



US PAN ASIAN AMERICAN
CHAMBER OF COMMERCE
EDUCATION FOUNDATION



ASIA TRADE MISSION 2012

CHALLENGES & OPPORTUNITIES FOR
COOPERATION IN THE GLOBAL ECONOMY

BRIEFING BOOK

QINGDAO

XI'AN

HYDERABAD

NEW DELHI

ABOUT
USPAACC

AN ADVOCATE FOR
ECONOMIC GROWTH
CELEBRATES 26 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. For over 25 years, USPAACC has served and will continue to serve as the gateway to corporate and government contracts, Asian American and minority business suppliers, information about Asian Americans and the dynamic Asia market.

WHY BECOME
INVOLVED WITH
USPAACC



NATIONWIDE PRESENCE

Reach over 15,000 Asian-American owned businesses through our Regional Chapters in California, Texas, Georgia, Illinois, New York, and the Maryland-Virginia-Washington, DC National Capital Region.

LEGISLATIVE BRIEFINGS

Meet and discuss with Federal law-makers, 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 electronic database.

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" Programs puts the spotlight on the outstanding achievements of Asian American-owned businesses, showcase their continued robust growth despite economic tough times—as testament to the enduring quality of the Asian American business community 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, since 1988, 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 SUPPLIER DIVERSITY DIRECTORS/
MANAGERS AND BUYERS - BREAK BUSINESS
CULTURAL BARRIERS

We are our own culture. Supplier Diversity Directors/Managers/Buyers address cultural challenges they face in negotiating, doing business, and partnering with diverse Asian Americans entrepreneurs.

WOMAN PIONEERS SUMMIT

Outstanding woman pathfinders in Corporations, Government and small businesses to 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 the burgeoning Asian market—designed to extend friendship, establish strategic connections, strengthen existing relations, promote American products and services, explore opportunities for joint ventures, and source potential suppliers.

INTERNATIONAL CEO FORUM

Chief Procurement Officers and U.S. Corporations, CEOs of U.S. small- and medium-sized companies and from China, India and other Asia-Pacific countries discuss procurement trends, alliances and joint venture opportunities in the Asia-Pacific region with the highest economic growth in business and industries

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

On behalf of USPAACC and our Corporate Sponsor, PepsiCo, welcome to our Asia Trade Mission 2012: "Challenges & Opportunities for Cooperation in the Global Economy."

Never has the modern world seen the simultaneous and sustained ascent of two nations that together account for one-third of the planet's population. For two decades, China has enjoyed an astounding average growth rate of 9%, and India 6%. Their young populations and high savings could arguably help to maintain this momentum for decades to come. Various indicators predict that by mid-century, China could be the world's largest economy; and within three decades, India would be No. 3, together accounting for half of the global output. Their combined complementary strengths will solidify their positions as key players in the global economy.

It has been said that China is the world's factory, India is the world's back office, and the U.S. is the world's innovator and biggest customer. Expectedly, China will continue to dominate mass manufacturing, as well as the multibillion-dollar electronics and heavy industrial industries. Meanwhile, India is the rising star in information technology, software design, services and precision industries. Thus, by most projections, the troika of China, India, and the U.S. will play a significant role in leading the world's market forces.

Our delegation will meet top government officials and hold our signature International CEO & Business Leaders Forum in all cities to discuss mutual economic opportunities. We will begin in Qingdao, known for its beautiful port on Eastern China, its Tsingtao Beer and sumptuous cuisine. We will tour the world's largest automobile factory, a joint venture between General Motors and Wuling; and Hisense, a leading multinational electronics manufacturer.

We will visit Xi'an in Western China, a city that is fast becoming China's Silicon Valley, known for its hi-tech industry and historical sites such as the world-famous Terracotta Army. We will meet with Honeywell, Applied Materials and of course our host, Haisheng, the world's largest producer of fruit and vegetable juice concentrate.

From China, we go to Hyderabad, India, an important financial and political capital and center of information technology, biopharmaceuticals and the entertainment industries. We will visit Ramoji Film City Studio, one of the world's largest integrated film studio complexes, and a major driving force in Tollywood. We will meet the Chief Minister and his Ministers of Technology and Commerce. We will connect with Ravi Foods, ConAgra Foods, KHS and select Hyderabad businesses to check out more business opportunities.

A trip to India will not be complete without a visit to the incomparable Taj Mahal near New Delhi. We are planning to have an audience with the Prime Minister, Dr. Manmohan Singh and visit Mother Dairy, a US\$1 billion company that exports fruit pulps and concentrates to over 40 countries worldwide.

I want to thank our sponsor and hosts, PepsiCo, Hisense, Haisheng, GRMI, MSL Express and KHS for their support and their confidence in us. We are proud to be associated with your esteemed companies. If we could ever return the favor, please give us the opportunity.

To all our delegates, welcome aboard and let's do business!



SUSAN AU ALLEN, ESQ.
NATIONAL PRESIDENT & CEO

US PAN ASIAN AMERICAN
CHAMBER OF COMMERCE
EDUCATION FOUNDATION

Companies we visited and who
visited with us in previous trade
missions in Taiwan and China include
Tech-Long in Guangzhou; Sidel and
Rockwell Automation in Shanghai;
Heat and Control in Nanjing; HP in
Chongqing; General Mills, Wal*Mart,
Federal Express, SIPA, Hisense, ICG
Commerce, Microsoft, General Electric,
Dase-Sing, ConAgra Foods and
Alibaba.com.



MESSAGES FROM ASIA TRADE MISSION CO-CHAIRS



Not Just a Name...a Commitment to Excellence

Top 100 Women and Minority Company in USA

Message from Asia Trade Mission Co-Chair

February 15, 2012

Greetings! With great pride I welcome you to the ever-growing city of Hyderabad - the first city in India that USPAACC will visit during its 6th annual Asia Trade Mission. My firm, Global Resource Management, Inc. (GRMI), is privileged to be the Host here.

Hyderabad is the capital of Andhra Pradesh and the fourth largest metropolitan city in India. Established in 1591, it was once a global center of the diamonds and pearls trade. During the late 20th and early 21st centuries, the city emerged as a major global center for the information technology and biopharmaceutical industries. It is home to the Telugu Film Industry known popularly as Tollywood and many historical sites such as the UNESCO Asia Pacific Heritage site of Chowmahalla Palace.

GRMI is a leader in delivery of IT, data warehousing, business intelligence, knowledge and content management, cloud computing, governance and security, supply chain management projects and staff augmentation to Fortune 500 companies and government agencies globally. Established in 1993, GRMI is headquartered in Suwanee, Georgia in the United States, with clients nationally and offices outside North America, including Hyderabad.

