BYU Paper 1

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

LEGISLATIVE BRIEFINGS
Meet and discuss with Federal law-makers, issues that impact your business such as Tax, Immigration and Labor laws and regulations.

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, especially the annual National California Supplier Conference.

GUANXI** SUPPLIER OPPORTUNITY FAIR
Find valuable contract opportunities in pre-scheduled quality “one-on-one” business matchmaking meetings with buyers from Corporations 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.

SUPPLIER DIVERSITY MANAGERS & BUYERS CAUCUS - BREAK BUSINESS CULTURAL BARRIERS
We are our own culture. Supplier Diversity Managers and Buyers address cultural challenges they face in negotiating, doing business, and partnering with diverse Asian Americans entrepreneurs.

WOMAN PIONEERS SUMMIT
Outstanding women pathfinders in Corporations, Government and small businesses 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 leads annual trade missions to the dynamic Asia-Pacific 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 of U.S. Corporations, CEOs of U.S. small, medium- and large-sized companies, and some from China, India and other Asia-Pacific countries discuss procurement trends, alliances and joint venture opportunities on both sides of the Pacific.

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!

THE ULTIMATE SOLUTION TO THE RIGHT CONNECTIONS

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, China and India include
General Motors/Wuling and Hisense in Qingdao; Honeywell and Haisheng in Xi’an; Tech-Long in Guangzhou; Sidel and Rockwell Automation in Shanghai; Heat and Control in Nanjing; HP in Chongqing; General Mills, Wal*Mart, FedEx, SIPA, Hisense, ICG Commerce, Microsoft, General Electric, Dase-Sing, ConAgra Foods and Alibaba.com.

Dear Friends,

The US Pan Asian American Chamber of Commerce Education Foundation (USPAACC) once again embarks on an auspicious journey, an 8th annual journey to China – the world’s second-largest economy with a vibrant and promising market for American businesses.

This year, our Asia Trade Mission (ATM) will take us to Tianjin, Chengdu and Shanghai. We will re-connect with old friends, meet new partners, strengthen existing business connections with those we met since our ATM began in 2005, and build new ones.

We have chosen these destinations for their spectacular growth and increasing importance in today’s global economy. We have a long-standing commitment to the Asia-Pacific region because of our unique link to this dynamic market: our members enjoy strong business, cultural and familial ties to this region. We look alike, we speak their language, and we understand how things work in this part of the world.

That is why USPAACC is your strongest ally and bridge to expand your business in Asia.

The strong argument for our ATM is the significant and latest revealing report by Standard & Poor’s (S&P): China is expected to overtake the U.S. to become the world’s largest consumer market in the next five years.

S&P reports that total retail sales of consumer goods in China grew 14.3 percent to about $3.29 trillion last year, compared with $4.35 trillion in the more mature U.S. market. This is key to U.S.-based companies that want to refine their growth strategies by looking outside of the domestic market and into China for growth opportunities.

Many have said that the U.S. has a stake in China’s success, and China has a stake in the success of the U.S. We believe this to be true and consequential, especially with a healthy dose of competition, as this can be an impetus to innovation and growth.

With this in mind, we will help you maximize advantage by partnering with businesses in China. This will form economic synergy – a healthy collaboration – that will offer the U.S. sizable economic interests, create more jobs, which in turn will benefit the entire world.

By enhancing cooperation and deepening mutual trust based on a constructive and healthy relationship, it will be both fundamental to the interests and survival of both - and vital for the whole world, for we are all now inextricably linked.

To our ATM delegates, we wish you a successful and enriching journey, and to your business partners – new and old – continued abundance and prosperity!

In friendship,
Susan Au Allen

ABOUT USPAACC
AN ADVOCATE FOR ECONOMIC GROWTH CELEBRATES 29 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 28 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

In friendship,

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In friendship,
Susan Au Allen
WELCOME MESSAGE FROM THE HONORABLE GARY LOCKE, UNITED STATES AMBASSADOR TO CHINA

On behalf of the U.S. Mission in China, I would like to extend a warm welcome to members of the Asia Trade Mission 2013 Delegation to China, sponsored by the U.S. Pan Asian American Chamber of Commerce Education Foundation.

China is a great place for Americans to do business. With an expanding middle class and rapid urbanization, China is a key market for U.S. businesses of all sizes in all industries. China continues to buy, build, and upgrade at an increasingly fast pace throughout the country. As the Chinese economy continues to grow, China will undeniably continue to offer great opportunities for U.S. exporters.

We are excited to see organizations like USPAAACC bringing U.S. businesses to China. Since the USPAAACC Education Foundation first began its trade missions to Asia in 2005, its members have developed new business relationships, built friendships, exchanged ideas with their Chinese counterparts, and created jobs in America.

I wish success to this year’s mission members.

