Executive Officer  
CE2 Corporation

San Francisco, California



CE2 Corporation specializes in providing mission support services for government agencies and commercial industries. CE2 delivers innovative and cost-effective solutions to help our clients meet their mission-critical need in the areas of Environmental Management, Project Management, Program Management, Sustainability, Logistics, Administrative support, and Integration Business Solutions.



**PRINCE NIYYAR**  
President  
CommDEX Inc.

Atlanta, Georgia



CommDEX is a leading wireless systems integrator delivering comprehensive solutions to its customers with critical communications needs. We help our customers plan, design, and implement a reliable, future-proof network for voice, video and data communications. Our solutions allow greater efficiency and improved operations, as well as effective response to emergencies, disasters and other critical situations.



**DR. KAREN ENG**  
President  
CSMI

Schaumburg, Illinois



CSMI provides project management, field and construction support, electrical, mechanical, controls and packaging engineering services. Upon becoming President in 2000, CSMI has grown exponentially in both revenues and staff, and prides itself on having a nearly non-existent employee turnover.

## U.S. Delegates on Asia Trade Mission



RAVI PULI  
President  
International Solutions Group  
Herndon, Virginia



ISG provides world-class IT solutions and services in the areas of staff augmentation, custom software solutions, remote database and application management and Global Knowledge outsourcing of market research, business analytics and business intelligence product development.



DAVE BADHWA  
President  
JAB Companies  
Minneapolis, Minnesota



JAB is a technology and consulting company in the following industries: beverage, identity and banking. With strategic partners and offices in the Caribbean, Asia, Africa and South America, we have developed closures, formulated energy drinks, BIO-ID and identification cards, and developed platform for the banking sector on Alerts and Toggle ON/OFF. Our expertise in the emerging markets of the world combines science and strategic thinking. We have created solutions where ideas and technology exist in unison.



RAVI MANIKTALA  
President  
M.E. GROUP, Inc.  
Omaha, Nebraska



M.E. GROUP is a nationally recognized leader in the development of sustainable, high performance buildings. The firm's progressive team of engineers, energy analysts, building technicians, anthropologists, and business consultants has helped create some of the nation's most efficient buildings. The firm specializes in mechanical and electrical design, energy consulting, new and existing building commissioning, green building and LEED consulting. M.E. GROUP has offices in Colorado, Illinois, Missouri and Nebraska, and has been serving clients throughout the U.S. for nearly 30 years.



CHESTER TONG  
President and Chief Executive Officer  
MSL Express, Inc.  
Jamaica, New York



Founded in 1988, MSL Express continues to expand and strengthen its international presence in over 50 countries to provide clients with state-of-the-art processes and technologies, faster access to its global network, comprehensive services, and advanced tracking systems to effectively manage every freight shipment via air, land, or sea.

## U.S. Delegates on Asia Trade Mission

LIAN CHEN

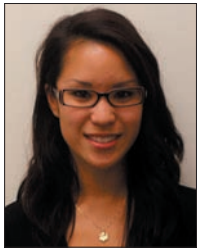
Senior Vice President

N2N Solutions

Rockville, Maryland



N2N Solution is a unique MBE Company that provides design-and-build information technology solutions, enabling clients and partners to gain competitive advantage in their markets using the internet through N-tier Architecture. We offer leading edge project management and engineering expertise in Database Management, systems and networks infrastructure, and enterprise applications.



VICTORIA LIN

Business Development Specialist

Planned Systems International, Inc.

Falls Church, Virginia



For over 20 years, Planned Systems International, Inc. (PSI) has provided value-added management consulting and information technology services that consistently deliver success for our clients. PSI's core competencies include Healthcare IT Solutions, Distance Learning, e-Business, Enterprise-wide Security Solutions, Information Assurance (IA) and Single Sign-on (SSO), Full Systems Lifecycle Support, Management Consulting Services, Enterprise Infrastructure Support, and Green Enterprise Solutions. Our principal office is located in Falls Church VA and we maintain facilities in Columbia MD, Warrenton VA, and San Antonio TX along with project locations nationwide.



JESSICA LIN

Market Research Analyst

Planned Systems International, Inc.



ELIZABETH TRAN

President

Technisource Packaging Group, Inc.

Brookfield, Wisconsin



TechniSource Packaging Group is a world-class industrial packaging distributor that provides manufacturers and retailers unique and innovative packaging solutions that are necessary to bring new products to market that would attract the discriminating consumer.



MAYLING LIANG

President

The Norland Group, Inc.