Established in 1984, USPAACC's mission has consistently been to open doors to business and professional opportunities for Asian Americans, and their business partners in corporate America, government at the federal, state, and local levels, and the small business community.

I believe in USPAACC because I have seen the good results of their work, and have personally benefited from it. That is why I now serve as the Southeast Regional Chapter President for the organization.

On behalf of GRMI, I would like to wish you all a memorable visit to Hyderabad. May this trade mission be the most successful one ever!

Sincerely,

Naheed Syed

President, Global Resource Management, Inc.

President, USPAACC Southeast Regional Chapter

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GLOBAL RESOURCE MANAGEMENT, INC.
NAHEED SYED



MSL EXPRESS INC.

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Tel: (718) 528-1833 Fax: (718) 528-1507 & (718) 481-6786 E-mail: mslhq@aol.com

8th February, 2012

Welcome to the 6th annual Asia Trade Mission of the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC). We will visit Qingdao and Xi'an in China, then Hyderabad and New Delhi in India. From past experience, I know this will be an experience you will talk about with pride and delight for a long time to come.

MSL Express is happy to be a sponsor of this trade mission. For over five years, we have been actively involved with USPAACC, the oldest and largest national organization in the United States representing the diverse Asian American ethnicities. From the annual CelebrAsian Business Opportunity Conference, to connecting other Asian American businesses to each other in Asia, and to the annual Asia Trade Mission, I have seen USPAACC's customer-service-oriented approach to its members - large, medium, and small - that has become the hallmark of its reputation. This has propelled the organization's impressive growth and development, and just like the way it has always compared itself to growing from an acorn to a strong oak tree. We are proud to be a part of it.

MSL Express is a logistics provider, both internationally and domestically. Founded in 1988, we continue to expand and strengthen our 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.

I look forward to spending time with you and exploring collaborative business relationships, promoting American goods and services through investment and joint ventures, sourcing Chinese and Indian services and products, and building friendship in both countries. Wishing you a prosperous and successful Year of the Dragon.

Sincerely,

Chester Tong
President & CEO

Approved Member of:

An IATA Company

Shanghai Office: Suite 504 Vanke Plaza, North Tower, 37 South Shuicheng Road, Shanghai, 201103, P.R. CHINA
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WORLD AIR CARGO ORGANISATION

MSL EXPRESS, INC.
CHESTER TONG

MESSAGES FROM ASIA TRADE MISSION SPONSORS & HOSTS



GRACE PUMA
SENIOR VICE PRESIDENT &
CHIEF PROCUREMENT OFFICER

Dear Friends,

On behalf PepsiCo I would like to welcome you to the USPAAC Education Foundation China Trade Mission.

As we well know, globalization is no longer an abstract concept with imaginary ramifications. Instead, it is an actualized phenomenon that has blossomed into the new economy, rewarding innovation and creativity and relying on rapidly changing technology. In general, globalization is advantageous for companies and organizations with capacity to entertain international commerce and exchange.

PepsiCo has long been recognized as one of the world's truly international corporations. As one of the world's largest food and beverage companies, PepsiCo has invested in China for several years. We currently operate 27 beverage and food plants and five farms throughout China and employ more than 20,000 people in the country.

Our investment has led to new manufacturing facilities, a significant scaling up of the company's research and development operations, expanded agricultural development and brand-building initiatives.

Consistent with our strategy, we have broadened our portfolio of Chinese-designed and developed products to provide more food and beverage choices made with wholesome ingredients that contribute to healthier eating and drinking. Current beverage offerings include Tropicana Guo Bin Fen juices and Cao Ben Le drinks, which are inspired by traditional Chinese medicine. On the food side, we offer Quaker oat cereal in local flavors and Lay's potato chips in flavors designed specifically for the Chinese market, such as cool cucumber and crispy prawn.

During your visit, I hope that you take the opportunity to try our culturally inspired products but more importantly learn how investing in China and its people can help you drive innovation.

Let me wish you a productive visit and a prosperous and successful Year of the Dragon!

PEPSICO
GRACE PUMA



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February 11, 2012

Greetings! It is with great pride that I welcome you to the beautiful city of Xi'an. This is the sixth consecutive year that USPAACC has led an investment and trade mission to China and now also to India. Haisheng is honored to be their Host here.

The City of Xi'an is one of China's leading second tier cities, located in Western China. It is well known for its high-tech industry and historical sites such as the Terracotta Army Warriors. Well-known as the starting point of the Silk Road, it is becoming the next Silicon Valley and the center for the aerospace industry in China.

Shaanxi Haisheng Fresh Juice Co. is one of the biggest apple juice producers in China, has been certified by HACCP, ISO9002 and Kosher, and is a member of SGF and IFU. It has 33% of the North American market, 20% of the Russian market, 11% of the European market and 16% of the Asia-Pacific market for the best quality fruits in the world. With the most advanced processing and laboratory equipment in the world, HAISHENG has been producing high quality apple juice concentrate and other small variety fruit juice concentrate for almost six years. Our global clients include PepsiCo, Kraft Foods, Nestle, and many others. We are delighted that PepsiCo is a member of this trade mission and look forward to continuing our mutually beneficial partnership.

We are also pleased to be involved with USPAACC, the oldest and largest national United States organization representing all Asian American and Asian American-related groups in business, sciences, the arts, sports, education, public and community services. We look forward to furthering this relationship and helping with programs that would establish strategic connections, strengthen existing relations, explore opportunities for investment, joint ventures, and sourcing potential suppliers with America's trading partners and extend friendship.

On behalf of Haisheng, I wish you a productive visit to Xi'an and all the best on this trade mission.

Sincerely,

Gao Liang

President of Haisheng Fresh Fruit Juice Co., LTD

HAISHENG
DR. LIANG GAO

USPAACC IN ACTION



PepsiCo Chief Procurement Officer Grace Puma and Apolo Ohno, Olympic Gold Medalist with USPAACC's Susan Allen and organization's members



USPAACC's National President & CEO Susan Au Allen at the New York Stock Exchange's Bell Ringing Ceremony



Basketball Star Yao Ming receives Special Recognition from USPAACC National President & CEO Susan Au Allen at the CelebrAsian 2007 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)



Senator Daniel Inouye receives USPAACC delegates in his office on Capitol Hill.



Official presentation of USPAACC Fast 50 Asian American Businesses at the CelebrAsian 2011 Business Opportunity Conference held in Los Angeles on May 23-25.



Los Angeles Mayor Antonio Villaraigosa with USPAACC's National President & CEO, Susan Au Allen at CelebrAsian 2011.