Sincerely,

Gary Locke

AMBASSADOR

WELCOME MESSAGE FROM THE HONORABLE PETER HAYMOND, CONSUL GENERAL, U.S. CONSULATE GENERAL, CHENGDU

On behalf of the American Consulate General in Chengdu, it is my great pleasure to welcome USPAAACC Education Foundation’s Asia Trade Mission 2013 to China. This mission provides an important commercial opportunity for the participating companies and for their prospective partners in China.

USPAAACC has played an integral role in bridging the Asian business communities across the Pacific Ocean. I am impressed by the diversity of the companies on this mission, in terms of size and industries, and pleased that they understand the market opportunities in Chengdu, one of the fastest-growing local economies in China. 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 Chengdu and other cities throughout China grow their own economies.

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, Chengdu and other markets in Southwest China.

Judging by USPAAACC’s past achievements in promoting U.S.-China trade, I am sure your visit to Chengdu will be highly successful.

Sincerely,

Peter M. Haymond
Consul General
U.S. Consulate General
Chengdu, China

CONSULATE GENERAL OF THE
UNITED STATES OF AMERICA
August 20, 2013

PETER HAYMOND,
CONSUL GENERAL, U.S. CONSULATE GENERAL, CHENGDU
Ingersoll Rand welcomes you to the 2013 U.S. Pan Asian American Chamber of Commerce’s (USPAACC) Education Foundation Trade Mission to Asia.

Ingersoll Rand designs, manufactures, markets, and services a diverse portfolio of industrial and commercial products throughout the world. Currently 14 percent of our revenue comes from our growing presence in Asia. As part of our business commitment, the company has manufacturing and major distribution operations in China, Europe, India, the United States, and many other countries employing more than 46,000 people.

We know that an inclusive supply base creates competition in the supply chain, drives innovation and enables local communities to thrive economically. We firmly believe that trade missions such as this one, combined with open, continuous, multinational communication about the globalization of trade offers a positive economic benefit for all.

As one of the three enterprise strategies our efforts on Diversity & Inclusion, along with Growth through Innovation and Operational Excellence, is one of Ingersoll Rand’s drivers for success. A key focus of our Diversity & Inclusion efforts is our commitment to supplier diversity. As a result, it is an honor to serve as a host and participant in this year’s trade mission.

We, at Ingersoll Rand, want to wish you much prosperity and success with your business goals and objectives.

Sincerely,

Ingersoll Rand
Nereida (Neddy) Perez
Vice President
Global Diversity & Inclusion

August 15, 2013

Dear Delegates,

MSL Express is again pleased to be the Transportation Sponsor for Asia Trade Mission 2013 held by US Pan Asian American Chamber of Commerce Education Foundation (USPAACC).

Since 2008, MSL Express has participated in all the USPAACC trade missions. We have enjoyed every single one of them, not only the business opportunity we have seen and received but also the network that has helped us build friendship among delegates. The value is immeasurable!

Congratulations to USPAACC on yet another successful trade mission. Welcome on Board!

Chester Tong
Founder and President
MSL Express, Inc.
USPAACC
ASIA TRADE MISSION 2012

Chief Minister of Andhra Pradesh hosting USPAACC delegation in Hyderabad, India.

Sixteen high school students from 8 states received college scholarships at USPAACC’s 2012 CelebrAsian Procurement Opportunity Conference at the Hyatt Regency Orange County, California, June 2013.

At the U.S. Capitol Steps before meetings with members of the United States Senate and House of Representatives to discuss equal opportunities for Asian American businesses, May 2010, USPAACC members representing 15 states posed for photo op.

Sixteen high school students from 8 states received college scholarships at USPAACC’s 2012 CelebrAsian Procurement Opportunity Conference at the Hyatt Regency Orange County, California, June 2013.

USPAACC held the First Asian American Corporate Directors Awards recognizing Asian Americans serving on Fortune 500 Corporation Boards, Marriott Bethesda North Hotel & Conference Center, Maryland, June 2012.

Sixteen high school students from 8 states received college scholarships at USPAACC’s 2012 CelebrAsian Procurement Opportunity Conference at the Hyatt Regency Orange County, California, June 2013.

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


Indo-American Chamber of Commerce hosted Breakfast for delegates with special guest American Consul General Katherine Dhanani in Hyderabad, India.

Chief Minister of Andhra Pradesh hosting USPAACC delegation in Hyderabad, India.

United States Senator Daniel Inouye received USPAACC delegates in his office of the President Pro Temp in the United States Capitol.

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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 business matchmaking events.

USPAACC's Asia Trade Missions in the last seven years have concentrated on the fast-growing markets in China, Taiwan and India. This year, our Trade Mission will return to China. We will visit Tianjin, Chengdu and Shanghai, and will be guided by the theme “The Global Impact of US-China Cooperation & Competition”.