Director, USPAACC West Coast Chapter

Sunnyvale, California



The Norland Group is a California-based company that has been providing labor contracts, IT consulting services, and workforce solutions to commercial clients and government contractors since 1996. The Norland Group is a woman/minority business enterprise (WMBE), with a branch office at 9245 Santa Fe Springs Road, Santa Fe Springs, CA 90670.



## U.S. Delegates on Asia Trade Mission



WEN CHANG  
President and Chief Executive Officer  
Trade Union International, Inc./Topline

President, USPAACC West Coast Chapter  
Los Angeles, California



Trade Union International, Inc. is a Top of the Line Wheel Manufacturer and Distributor of: Verde Custom Wheels, Black Ice Alloys, Wheel Replicas, V-Rock Off Road and V.360 Multi Piece Alloys. Established in 1981, an ISO / TS16949 certified Factory, with R & D, Tooling Plant, Casting Plant, CNC Plant, Polish Plant, Paint Plant, Chrome Plant and Logistic Warehouse.

## Asia Participants



DANIEL HUA  
General Manager, China  
MSL Express, Inc.



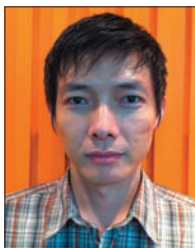
Daniel Hua is the General Manager of MSL Express, Inc. in China and is a 12-year veteran of MSL Express, Inc.



RAY TONG  
Managing Director  
MSL Express, Inc.



Ray Tong started with MSL Express, Inc. in New York in 1995, then transferred to China in 2002 as an expatriate. He has great experience in global logistics, be it air, ocean, imports and exports.



MORRIS WONG  
IT Manager  
MSL Express, Inc.



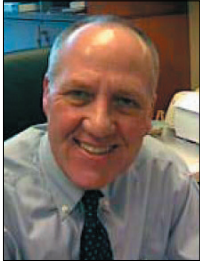
Morris Wong is an 11-year veteran of MSL Express, Inc. and his current position is IT Global Manager for MSL supporting PCs to Data Center and Custom building Web Application for MSL's customers.



ALICE CHUNG  
Manager, Financial Department  
Trade Union International, Inc.



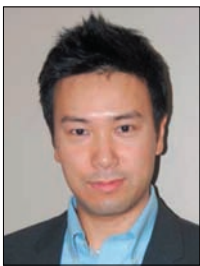
## U.S. Delegates on Asia Trade Mission — Corporations



**JIM COSTA**  
Vice President Capital, MRO, ME, IPO  
PepsiCo Strategic Supply Management

Jim is a 28-year veteran of PepsiCo and has worked in Domestic and Int'l Operations, where he has served as Director of Operations Pepsi International Central Europe, Vice President of Supply Chain PepsiAmericas, Vice President of Operations Russia Pepsi Beverages International, Vice President of Operations Central States and Caribbean PepsiAmericas, and various other corporate, field related roles. Jim has a B.S. degree in Accounting from Bentley College, an MBA in Finance from Pepperdine University, and a Certificate in Logistics, Supply Chain from Michigan State University.

Currently, Jim oversees the Global Capital, Maintenance, Repair and Operations, Marketing Equipment, and International Procurement for PepsiCo worldwide.



**ROCKY CHI**  
Senior Manager, International Capital, MRO  
PepsiCo

Rocky Chi has worked in PepsiCo Domestic and Int'l business for over 7 years. Over the past 7 years, Rocky has led several initiatives including Quality, Product Development, Commercialization, and Capital Procurement.

Currently, Rocky manages the Capital and MRO purchase for both beverage and snack business for PepsiCo International's operations in the India, MEA, Africa, Europe regions.



## USPAACC Asia Trade Mission Sponsors & Host Companies



PEPSICO offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generates more than \$1 billion in annual retail sales. Our main businesses—Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade—also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in more than 200 countries. With annualized revenues of nearly \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth, called "Performance with Purpose." By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide.



HISENSE, founded in 1969, has now developed into a multibillion dollar global conglomerate, which has two listed companies (Hisense Electric Co., Ltd. and Hisense Kelon Electrical Holdings Company Ltd); owns three famous trademarks (Hisense, Kelon and Ronshen); and provides a wide range of products and services including "multimedia", "home appliances", "telecommunications" and "information technology". Adhering to its development strategies stressing sound technological foundation and robust operation, Hisense expands its business into high-end industries and also into the top tiers of those industries through continuous technological research and development. It is making unrelenting efforts and developing successive innovations together with its 60,000 employees around the world for the same dream---developing Hisense into an enduring enterprise and global brand.