26th Anniversary Conference participants packed the ballroom at the Millennium Biltmore Hotel in Los Angeles, CA in May 2011.



Indra Nooyi, Chariman and CEO of PepsiCo, USPAACC National President & CEO, Susan Au Allen and organization's leadership celebrating its 25th Birthday at the Excellence Awards Gala in Washington, DC (May 2010)



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

USPAACC ASIA TRADE MISSION 2010



Taiwanese Vice President Vincent Siew with USPAACC Asia Trade Mission delegates at the Presidential Palace in Taipei, Taiwan



Asia Trade Mission delegates at the CEO Forum in Shanghai, China



At the CEO Forum in Chongqing, China



USPAACC trade mission delegation visiting the HP Research & Development Center in Chongqing, China.



At the USA Pavilion during 2010 Expo in Shanghai



A farewell reception hosted by American Embassy Deputy Chief of Mission, The Honorable Robert Goldberg and wife at their residence in Beijing, China

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 six years have concentrated on the fast-growing markets in China and Taiwan. This year, our Trade Mission has expanded to include India. We will visit Qingdao and Xi'an in China, then travel to Hyderabad and New Delhi in India, and will be guided with the theme "Challenges & Opportunities for Cooperation in the Global Economy".



ASIA TRADE MISSION

2012

OUR DESTINATIONS

QINGDAO, CHINA



The city of Qingdao is one of the most beautiful and clean cities in China with a population of over 8.715 million. Lying across the Shandong Peninsula while looking out to the Yellow Sea,

Qingdao is a major seaport, naval base, and industrial center. In 2009, Qingdao was named China's most livable city.

An important region in Eastern China, Shandong Province has seen substantial change in its economic landscape in recent years. Much of this development has been concentrated in Qingdao. With an annual growth rate of 18.9 percent in 2006, the city's GDP reached 42.3 billion, ranking first in Shandong Province and tenth out of China's top 20 cities. Internationally, Qingdao is perhaps best known for its Tsingtao Brewery, founded by a German-British joint venture in 1903 that produces Tsingtao beer, the most well-known Chinese export beer. It is also home to Hisense, a major electronics company, and Haier, a large white goods manufacturer.

In 1984 the Chinese government named a district of Qingdao a Special Economic and Technology Development Zone (SETDZ). Along with this district, the entire city had gone through amazing development of secondary and tertiary industries. As an important trading port in the province, Qingdao flourishes with foreign investment and international trade. South Korea and Japan in particular made extensive investment in the city.

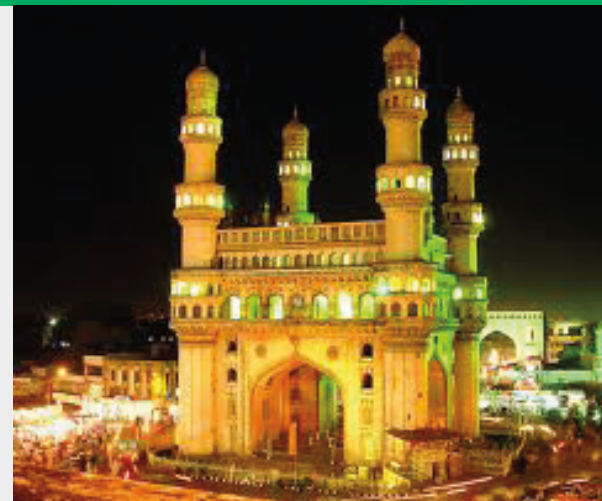
The City of Xi'an is one of China's leading second tier cities, located in Western China. It is well known for its high-tech industry and historical sites such as the Terracotta Army Warriors. One of the oldest cities in China, with more than 3,100 years of history, it is well-known as the starting point of the Silk Road, and now becoming the next Silicon Valley and the center for the aerospace industry in China.

Since the 1990s, as part of the economic revival of interior China especially for the central and northwest regions, the city of Xi'an has re-emerged as an important cultural, industrial and educational center of the central-northwest region, with facilities for research and development, national security and China's space exploration program. It's now one of the most populous metropolitan areas in inland China with more than 8 million inhabitants. It is home to Shaanxi Haisheng Fresh Juice Co., the world's largest fruit and vegetable juice concentrate producer. It has 33% of the North American market, 20% of the Russian market, 11% of the European market and 16% of the Asia-Pacific market for the best quality fruits in the world. With the most advanced processing and laboratory equipment in the world, HAISHENG has been producing high quality apple juice concentrate and other small variety fruit juice concentrate for almost six years. Applied Materials, a Fortune 500 Corporation and a major capital equipment producer, and Honeywell, Fortune 100 Corporation that invents and manufactures technologies in safety, security and energy, have their plants located in Xi'an.

XI'AN, CHINA



HYDERABAD, INDIA



Hyderabad is the capital of Andhra Pradesh and the fourth largest metropolitan city in India. Established in 1591, it was once a global center of the diamonds and pearls trade. During the late 20th and

early 21st centuries, the city emerged as a major global center for the information technology and biopharmaceutical industries. It is home to the Telugu Film Industry known popularly as Tollywood and many historical sites such as the UNESCO Asia Pacific Heritage site of Chowmahalla Palace.

Hyderabad is the largest contributor to the state's gross domestic product (GDP), state tax and excise revenues. The nominal GDP of Hyderabad metro was estimated at US\$15 billion in 2010. In the year 2009, The World Bank Group ranked the city as the second best Indian city for doing business. Starting in the 1990s, the economic pattern of the city changed from a primarily service hub to a more diversified spectrum, including trade, transport, commerce, storage and communication. Service industry is the major contributor, with urban workforce constituting 90% of the total workforce. The largest employers in Hyderabad are the Governments of Andhra Pradesh and India.

NEW DELHI, INDIA

New Delhi is the capital city of India. As the national capital, New Delhi is the seat of executive, legislative and judiciary branches of the Government of India. It also serves as the center of the Government of the National Capital Territory of Delhi. New Delhi is situated within the metropolis of Delhi and is one of the nine districts of Delhi Union Territory. New Delhi is home to two UNESCO World Heritage Sites: Humayun's Tomb and the Qutub complex and is one of the fastest growing cities in the world.

Connaught Place, one of northern India's largest commercial and financial centers, is located in the northern part of New Delhi. Adjoining areas such as Barakhamba Road, ITO are also major commercial centers. Government and quasi government sector used to be the primary employer in New Delhi. The city's service sector has expanded due in part to the large skilled English-speaking workforce that has attracted many multinational companies. Key service industries include information technology, telecommunications, hotels, banking, media and tourism.