## USPAACC Asia Trade Mission Sponsors & Host Companies



SIPA is a leading global manufacturer of solutions for complete bottling lines. SIPA has developed a diversified and competitive range of packaging line platforms: linear and rotary blowmolders, injection machines, integrated machines, complete filling lines, tooling for non-SIPA platforms. With such a wide range of technical solutions produced in 5 manufacturing centers SIPA combines a unique consultative sales expertise with its global network of science and innovation.



ICG COMMERCE, the procurement outsourcing specialist, is driving a fundamental change in the way today's businesses achieve financial agility and fund growth. ICG Commerce is the only procurement outsourcing specialist with superior market intelligence integrated into an operational approach, resulting in hundreds of millions of dollars in realized savings. ICG Commerce is a privately held company and member of Internet Capital Group's (Nasdaq: ICGE) network of partner companies.



ALIBABA.COM (HKSE: 1688) (1688.HK) is the global leader in e-commerce for small businesses and the flagship company of Alibaba Group. Founded in 1999 in Hangzhou, China, Alibaba.com makes it easy for millions of buyers and suppliers around the world to do business online through three marketplaces. Together, these marketplaces form a community of more than 53 million registered users in more than 240 countries and regions. Alibaba.com has offices in more than 60 cities across Greater China, Japan, Korea, Europe and the United States.



MSL EXPRESS, founded in 1988, continues to expand and strengthen its international presence in over 50 countries to provide clients with state-of-the-art processes and technologies, faster access to its global network, comprehensive services, and advanced tracking systems to effectively manage every freight shipment via air, land, or sea.



TRADE UNION INTERNATIONAL, INC. is a Top of the Line Wheel Manufacturer and Distributor of: Verde Custom Wheels, Black Ice Alloys, Wheel Replicas, V-Rock Off Road and V.360 Multi Piece Alloys. Established in 1981, an ISO / TS16949 certified Factory, with R & D, Tooling Plant, Casting Plant, CNC Plant, Polish Plant, Paint Plant, Chrome Plant and Logistic Warehouse.



AECsoft has developed the next-generation Supplier Management solution including software, database and services for Supplier Management, Supplier Diversity, eSourcing, Contract Management, Online Order, Global Sourcing and Compliance, especially China Sourcing (AEC Global). AECsoft has been in business since 1997, with over 200 corporate and government customers.

## Asia Participants — Corporations



VINCENT WONG

Senior Director, Buyer Service and Development  
Alibaba.com Limited

Vincent Wong joined Alibaba.com in 2007 with solid experience in traditional sourcing and trading. He currently leads the Buyer Service and Development team, which matches big corporations with quality suppliers on Alibaba.com through online and offline supplier matching, sourcing training as well as online promotions. Since 2007, the team has served more than 150 international buyers including Wal-Mart, Home Depot, Carrefour, P&G and Woolworths Australia.

Prior to joining Alibaba.com, Vincent was vice president of the LF1 stream at Li & Fung Limited, responsible for sourcing a wide range of products for clients in the U.S. and Europe. In his 10 years with Li & Fung, he worked with a number of global brands including Disney, Jelly Belly and Walgreens. He has also developed key insights into marketing, exporting and cross-border trade through his cooperation with numerous SME suppliers.

Vincent holds an MBA degree from The Chinese University of Hong Kong.



ROBERT ZENG

Key Account Manager, Buyer Service and Development  
Alibaba.com Limited

Robert Zeng joined Alibaba.com in 2007, responsible for buyer online & offline sourcing programs. Prior to joining Alibaba.com, Robert was KAM of Soft Line of SGS, responsible for US & Europe clients Testing & Inspection, such as VF, Kastadt Quelle, Tommy Hilfiger, etc.

Robert holds a Master degree from Bordeaux Business School of France.



CONAGRA FOODS is a leading branded food company and is the trusted name behind many leading brands, including: Healthy Choice, Slim Jim, Egg Beaters, Peter Pan, Hunt's, Orville Redenbacher's, PAM, and Banquet, among others. ConAgra's consumer brands are found in 97% of U.S. households and 24 are ranked first or second in their category.



FANG LEI

Procurement Manager, Global Sourcing Group  
ConAgra Foods

Fang Lei is the Procurement Manager, Global Sourcing Group of ConAgra Foods. In this capacity, he oversees compliance to ConAgra Foods' global sourcing strategy and closely monitors the Chinese market and trends that relate to ConAgra Foods (e.g. packaging, food chemicals and ingredients, agriculture commodities, etc.), among other responsibilities.



## Asia Participants — Corporations



DASE-SING GROUP, the leading and only supplier in Taiwan who specializes in the manufacture of auto shrink sleeve labeling machine and related shrink sleeve materials, has continuously innovated the design of sleever machines ranging from 100 to 800 bpm. With over 20 years of experience and strong R&D support, our products are well recognized and adopted by domestic and foreign renowned companies such as Pepsi Cola and Coca-Cola. As one stop supplier for your shrink sleeve requirements, Dase-sing is your right partner for your critical production needs.



LEO HUANG  
Managing Director  
Dase-sing Packaging Technology Co., Ltd.

Mr. Huang is the owner of Dase-sing Group of Companies.



JOVY CHEN  
Sales Manager  
Dase-sing Packaging Technology Co., Ltd.

Jovy works as a Sales Manager and is responsible for export sales.

## Asia Participants — Corporations



GE INTELLIGENT PLATFORMS is an experienced high-performance technology company and a global provider of software, hardware, services, and expertise in automation and embedded computing. We offer a unique foundation of agile and reliable technology providing customers a sustainable advantage in the industries they serve, including energy, water, consumer packaged goods, government & defense, and telecommunications. GE Intelligent Platforms is headquartered in Charlottesville, VA and is part of GE Enterprise Solutions.

HANS CHIA  
GE Energy China Marketing Director



DIAO MING (BERNIE)  
GE Intelligent Platforms China Regional Sales Manager

Bernie Diao (Diao Ming) is Area Leader of GE IP China, based in Chengdu. Bernie joined the GE Fanuc in May 2002. He is responsible for driving GE IP business growth in the Sichuan, Chongqing, Guizhou and Yunnan provinces. Bernie obtained his Bachelor's degree in Industrial Automation from Tongji University in Shanghai. Before joining GE Fanuc, Bernie worked in Siemens Ltd., China-Chengdu branch as a Sales Engineer in A&D Department.

JOHN LIU  
GE China Corporate Chongqing Representative



HP announced on Aug.26, 2008 that it has completed its acquisition of Electronic Data Systems Corporation (EDS), creating a leading force in technology services. With this acquisition, HP has one of the technology industry's broadest portfolios of products, services and end-to-end solutions. EDS (NYSE: EDS) is a leading global technology services company delivering business solutions to its clients. EDS founded the information technology outsourcing industry more than 45 years ago. As a business group, EDS, an HP company, will be one of the market's leading outsourcing services providers - with the ability to provide complete lifecycle capabilities in health care, government, manufacturing, financial services, energy, transportation, consumer & retail, communications, and media & entertainment.

HP officially entered the Chinese market in 1985, by establishing the first US-China high-tech joint venture: HP China. Over the past 22 years, HP China has maintained a status as one of HP's fastest growing subsidiaries. Presently, HP China has more than 10,000 employees, encompasses 9 regional offices, 37 service support centers, over 200 Golden Service centers, 2 manufacturing centers, the Global Software Delivery Center, the IT Development Center, the Global Delivery Operation Center, HP Business School, HP IT School, HP Software Engineering School and HP Labs China. In keeping with the HP Way, HP China is committed to growing with the Chinese market through delivering affordable, advanced technologies and services, and the best customer experiences.

ZONG ZHI FANG  
General Manager  
HP Chongqing Branch

FIONA FENG  
Best Shore Application Services China  
HP Enterprise Services

## Asia Participants — Corporations



DR. LAN LIN  
Executive Vice President of Hisense Group  
General Manager of Hisense International Co. Ltd.

Dr. Lan Lin, EVP of Hisense Group and General Manager of Hisense International Co. Ltd, graduated from Tennessee Technological University, USA in 1993, with a Ph.D in mechanical engineering.

With twenty years of professional experience, Dr. Lin is committed to R&D, business management, marketing, and project development. He was manager of the Power System Software Development Department of Simons Consultation Company (Simons, now known as "AMEC Limited" in the UK) between 1995 and 1998, and was responsible for the development and management of the simulative systems of dynamic power systems, large scale paper manufacturing plants and large chemical plants. From 1998 to 2002, Dr. Lin worked as a Senior Project Manager and Senior Engineer for GE Power Systems, and was responsible for the advancement of equipment and technology of several thermal power plants and atomic power plants.

Dr. Lin was appointed Vice President of Guangdong Kelon Electrical Holdings Company Limited from September 2002 to June 2006. Since July 2006, he has served as Executive Vice President of Hisense Group and General Manager of Hisense International.



DR. XIAOTIAN ZHOU  
President  
Hisense Kelon Group

Dr. Zhou is the President of Hisense Kelon Group and has been with the company since 2008. Prior to joining Hisense, Dr. Zhou worked for Bosch and Siemens Home Appliances Co. Ltd., first as the Department Manager for cooling technology worldwide and then as the Secretary for IEC SC61C International Standard Committee for cooling appliances and compressors. Dr. Zhou also lectured at Xi'an Jiaotong University and worked as a Researcher at the University of Karlsruhe, Germany, where he received his Ph.D.