CHINESE AND INDIAN BUSINESS ETIQUETTE

CUSTOMARY GREETINGS

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



For business purposes, it is traditionally acceptable to call a Chinese or Indian person by their surname, together with a title, such as “Director Reddy” 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 a slight bow and the Indian way - a smile and a head nod or a “Namaste” if they are Hindu and a “Salam” if they are Muslim.

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 hand-shakes commonly used in the West.

BUSINESS MEETINGS

Acknowledge the most senior person in a group first. For the Chinese and the Indian, 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 or Indian 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.

In India, do not use hotel’s phone for international calls as it may be very expensive. Check your cellular international calling plan before you leave the country to avoid unnecessary expenses.

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 bell-hop; 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.

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 & INDIAN PHRASES

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

	CHINESE	INDIAN
Hello	nee hao (nee how)	Namastey!
How are you?	nee hao ma? (nee how mah?)	Aap kaisey hain?
Thank you	xie xie (shay shay)	Shukriyya
You’re welcome	bie ke qi (byeh kuh sheh)	apaka svagata hai
Cheers! (toast)	gan pei (kam pai)	acchi sehata
Goodbye	zai jian (zah-ee jee-eh)	Alvida!

ITINERARY FOR ASIA TRADE MISSION 2012



USPAACC ASIA TRADE MISSION DELEGATES



February 6, Monday Depart from U.S. for Qingdao, China

QINGDAO, CHINA

February 8, Wednesday Arrive in Qingdao; Stay at the Shangri-La Hotel

February 9, Thursday Breakfast at the hotel
Plant tours of General Motors and Hisense
Dinner hosted by Hisense

February 10, Friday Breakfast at the hotel
International CEO Forum;
Business Leadership Luncheon
One-on-One Business Matchmaking Meetings
Official Dinner hosted by Qingdao Government

XI'AN, CHINA

February 11, Saturday Arrive in Xi'an at 6:45 PM
Check in at the Sheraton Hotel & Free time

February 12, Sunday Breakfast at the hotel
Visit Terracotta Army Museum
Reception hosted by Xi'an International Business Forum

February 13, Monday Breakfast at the Hotel
International CEO Forum; Business Leadership Luncheon
One-on-One Business Matchmaking Meetings
Official Dinner hosted by Shaanxi Haisheng Fresh Juice Co.

February 14, Tuesday Breakfast at the Hotel
Plant tour of Applied Materials & Shaanxi Haisheng Fresh Juice Co.
Depart for Hyderabad at 1 PM

February 15, Wednesday Arrive in Hyderabad at 8:45 AM & transfer to Taj Krishna Hotel
Visit to the Ramoji Film City Studio
Dinner at the Falaknuma Palace hosted by GRMI

February 16, Thursday Breakfast at the hotel
Visit to HiTec City Hyderabad Technology Park & Plant tour of Ravi Foods
Meet with Chief Minister of Hyderabad
Dinner hosted by Hyderabad Management Association

February 17, Friday Breakfast at the hotel
International CEO Forum; Business Leadership Luncheon
One-on-One Business Matchmaking Meetings
Official Dinner

NEW DELHI, INDIA

February 18, Saturday Breakfast at the hotel & leave for New Delhi at 9:45 AM
Arrive in New Delhi at 11:40 AM, check in at Taj Mahal Hotel
Free time

February 19, Sunday Breakfast at the hotel
Visit to Taj Mahal
Meeting with the Prime Minister of India (plan underway)

February 20, Monday Breakfast at the hotel
Plant tour of Mother Dairy
Farewell Dinner

February 21, Tuesday Departure for other cities, or U.S. or other countries, or extended stay in New Delhi

Susan Au Allen came to the United States from Hong Kong on an invitation from the White House in recognition of her volunteer work on behalf of people with disabilities. She received her Juris Doctor from the Antioch School of Law and LL.M. in International Law from Georgetown University. 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.

In 1984, Susan founded the US Pan Asian American Chamber of Education Foundation (USPAACC) with a group of business and civic leaders in Washington, DC and California, to bring the diverse Pan Asian American business and professional people together as one unified voice in business, commerce and trade. In 2001, she won two Federal cases for her clients, took a sabbatical leave from her law practice, volunteered for USPAACC as its National President & CEO, and took USPAACC to a new level. She did not return to practice law and remained full time National President & CEO.

Long an effective advocate for Asian American business and professional issues on Capitol Hill, the White House, government, corporate America 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 where she served from 1991 to 1996.

Susan is a frequent guest at the White House and Congressional events that address issues affecting America's small, minority and women business communities. Her participation in these forums plays an important role in shaping the national agenda on the economy.

She is frequently approached by the media to comment on Asian American businesses, US-Asia commerce and trade, and Asian American women executives, entrepreneurs, and professionals.

Susan draws an analogy between USPAACC

and the acorn that has grown into an Oak tree since its founding 26 years ago. USPAACC's strong roots and wide branches now extend to thousands of Asian American businesses and professionals across the country. She is proud of their ability to open doors to contract, educational and professional opportunities for Asian Americans which are the fastest-growing group with the highest business growth in the United States, connect business to business, build relationship and trust. Once an immigrant, she knows the obstacles that must be overcome to achieve the American Dream, and she has dedicated her life to help others to pursue their Dream - develop, grow and build a successful business.

Susan is a member of Pfizer's Small Business Advisory Council; Diversity Council of the American Hotel & Lodging Association, International Franchise Association and American Red Cross; National Association of Women Business Owners National Advisory Council; and the Kennedy Center Community Board.

In the business sector, she has served on the Small Business Advisory Committee of the U.S. Department of Energy and U.S. General Services Administration; U.S. Small Business Administration National Women's Business Council; NASA's Minority Business Resource Advisory Committee; Women Small Business Summits National Advisory Board; Washington Board of Trade Board of Trustees for The Washington Initiative; Diversity Council of Time Warner, Wyndham International, Premier Automotive Group (Aston Martin, Jaguar, Volvo and Landrover); U.S. Marine Transportation System National Advisory Council; Board of Directors of the Virginia Small Business Finance Authority; Diversity Boards of AMTRAK and the U.S. Marine Corps; and as Commissioner of the Minority Business Opportunity Commission of the District of Columbia.