BRENDA LIU  
Marketing Director  
Hisense International

Brenda Liu joined Hisense in 1999. She was nominated to be Managing Director and worked in Hisense Australia. In April 2009, Brenda was appointed to be Marketing Director of Hisense International.





JIANER GUO  
Deputy General Manager  
ICG Commerce China

Jianer Guo, Deputy General Manager of ICG Commerce China, is based in Shenzhen and is responsible for the overall management of our Fortune 500 client relationships in region.

Previously she managed ICGC's Asia Direct Materials Sourcing team with a focus on both LCCS opportunities and North American and European sourcing projects.

Prior to joining ICG Commerce, Jianer was an award-winning business journalist for China Daily, the most widely distributed English language paper in China. Among her numerous accomplishments, Jianer launched a roundtable forum involving 300 CEOs and officials from rapidly growing Chinese enterprises and Fortune 500 Companies. Jianer has a BA in Economics from Sun Yet Sen University and an MBA from Penn State Smeal College of Business.

DON COOK  
General Manager – Asia  
ICG Commerce

Don Cook is General Manager of ICG Commerce Asia Pacific, and is responsible for the strategy, development and overall management of our platform in the region. Don began establishing our business in China in 2005 which has since expanded to Australia, Singapore and Tokyo. The ICGC Asia Pacific team supports the management of \$16 BN in spend for our 23 US multi-national clients.

Previously he managed ICG Commerce's Global Direct Materials Practice. Don has as BS in Biology and an MBA from Penn State Smeal College of Business.



YA-QIN ZHANG, PH.D.  
Corporate Vice President  
Microsoft Corporation



As a Corporate Vice President of Microsoft, and Chairman of Microsoft Asia-Pacific Research and Development Group (ARD), Dr. Ya-Qin Zhang is responsible for driving Microsoft's overall research and development efforts in the Asia-Pacific region. Under Zhang's leadership, ARD has become Microsoft's largest R&D center outside of U.S., with more than 3000 engineers and scientists engaged in basic research, technology incubation, product development, and strategic partnership and investment. In addition to this role, Zhang serves on Microsoft Great China Executive Management Committee providing leadership and governance across all of Microsoft's organizations in the Greater China Region.

From 2004-2006, Zhang was the Corporate Vice President of Microsoft, responsible for Microsoft's Mobile and Embedded Division in Redmond, USA, including WinCE operating system, Smartphone, PocketPC, and other Windows Mobile platform and devices. Prior to that (2000-2004), he was the Managing Director of Microsoft Research Asia, Microsoft's basic research arm in Asia-Pacific region. From 1994 to 1999, he was the Director of Multimedia Technology Laboratory at Sarnoff Corporation in Princeton, NJ (RCA Laboratories). He was with GTE (now part of Verizon) Corp. in Waltham, MA from 1989 to 1994.

Zhang was born in 1966. He received his B.S. and M.S. in Electrical Engineering from the University of Science and Technology of China (USTC) in 1983 and 1985. He received his Ph.D in Electrical Engineering from George Washington University, Washington D.C. in 1989 and has executive business development training from Harvard University.

## Asia Participants — Corporations



**PEPSICO**



**KERSWICK LEUNG**

Vice President, Operations, Greater China Region - Beverages  
PepsiCo International

Kerswick Leung is Vice President of Operations of PepsiCo International, China Beverages, and is a 10-year veteran of PepsiCo.



**BOB SHI**

Vice President, Operations, Greater China Region - Food  
PepsiCo International

Bob Shi (Shi Yue Chen) is Vice President of Operations and is responsible for production, engineering, material sourcing, supply chain and agriculture for mainland China, Hong Kong and Taiwan. He has been working at PepsiCo Foods for 11 years.



**KATHY TAI**

Vice President, Corporate Affairs  
PepsiCo China

Kathy Tai is Vice President of PepsiCo China, where she is in charge of government affairs and public relations. Cathy is a member of PepsiCo China BU Senior Leadership Team and also sits on the board of four PepsiCo-owned bottlers in China.



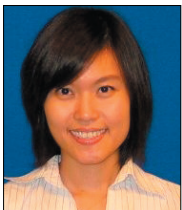
**ST LAM**

Global Procurement Manager  
International Procurement Office  
PepsiCo



**HUI TANG**

Group Manager  
International Procurement Office  
PepsiCo



**HELEN HANG CHEN**

Technical Manager  
Sweeteners/Beverage Gases  
PepsiCo Strategic Supply Mgt.