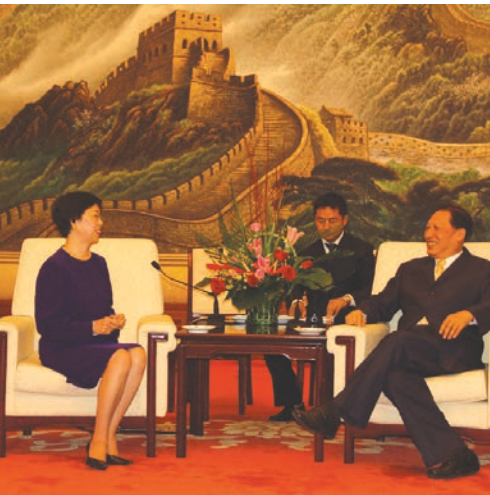
In other sectors, she served on the President's Council on the 21st Century Workforce Committee on the Future of the Workplace, and the Board of Trustees of Excelsior College in New York.

She has contributed op-ed articles to USA Today, The Washington Times, The Baltimore Sun, Asian Week, and Asian Fortune, and appeared as a commentator on C-Span, CNN, CNBC, ABC, Fox News, The News Hour, To the Contrary, This is America, and The Editor.

Susan has received numerous awards and distinctions for her contributions to ethnic, minority and women inclusion, supplier diversity, Asian American businesses succeeding in the main stream, and international trade.

Among Susan's awards are the Urban Wheels Lifetime Achievement Award (2010), DiversityBusiness.com Top Diversity Advocates (2007), Minority Business Hall of Fame (2005), National Association of Minority Automobile Dealers' Diversity Advocacy Award (2006), 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 Skirt in Power Award from the District of Columbia Chamber of Commerce (1992).

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



U.S. DELEGATES ON ASIA TRADE MISSION



SALIL SANKARAN

President
Ampcus, Inc.
Chantilly, Virginia



Ampcus, Inc. is a 8(a) and ISO 9001:2008, ISO 20000, ISO 27000 and SEI CMMi Level2 certified global Provider of broad range of consulting services. From strategy to execution, our disciplined yet flexible approach starts and ends with our clients. By listening hard and working harder, their goals become our goals. We provide business, technology, engineering and quality consulting services. Ampcus' consultants have over twenty years of business experience and an average of more than six years of engineering and technology experience. Our clients have included AT&T, American Red Cross, Bank of America, GM, JP Morgan Chase, JP Morgan Chase and Verizon, among many others.



PARKASH DARYANI

President
Auriga Corporation
Milpitas, California



Auriga Corporation is one of the premier professional engineering services company in the world. Auriga provides management consulting and professional engineering services in the Energy and Transportation sectors to public and private organizations in the United States and other countries around the world. Auriga's service offerings include the following:

1. Project Management
2. Strategic Planning
3. Smart Grid Design and Implementation
4. Power System Planning and Analysis
5. Telecommunications Systems
6. Information Technology Services

Auriga has provided professional engineering services to several organizations in the United States, Asia (Afghanistan, India, Indonesia, Korea, Kyrgyzstan and Pakistan), Middle East (Egypt and Turkey) and Eastern Europe (Bosnia, Hungary and Serbia).



CHARLES RAMOS

Founder & President
CR Dynamics
Baltimore, Maryland



Mr. Ramos founded CR Dynamics & Associates, Inc., a marketing and sales support outsource firm in 1994. Originally started as a home-based business, the firm received numerous industry awards such as "Rising Star" and "MVP Quality Award" and grew to a two million dollar a year business within six years. Notable clients have included AT&T, G.E. Information Services, Frito Lay, American Express, Tropicana, EDS and The State of Maryland. Today CR Dynamics & Associates, Inc. is headquartered in Downtown Baltimore's Financial District in the Inner Harbor occupying over 7,600 square feet of real estate which houses a "state of the art" 72 seat outsource call center specializing in inbound and outbound CRM (Customer Relations Management).



CHIRAG BHATT

Vice President
FEI.com
Columbia, Maryland



FEI.com is a leading diversified scientific instruments company, featuring electron and ion-beam microscopes and other instruments for nanoscale applications across many industries: industrial and academic materials research, life sciences, semiconductors, data storage, natural resources and more. With a combined 60-year history of technological innovation and leadership, FEI has set the performance standard in transmission electron microscopes (TEM), scanning electron microscopes (SEM) and DualBeams(tm). FEI's NanoPorts in North America, Europe and Asia provide centers of technical excellence where its world-class community of customers and specialists collaborate. FEI has approximately 1800 employees and sales and service operations in more than 50 countries around the world.



NAHEED SYED

Founder & CEO
Global Resource Management, Inc. (GRMI)
Suwanee, Georgia



Global Resource Management Inc. (GRMI) is a leader in delivery of IT, data warehousing, business intelligence, knowledge and content management, cloud computing, governance and security, supply chain management projects and staff augmentation to Fortune 500 companies and government agencies globally. Over the years it has earned a Top-3 vendor status by many of its large clients. Established in 1993, GRMI is headquartered in Suwanee, GA, with 10 offices nationally and four offices overseas.

**MYONG CHONG**

Founder & CEO
Hanna Isul
Fort Worth, Texas

BAEK HYEON KIM

Vice President
Hanna Isul
Fort Worth, Texas



Hanna Isul® is a Fort Worth based company and is a modern pioneer in research and development of unique and innovative cosmetic skin care products. These products provide superior age management for cosmetically promoting beauty and attractiveness. Myong Chong® is the founder and CEO of the company and is the inventor of the first U.S. patented Cosmetic Firming Formulation with international patents pending.

**DAVE BADHWA**

President
JAB Companies
Minneapolis, Minnesota



JAB is a technology and consulting company in beverage, identity and banking industries. With strategic partners and offices in the Caribbean, Asia, Africa and South America, it has developed closures, formulated energy drinks, BIO-ID and identification cards, and developed platform for the banking sector on Alerts and Toggle ON/OFF. Their expertise in the emerging markets of the world combines science and strategic thinking.

**KISHORE KHANDAVALLI**

President
iTech U.S., Inc.
South Burlington, Vermont



iTech U.S., Inc. provides software development and end-to-end IT solutions, offering the best of project management, professional consulting, and mobile apps deployment with a performance guarantee. Through Project Management/IT Strategy, Database Administration and Maintenance, and Systems Analysis, we help businesses leverage current technology to meet current and future goals. We keep you up to date with all developments, offering custom services in mobile applications on most mobile platforms. Using best-of-breed tools that help you navigate large piles of data to synthesize valuable information; we make it possible for you to make sound, strategic decisions. In conjunction with our partners Infor and IBM, iTech offers financial management solutions to help you optimize costs, shorten process cycle times, enforce global financial standards, and improve business transparency.

**GRACE LO**

President
Majestic Solutions, Inc.
Madison, Alabama



Majestic Solutions, Inc. designs and manufactures equipment for the correctional industry. Our online catalog illustrates the metal furnishings and security products we offer, all locally manufactured. Our sixteen-thousand square foot manufacturing facility is located in southwest Huntsville, AL, where all in-house production occurs. We have successfully partnered with detention equipment contractors, architectural companies, as well as local, state and federal institutions to provide our high-quality furnishings and accessories.