**KAREN TAN**

Sourcing Manager  
PepsiCo Strategic Supply Management



**CINDY LIN**

General Manager  
PepsiCo Foods Taiwan



**MARYANNE FINELLA**

Administrative Assistant to Jim Costa

MaryAnne has been with PepsiCo for over 21 years and has worked directly with Jim Costa since 2003.

**YONG LI**

Capability & Sustainability Manager  
Greater China Region – Beverages  
PepsiCo International

## Asia Participants — Corporations



ALESSANDRO ORLANDO  
Sales & Marketing Director  
Sipa Machinery Hangzhou Co., Ltd.

Alessandro Orlando joined Sipa in 2008 and since May 2009 has been working in China as Sales & Marketing Director. Prior to joining Sipa, he had already worked in the packaging field with Ilpra Spa, taking the responsibility of its Asia Pacific subsidiary in Singapore.



RICCARDO MASSARO  
Business Development Director  
Sipa China

Riccardo Massaro, Mechanic Engineer and graduated EMBA from CEIBS (Shanghai), has over ten years experience in China Market as Executive in B2B/B2C Marketing and Sales, Business and Operations Development for top Italian MNCs. He has focal interest in Chinese FMCG, Life Style and Durable Products markets and a sound background in HVAC industry for civil and industrial use.



ROBERTO CUCCIOLI  
General Manager  
Sipa China

Roberto Cuccioli joined SIPA in 1996, starting in the after sales division till reaching the role of Director in 1997. From 2000 to 2007 he has followed the Asian Market as Regional Manager and afterward he took the responsibility of the Company Business Unit that produces injection machines and one step machines. Since Year 2010 is the General Manager of Sipa China.



## U.S. Government Officials



### BEIJING, CHINA

The Honorable ROBERT GOLDBERG  
Deputy Chief of Mission  
Embassy of the United States of America  
Beijing



Robert Goldberg assumed his duties as Deputy Chief of Mission at the U.S. Embassy in Beijing on June 26, 2009. Previously he had been U.S. Consul General in Guangzhou, China, served as Director of the State Department's Office of Chinese and Mongolian Affairs, Deputy Special Representative for Commercial and Business Affairs in the State Department's Bureau of Economic and Business Affairs and Deputy Economic Counselor at the U.S. Embassy in Beijing. He is a graduate of Gettysburg College and holds Master's Degree from the University of Chicago.



### SHANGHAI, CHINA

The Honorable BEATRICE CAMP  
Consul General  
Consulate General of the United States of America  
Shanghai



Beatrice Camp arrived in September 2008 for a three-year posting as U.S. Consul General in Shanghai. She has previously served in Beijing, as well as at embassies in Thailand, Hungary, and Sweden. Her most recent overseas assignment was as U.S. Consul General in Chiang Mai, Thailand. During several Washington assignments, Ms. Camp has managed international information programs for Europe, coordinated educational exchange and advising programs worldwide, and served as U.S. Information Agency desk officer for Southeast Asia.



WILLIAM BREKKE  
Principal Commercial Officer  
Foreign Commercial Service, U.S. Department of Commerce  
Shanghai



William Brekke is the Principal Commercial Officer for East China. Mr. Brekke moved to Shanghai in August of 2010 after serving for five years on detail at the U.S. Embassy in Beijing, first as the Senior Foreign Service Officer and then as the Minister Counselor for Commercial Affairs. As such he was responsible for the day-to-day management and oversight of the U.S. Department of Commerce's largest overseas operation. He was awarded the Department's Bronze Medal for his revitalization of the Service's trade promotion and marketing programs throughout China.



ANDREW BILLARD  
Commercial Officer  
Foreign Commercial Service, U.S. Department of Commerce  
Shanghai



Andrew Billard is currently serving as a Commercial Officer (CO) for the Department of Commerce Foreign Commercial Service on his first tour at the U.S. Consulate General in Shanghai. Prior to joining the Commercial Service in 2009, Andrew spent 7 years in China working in the private sector and speaks fluent Mandarin. Most recently he served in China industry research as a research team leader and later as a marketing manager for Interfax China. Before that he worked in free lance consulting and in business education for a Cambridge education program.

## U.S. Government Officials



CHENGDU, CHINA

GREGORY MAY

Acting Consul General  
Consulate General of the United States of America  
Chengdu



WILLIAM MARSHAK

Principal Commercial Officer  
Foreign Commercial Service, U.S. Department of Commerce  
Chengdu



William Marshak arrived in Chengdu in September 2009 as Principal Commercial Officer at the U.S. Consulate General in Chengdu, People's Republic of China. Prior to this assignment, Mr. Marshak was Principal Commercial Officer at the U.S. Consulate General in Ho Chi Minh City, Vietnam. Mr. Marshak has also worked at the U.S. Consulate General in Shanghai, the American Institute in Taiwan and in Washington State where he opened the U.S. Export Assistance Center in Tacoma. Prior to joining the U.S. Department of Commerce, Mr. Marshak pursued a career in international agriculture, serving as general manager of the Beijing Poultry Breeding Company and as Director of Asian Marketing for Betco, Inc., a U.S. supplier of agricultural buildings and equipment.



HAIYAN HUA

Principle ATC Representative  
Foreign Commercial Service, U.S. Department of Commerce  
Chengdu



Haiyan Hua joined Foreign Commercial Services in 2007, currently serving as a Principle ATC Representative at US Consulate Chengdu. Her major responsibilities include actively managing relationship with CCPIT in Chongqing, Kunming and other key cities in the region; coordinating industry-based outreach with commercial specialists throughout the region; participating trade shows in the region and exploring business opportunities for US firms, advising Principle Commercial Officer on ATC strategies and promoting business in China's second tier cities.

TAIPEI, TAIWAN

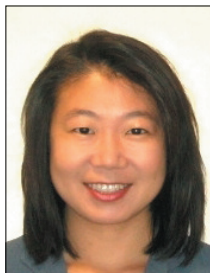


HELEN HWANG

Chief of the Commercial Section  
American Institute in Taiwan

As of mid-August 2010, Helen Hwang will serve as the new Chief of the Commercial Section of the American Institute in Taiwan (AIT). AIT's Commercial Section has two offices in Taipei and Kaohsiung that assist Taiwan and U.S. companies find business partners and promote U.S. exports to Taiwan. With nearly twenty years of experience with the U.S. Department of Commerce, Ms. Hwang has served in several postings that include Seoul, London, Richmond and Washington D.C. In her most recent U.S. diplomatic assignment as the Deputy Senior Commercial Officer at the U.S. Embassy in Seoul, Ms. Hwang served in a chief-of-staff role and was responsible for the day-to-day managerial operations of the Commercial Section.

## U.S. Government Officials



JUDY KUO  
Deputy Chief of the Economic Section  
American Institute in Taiwan

Judy Kuo is the Deputy Chief of the AIT Economic Section. Since joining the Foreign Service in 1999, she has held the following assignments: Consular Officer, London (1999-2001); Political Officer, Office of UN Political Affairs, State Department (2001-2003); Staff Assistant, Bureau of Economic and Business Affairs, State Department (2003-2004); Economic Officer, Office of Russian Affairs, State Department (2004-2005); Senior Trade Officer/Political Officer, Moscow (2006-2009). Ms. Kuo speaks Mandarin Chinese, Russian, and has studied some Spanish.



ALLEN CHIEN  
Commercial Specialist  
American Institute in Taiwan

Commercial Specialist Allen Chien joined the Commercial Section of the American Institute in Taiwan in late 2004. Mr. Chien is responsible for the energy, environmental protection, architecture, construction, and software sectors. Mr. Chien knows quite well about the “dynamics” of doing business in Taiwan. His counseling opinions and suggestions are usually very helpful for U.S. companies to start their business in Taiwan. In addition, Mr. Chien is very capable in organizing promotional events for U.S. companies through his resourceful contacts with key persons in government, industry, academia, and research institutes.

## Business & Civic Leaders



ANDREA WU  
President  
American Chamber of Commerce in Taipei



Andrea Wu is the President of American Chamber of Commerce in Taipei since July 2008. AmCham Taipei currently has more than 900 members representing nearly 500 companies. AmCham's primary activities include networking, advocacy, information sharing and professional development.



DAI HUAILIANG  
Secretary General  
Beijing Association for International Friendly Contact (BAIFC)



Dai Huailiang is the Secretary General of BAIFC (Beijing Association for International Friendly Contact). In this role, he is responsible for handling daily affairs of the organization as well as external relations, acting as BAIFC's General Coordinator.

BAIFC (Beijing Association for International Friendly Contact) was established in 1985 and stays in close communication with organizations in Russia and the U.S., among other countries, to promote the foreign non-governmental economic, cultural, educational and other fields to make a positive contribution to each country's development.



## USPAACC Asia Trade Mission 2010 Team

SUSAN AU ALLEN  
SAVIO CHAN  
PAHUNA SHARMA-LADEN  
JAY LEE  
ANNA STRZALA  
WINNIE THONG  
JP TORRES  
DONNA WONG

### Acknowledgment

*The USPAACC Asia Trade Mission 2010 would like to thank the special contributions and support of the following groups and individuals:*

The Honorable ROBERT GOLDBERG  
Deputy Chief of Mission  
Embassy of the United States of America  
Beijing

WEN CHANG  
President and Chief Executive Officer  
Trade Union International, Inc./Topline

CHESTER TONG  
President and Chief Executive Officer  
MSL Express, Inc.