**RAVI MANIKTALA**

President
M.E. Group
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 buildings 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 & CEO
MSL Express
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.

**ANISA BALWANI**

President
RCI Technologies, Inc.
Iselin, New Jersey



RCI Technologies Inc. is a premier IT and software development consulting firm specializing in providing quality software solutions to commercial and private sector companies as well as government entities. RCI is headquartered in Iselin, NJ with branch offices in Olney, Maryland and Houston, Texas and has been serving clients for over twenty years. We empower our customers with innovative IT software solutions delivered through a wide range of technologies for various industries including; financial services, healthcare and life sciences, pharmaceutical, insurance, telecommunications, automotive, manufacturing and retail. RCI is the proud winner of numerous excellence awards, such as US Pan Asian American Chamber of Commerce - Fast 50 Asian American Business Excellence Award.

**SUSAN PAN**

President
Sughrue Mion, PLLC
Washington, DC



SUGHRUE MION, PLLC specializes in intellectual property law including all aspects of patents, trademarks and copyrights. Our firm was founded almost 60 years ago and has grown to 100 attorneys, all specializing in intellectual property. Our clients include large U.S. and international companies in all technology areas, such as consumer electronics, computer systems, digital imaging, digital communication, chemistry, life sciences and pharmaceuticals. Each year, SUGHRUE ranks among the top law firm in the U.S., obtaining several thousand patents and trademarks from the U.S. Patent and Trademark Office. Our firm also has established expertise in ITC 337 trade disputes and district court litigation.

ASIA PARTICIPANTS

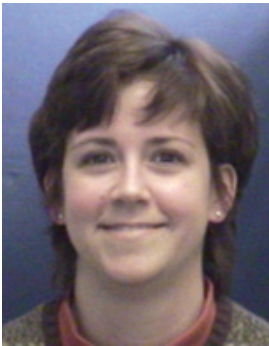


MARIO JOHN PATRICK
Director, Business Development
Global Resource Management, Inc. (GRMI)
Hyderabad, India

John has been with GRMI since 2002 and started as Systems Administrator. Today, he is the Director for Business Development in the Hyderabad office, he also provides operations support for all customers in the U.S.



U.S. DELEGATES ON ASIA TRADE MISSION – CORPORATIONS



KELLY FOWLER
Director, SSM Marketing
Equipment
PepsiCo

Kelly is a ten year veteran of PepsiCo; she has worked seven years in Ingredients Procurement and has spent the last three years in Indirect Procurement of Marketing Equipment. Prior to PepsiCo she spent nine 9 years at Unilever in Quality Assurance and Research and Development. Kelly holds a Bachelor's Degree in human Nutrition from the University of Maryland, a Master of Science in food science, and a Master of Business Administration from the University of Maryland.



BILL MATTHEWS
Industry Manager, SSM Capital
PepsiCo

Bill is a 6 year veteran of PepsiCo; he has worked 5 years in Secondary Packaging Procurement and recently joined Indirect Procurement for Capital Equipment. Prior to PepsiCo, he spent five 5 years at Zotos International as a Senior Packaging Engineer/Purchasing Agent. Bill has a Bachelor of Science degree in Packaging Science from Rochester Institute of Technology, as well as a Master of Science, Management from Albertus Magnus College.



RONITA ROY
Industry Manager, SSM MRO
PepsiCo

Ronita is a 4 year veteran of PepsiCo working in the MRO (Maintenance, Repair and Operating Supplies) Procurement Team. Prior to PepsiCo, she spent four 4 years at Rockwell Automation in Supply Chain, Engineering, and Strategic Sourcing. Ronita has a Bachelor of Science degree in Industrial and Operations Engineering from the University of Michigan.



USPAACC ASIA TRADE MISSION SPONSORS & HOST COMPANIES



PEPSICO

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.



HAISHENG

Shaanxi Haisheng Fresh Fruit juice Co., Ltd is the world's largest fruit and vegetable juice concentrate producer and exporter. Haisheng, the National Flagship Enterprise in Agricultural Industrialization, obtained a share listing in the main Board of the Hong Kong Stock Exchange in 2005. More than 95% of our products are exported to over 30 countries with our main markets being the USA, Canada, Germany, Australia, Russia, and Japan. Our management team possesses a vast amount of professional knowledge. With the fast development of the juice beverage industry throughout the world, Haisheng plans to further expand its production capacity and develop new kinds of fruit and vegetable juice concentrate in order to meet increasing market demand. The group plans to explore and develop further markets all over the world to seek new business opportunities.



HISENSE

Founded in 1969, Hisense 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 unremitting 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.

GLOBAL RESOURCE MANAGEMENT INC.

Global Resource Management Inc. (GRMI) is a leader in delivery of IT, data warehousing, business intelligence, knowledge and content management, cloud computing, governance and security, supply chain management projects and staff augmentation to Fortune 500 companies and government agencies globally. Over the years it has earned a Top-3 vendor status by many of its large clients. Established in 1993, GRMI is headquartered in Suwanee, GA, with 10 offices nationally and four offices overseas.



MSL EXPRESS

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.



KHS

KHS was established in 1993 and has become an international manufacturer of filling and packaging systems for the beverage, food, and non-food industries. In addition to plants in Germany, KHS maintains production facilities abroad in the United States, India, China Mexico, and Brazil. The KHS Group and its 5,500 employees worldwide have achieved sales totaling almost one billion euros. KHS is considered a technological leader in filling and packaging technology throughout the beverage industry. Our market position as innovator is demonstrated by recent developments including innovative modular packaging solutions, universal filling systems, high-performance labeling technology, cutting-edge communication and diagnostic technologies, and much more.



FAPCCI

The main objective of The Federation of Andhra Pradesh Chambers of Commerce and Industry (FAPCCI), founded in 1917, is to promote and protect the interests of Trade, Commerce and Industry in Andhra Pradesh, to encourage friendship and unanimity among the business community and associations. FAPCCI has membership of more than 3300 with about 160 Associations/Chambers of Commerce, having indirect membership of 25000, and has its nominees in many Govt. and Semi-Government organization to represent member's interest. It has become an important forum for interaction between business and industry in a global perspective. FAPCCI has its connectivity not only at State level but also at National and International and has partnered with organizations such as Federation of Indian Chambers of Commerce and Industry (FICCI), The Associated Chambers of Commerce and Industry of India (ASSOCHAM) or International Chamber of Commerce-India.