JIM COSTA  
Vice President Capital, MRO, ME, IPO  
PepsiCo Strategic Supply Management

TOM REN  
Co-Founder, Chairman and Chief Technology Officer  
AECsoft USA, Inc. and AEC Global

PEPSICO

HISENSE

SIPA

ICG COMMERCE

ALIBABA.COM

MSL EXPRESS, INC.

TRADE UNION INTERNATIONAL, INC. / TOPLINE

AECSOFT

## Contact Information

### HOTEL INFORMATION

#### TAIPEI

##### THE GRAND HOTEL

No 1, Sec. 4 Zhongshan N. Road,  
Zhongshan District, Taipei City, 10461  
Phone: 886-2-2886-8888

#### TAIWAN TAXI

Toll-free taxi hotline: 0800-055-850 (press 2 for English)  
or  
Taiwan Taxi: 886-2-2192-6688

#### CHONGQING

##### JW MARRIOTT

77 Qingnian Road, Yuzhong District  
Chongqing, China 400010  
Phone: 86-23-6300-1704

#### TAXI

Call: 86-23-63863538

#### SHANGHAI

##### JW MARRIOTT

399 Nanjing Road (West)  
Shanghai, China 200003  
Phone: 86-21-5359-4969

#### TAXI

Call:

86-21-96822 (Da Zhong, light blue)  
86-21-6258-0000 (Qian Sheng, yellow)  
86-21-96840 (Ba Shi, green)  
86-21-6215-5555 (Jin Jiang, white)

### U.S. GOVERNMENT

#### FOREIGN COMMERCIAL SERVICE

U. S. Consulate, Shanghai  
Shanghai Centre, Suite 631  
1376 Nanjing Road West  
Shanghai, China 200040

### EMBASSY OF THE

#### UNITED STATES OF AMERICA

#### BEIJING

No, 55 An Jia Lou Road  
Tel: 86-10-8531-4000 | Fax: 86-10-8531-3300  
Ambassador Jon Huntsman  
Deputy Chief of Mission Robert Goldberg

#### CONSULATE GENERAL OF THE UNITED STATES OF AMERICA

#### SHANGHAI

Main U.S. Consulate General Building  
1469 Huai Hai Zhong Road (Near Wulumuqi Nan Lu)  
Tel: 86-21-3217-4650 | Fax: 86-21-6217-2071  
U.S. Consul General Beatrice Camp

#### CHENGDU

No.4 Lingshiguan Road  
Chengdu, Sichuan, China 610041  
U.S. Consul General Gregory May

### AMERICAN INSTITUTE IN TAIWAN

No. 7, Lane 134, Xin Yi Road, Section 3  
Taipei, Taiwan  
Tel: 886-02-2162-2000 | Fax: 886-02-2162-2251  
Director William Stanton

### USPAACC ASIA TRADE MISSION CONTACTS IN WASHINGTON, DC

Pahuna Sharma-Laden	(202) 378-1135
Anna Strzala	(202) 378-1122
Winnie Thong	(571) 313-9163
Donna Wong	(202) 378-1130



US PAN ASIAN AMERICAN CHAMBER OF COMMERCE  
EDUCATION FOUNDATION

NATIONAL HEADQUARTERS

1329 18th Street, NW, Washington, DC 20036  
Tel 1 (800) 696.7818 | (202) 296.5221 | Fax (202) 296.5225  
info@uspaacc.com | www.uspaacc.com

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### REGIONAL CHAPTERS

#### West Coast

275 5th Street  
San Francisco, California 94103

#### Midwest

2567 Greenleaf Avenue, Elk Grove Village  
Chicago, Illinois 60007  
www.uspaacc-midwest.com

#### Southwest

202 East Border Street, Suite 143-144  
Arlington, Texas 76010  
www.uspaacc-sw.org

#### Southeast

3601 Peachtree Industrial Blvd, Suite 110  
Duluth, Georgia 30097  
www.uspaacc-se.com

#### Northeast

100 Park Avenue, Suite 1600  
New York, New York 10017  
1 (866) 484-7001  
www.uspaacc-ne.org

#### National Capital Area

1329 18th Street NW  
Washington, DC 20036  
1 (800) 696.7818 | (202) 296.5221  
fax (202) 296.5225  
www.uspaacc.com

This Trade Mission briefing book is published by the  
US Pan Asian American Chamber of Commerce  
Education Foundation

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