HMA

Hyderabad Management Association (HMA) is the premier association of Management Professionals in the state of Andhra Pradesh. HMS is affiliated to the All India Management Association (AIMA) and is one of the eight permanent members on the Governing Council of AIMA. HMA has the wide spread support of the Corporate Dom in Andhra Pradesh and is networked with 65 Local Management Associations around the country.



ASIA PARTICIPANTS CORPORATIONS

APPLIED MATERIALS

YAN HU
Corporate Communications Manager
Applied Materials



Applied Materials, Inc. is the global leader in providing innovative equipment, services and software to enable the manufacture of advanced semiconductor, flat panel display and solar photovoltaic products. Applied Materials technologies help make innovations like smartphones, flat screen TVs and solar panels more affordable and accessible to consumers and businesses around the world. More than 300 employees now work at the Applied Materials facility in Xi'an. They work in the areas of semiconductor equipment, solar, training, software and procurement operations. Applied Xi'an is well positioned to lead the company's solar and clean energy R&D efforts in China. Xi'an offers a unique geographic location; we have some of the world's most advanced scientific facilities and equipment and we have a very talented technical team.



CCCC

MR. ZHU
President
CCCC

MR. FENG
Regional Manager
CCCC



CCCC International Shipping Corp. is a Limited Liability Company registered in Panama. The company is invested by four shareholders: China Communications Construction Company limited, CCCC First Harbor Engineering Co., Ltd, CCCC TianJin dredging Co., Ltd., and ChuWa bussan Co., Ltd. respectively. The business scope of the company covers marine transportation of large-scale projects domestically and overseas, vessel leasing business, and vessel management services, etc. Company operates semi-submersible vessels with the determination to serve international heavy cargo transportation market. The shareholder of corporation—CCCC ranked 210th of Global 500 Companies 2011 with operating revenues of USD 40.414 billion, 14 places up compared with 2010, maintaining an upper-middle position on the list; 21st among 69 listed Chinese enterprises (including those in Hong Kong and Taiwan); 13th among central enterprises administered by the State-owned Assets Supervision and Administration Commission of the State Council.



CONAGRA FOODS

MEHUL PATHAK
Head of Sourcing, Emerging Markets
ConAgra Foods



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.



GENERAL MOTORS

KEITH COLE
Vice President, Government Relations & Public Policy
General Motors



General Motors (GM) is the major vehicle designer and manufacturer in the world. GM's 202,000 employees work in 158 facilities touching six continents, they speak more than 50 languages and touch 23 time zones, from designing and engineering state-of-the-art plants and developing new vehicles and technologies to creating new marketing programs.



YUKI LIU
Sales Manager, Xi'an
Sales & Marketing
Department



DANIEL ZHU
Sales & Marketing
Department



HELEN ZHANG
Sales & Marketing
Department



HAISHENG

DR. GAO LIANG
President
Shaanxi Haisheng
Fresh Juice Co.



HISENSE

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

ROLAND ZHANG YE
Marketing Department
Hisense International
Company



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.

KHS

STEPHEN DIPADUA
Global Key Account Manager
KHS



KHS was established in 1993 and has become an international manufacturer of filling and packaging systems for the beverage, food, and non-food industries. In addition to plants in Germany, KHS maintains production facilities abroad in the United States, India, China Mexico, and Brazil. The KHS Group and its 5,500 employees worldwide have achieved sales totaling almost one billion euros. KHS is considered a technological leader in filling and packaging technology throughout the beverage industry. Our market position as innovator is demonstrated by recent developments including innovative modular packaging solutions, universal filling systems, high-performance labeling technology, cutting-edge communication and diagnostic technologies, and much more.

HONEYWELL

ZHANG (STEVE) XIONGFEI
Vice General Manager, Quality Control & Engineering
Honeywell

Honeywell is a Fortune 100 company that invents and manufactures technologies to address tough challenges linked to global macro trends such as safety, security, and energy. With approximately 122,000 employees worldwide, including more than 19,000 engineers and scientists, we have an unrelenting focus on quality, delivery, value, and technology in everything we make and do. Xi'an System Sensor Electronics, Ltd. is a joint venture invested by System Sensor, USA, a wholly owned company of Honeywell, in the business of supplying sensor products and services worldwide. The company utilizes the latest in technology, production processes, management systems, quality assurance systems and modern manufacturing equipment from System Sensor, USA, to produce high quality products like the Intelligent and Conventional Ion Smoke Detector, Photo Smoke Detector, Heat Detector and Accessories.



PEPSICO



SHUITAK (ST) LAM
Global Procurement Manager
International Procurement
Office



KAREN TAN
Sourcing Manager
PepsiCo Strategic Supply
Management



TECH-LONG

BRUCE CHEN
Sales Manager
Tech-Long

Tech-Long's strong points are to research, develop and manufacture PET bottle blow molder, liquid product (beverage and non-beverage) filling machine, secondary packing machines, as well as matched systems. Currently, Tech-Long's product covers injection machine, water treatment system, beverage processing system, PET bottle blow molder, filling machines, labeler, and secondary packing machines, no matter complete line or single machine.



UPS

DANIEL PAN
Station Manager, Qingdao

Daniel joined UPS Qing Dao office as Supervisor in 2002, and was promoted to Operations Manager in 2005. In his current position as a Station Manager, Daniel is responsible for both small package and freight forwarding since 2008.



TERRY WU
Sales Manager, Qingdao

Terry joined UPS in 2005 as a Major Account Executive in Qing Dao office and in 2007 was promoted to the position of a Sales Manager for Small Package business.

GOVERNMENT OFFICIALS

QINGDAO, CHINA

QINGDAO MUNICIPAL GOVERNMENT

TAO ZHU
Deputy Director, Investment & Promotion Division
Bureau of Commerce



As a functional department of the Qingdao Municipal Government, the Bureau of Commerce, Qingdao is mainly responsible for the following: implementing national laws, regulations and policies concerning commerce and international economic cooperation; drafting commercial statutes and regulations; making development plans and policies; regulating commercial and service activities; organizing the implementation of import and export plans and controlling quotas for key industrial products, raw materials and farm produce; controlling import and export of technologies and equipment; guiding and regulating foreign investment; formulating global development plans and policies and carrying them out; developing business relations with international economic organizations, foreign governments and cities; and organizing and coordinating important overseas business activities.

XI'AN, CHINA

SHAANXI DEPARTMENT OF COMMERCE

YI DING
Program Assistant
Investment Services Department



The main purpose of the Shaanxi Department of Commerce is to formulate development strategies, guidelines and policies of domestic and foreign trade and international economic cooperation in Shaanxi Province, draft laws and regulations governing domestic and foreign trade, economic cooperation and foreign investment in Shaanxi Province, devise implementation rules and regulations.

Department of Commerce of Shaanxi province successfully established bilateral collaboration with the state of Wisconsin back in 2010. The trade agreement includes exchange in areas of sustainable manufacturing, agriculture, environment, and clean energy. Additionally, both parties seek to penetrate areas such as education and culture. Department of Commerce of Shaanxi also has investment in North America's largest gas field project, the Figure Four.

GOVERNMENT OFFICIALS

XI'AN, CHINA

CHINA COUNCIL FOR THE PROMOTION OF INTERNATIONAL TRADE (CCPIT)



China Council for the Promotion of International Trade Shaanxi Sub-Council (CCPIT Shaanxi Sub-Council) was founded in 1964, with China Chamber of International Commerce Shaanxi Chamber of Commerce. As a public service organization, CCPIT Shaanxi Sub-Council undertakes international business certification, international exhibition application, and other governmental functions. It also provides services to enterprises home and abroad through developing international economic and trade communication, sponsoring international conferences, providing trading and investment information, organizing business training, and assuming economic and trading legal affairs consultancy. CCPIT Shaanxi Sub-Council is its business administrative department. At present, it is also a member of World Trade and China Council for international Investment Promotion therefore it is also known as Xi'an World Trade Center. It has over 2,000 members of CCOIC Shaanxi Chamber of Commerce, 100 CCPIT Shaanxi Sub-Council members, 100 group-members, and 12 branches.

HYDERABAD, INDIA

U.S. GOVERNMENT OFFICIALS



PANDRANGI RADHAKISHORE
Senior Commercial Specialist & Office Director
U.S. Commercial Service, U.S. Department of Commerce
American Consulate General
Hyderabad, India



As a Commercial Specialist and Office Director, Radhakishore is responsible for carrying out a full range of United States Commercial service functions, including commercial service reporting and trade development. He maintains high level contacts with government, businesses and NGOs for the liaison and business development activities of the commercial service. Prior to the current assignment, he was deputy director for the Confederation of Indian Industry in New Delhi, in charge of Telecommunications, IT, Media, Entertainment and Construction Industry sectors. He has also held positions at the National Institute of Public Finance and Policy and the Guardian of Business and Politics. Radhakishore received masters of philosophy in International relations from Jawaharlal Nehru University (JNU), Delhi and Master of Arts in Economics from Hyderabad Central University.

GOVERNMENT OFFICIALS

HYDERABAD, INDIA



INDIAN GOVERNMENT OFFICIALS

NALLARI KIRAN KUMAR REDDY
Chief Minister of Andhra Pradesh
Hyderabad, India

Nallari Kiran Kumar Reddy has been the 16th Chief Minister of Andhra Pradesh since 2010. A four-time MLA in Andhra Pradesh, he belongs to the Indian National Congress. He was elected to Andhra Pradesh Legislative Assembly in 1989, served as member of the Public Undertakings Committee and Assurance Committee, and elected to the state assembly in 1989, 1999 and 2004. Kiran Kumar Reddy was unanimously elected as Speaker of the 13th Andhra Pradesh Assembly in June 2009. He was chosen to be the new Chief Minister of Andhra Pradesh after incumbent K Rosaiah resigned, by the Congress Legislature Party and authorized party chief Sonia Gandhi. He moved into Chief Minister's official residence, Chief Minister's Camp Office, on 10 December 2010.

NEW DELHI, INDIA



NEW DELHI, INDIA

DR. MANMOHAN SINGH
Prime Minister of India
New Delhi, India

India's fourteenth Prime Minister, Dr. Manmohan Singh is rightly acclaimed as a thinker and a scholar. He is well regarded for his diligence and his academic approach to work, as well as his accessibility and his unassuming demeanor. Prime Minister Manmohan Singh was born in 1932, completed his Matriculation examinations from the Punjab University in 1948, and earned a First Class Honors degree in Economics in 1957 from the University of Cambridge. In 1971, Dr. Singh joined the Government of India as Economic Advisor in the Commerce Ministry. This was soon followed by his appointment as Chief Economic Advisor in the Ministry of Finance in 1972. Among the many Governmental positions that Dr. Singh has occupied are Secretary in the Ministry of Finance; Deputy Chairman of the Planning Commission; Governor of the Reserve Bank of India; Advisor of the Prime Minister; and Chairman of the University Grants Commission. Dr. Singh has represented India at many international conferences and in several international organizations. He has led Indian Delegations to the Commonwealth Heads of Government Meeting in Cyprus (1993) and to the World Conference on Human Rights in Vienna in 1993.

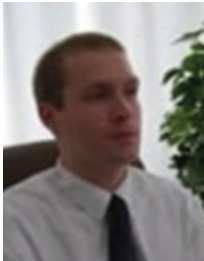
QUASI-GOVERNMENT / BUSINESS ORGANIZATIONS

XI'AN, CHINA



XI'AN INTERNATIONAL BUSINESS FORUM (XIBF)

JAN VAN LEER **MARTIN STROKA**
President Committee Member
XIBF XIBF



The Xi'an International Business Forum is a local non-profit business association. The Forum exists as a stage for bringing the Xi'an business community together socially, providing a support mechanism to its members and as a vehicle to be able to voice opinions and plans to local government. It was established in 2006 to provide social gatherings for the wider expat community involved in businesses in the city. The XIBF has transformed and evolved to become a body for bringing the Xi'an business community together, both expats and foreign enterprises. XIBF now boasts a growing membership base, a strong annual events calendar, regular engagement with local government on behalf of the expat community and foreign enterprises and increased affiliations with other associations & chambers around China.



HYDERABAD, INDIA



FEDERATION OF ANDHRA PRADESH CHAMBERS OF COMMERCE AND INDUSTRIES (FAPCCI)

SRI V.S. RAJU
President

Sri V.S. Raju, a leading Advocate in Corporate Law, was unanimously elected as President of FAPCCI on June 15, 2011. He worked in various capacities in the Department of Company Affairs Govt. of India for more than two decades. He was the Registrar of Companies, Andhra Pradesh and Karnataka, and the Under Secretary and Deputy Secretary to Govt. of India in the then Department of Company Affairs, New Delhi. He took voluntary retirement from Govt. of India in August, 1988 and has been practicing law since then, mostly dealing with Companies Act, Foreign Exchange Management Regulation Act, Security Contracts Regulation Act, SEBI Act, and Consumer Protection Act. He is Director and Chairman of the Audit Committee of JOCIL Ltd, Director in Andhra Sugars Ltd, and Gangavaram Port Ltd.



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