OUR DESTINATIONS

TIANJIN, CHINA

Tianjin has become a hub of advanced industry and financial activity. Since the mid-19th century, Tianjin has been a major seaport and a gateway to the Chinese capital of Beijing for foreign countries. Tianjin’s GDP reached 1.12 trillion Yuan in 2011, an increase of 16.4 percent over 2010. Tianjin is transforming into a hub city for international shipping and logistics, modern manufacturing and research and development. Tianjin pillar industries comprise of electronic information technology, automotive, bio-tech and pharmaceuticals, metallurgy and petrochemicals industries. The new coastal area, consisting of Tianjin Port, Tianjin Economic and Technology Development Area and Tianjin Bonded area, has attracted numerous world-famous businesses like Motorola, Toyota and Samsung. Globalization and opening up of the economy to the rest of the world have brought about remarkable benefits to Tianjin’s economic growth. Executives from Motorola Mobility, CCCI International Shipping Corp. (a division of China Communications Construction Company, Ltd.) and other Fortune Corporations will speak at the CEO Forum. Delegates will visit BinHai New Area selected by former Chinese President Hu Jintao as a strategic economic zone to develop hi-tech industry. International brands such as Microsoft, Samsung, Siemens, Tata, Toyota, and Beaulour IPSSEN Pharma have significant presence in BinHai. We will tour the plants for Telecommunications, Computer Engineering, Medical Equipment & Supplies, Energy Products, and Machinery Manufacturing in the BinHai Hi-Tech Industrial Park.

CHENGDU, CHINA

Chengdu is one of the most important economic, transportation, and communications centers in Western China. According to the 2007 Public Appraisal for Best Chinese Cities for Investment, Chengdu was chosen as one of the top ten cities to invest in out of a total of 280 urban centers in China. It was recently named China’s 4th most livable city by China Daily. China's state council has designated Chengdu as the country’s western center of logistics, commerce, finance, science and technology, as well as a hub of transportation and communication. It is also an important base for manufacturing and agriculture. Chengdu is becoming one of the favorite cities for investment in Western China. Chengdu’s GDP reached $130 billion in 2012, while its market covers all of Sichuan province, existing influence over 250 million people in 6 provinces, cities, and districts.

According to the World Bank’s 2007 survey report on global investment environments, Chengdu was declared “a benchmark city for investment environment in inland China”. Delegates will meet new business partners and establish connections in a market where relationship is paramount to business success. We will visit manufacturing sites, including an exclusive tour of Coca-Cola and IBM plants, meet and interact with corporate executives such as Joseph Ma, VP of GE China, GM of China Innovation Center and GM of GE SW China Region, who will speak at the CEO forum.

SHANGHAI, CHINA

Shanghai is the largest city by population (over 23 million, 2010) in China. It is a global city in commerce, finance, technology, transport, tourism, etc. It is also the busiest container port in the world. As one of the fastest developing cities in the world, it is ranked fifth in the 2011 Edition of the Global Financial Centers Index published by the City of London. Located in the Yangtze River Delta in East China, Shanghai sits at the mouth of the Yangtze River in the middle portion of the Chinese coast. The municipality borders the provinces of Jiangsu and Zhejiang to the north, south and west, and is bounded to the east by the East China Sea. For centuries a major administrative, shipping, and trading town, Shanghai grew in importance in the 19th century due to European recognition of its favorable port location and economic potential. The city was one of several opened to foreign trade following the British victory over China in the First Opium War and the subsequent 1842 Treaty of Nanking which allowed the establishment of the Shanghai International Settlement. The city then flourished as a center of commerce between east and west, and became the undisputed financial hub of the Asia Pacific in the 1930s. However, with the Communist Party takeover of the mainland in 1949, trade was reoriented to focus on socialist countries, and the city’s global influence declined. In the 1990s, the economic reforms introduced by Deng Xiaoping resulted in an intense re-development of the city, aiding the return of finance and foreign investment to the city.
CUSOMARY GREETINGS
In the Chinese business environments, it is customary to address a person using his or her family name only, such as “Mr. Chen” or “Ms. Luong.”

For business purposes, it is traditionally acceptable to call a Chinese person by their surname, together with a title, such as “Director Chen” 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. 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, 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 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.

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

<table>
<thead>
<tr>
<th>CHINESE</th>
<th>ENGLISH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hello</td>
<td>nee hao (nee how)</td>
</tr>
<tr>
<td>How are you?</td>
<td>nee hao ma? (nee how mah?)</td>
</tr>
<tr>
<td>Thank you</td>
<td>xie xie (shay shay)</td>
</tr>
<tr>
<td>You’re welcome</td>
<td>bie ke qi (byeh kuh sheh)</td>
</tr>
<tr>
<td>Cheers! (toast)</td>
<td>gan pei (kam pai)</td>
</tr>
<tr>
<td>Goodbye</td>
<td>zai jian (zah-ee jee-eh)</td>
</tr>
</tbody>
</table>
**ASIA TRADE MISSION 2013 ITINERARY**

**SEPTEMBER 4 - 14, 2013**

**September 3, Tuesday**  
Depart from U.S. for Tianjin, China

**TIANJIN**

**September 4, Wednesday**  
Delegates meet in Tianjin  
Check-in at St. Regis Hotel Tianjin  
Welcome Dinner hosted by USPAACC

**September 5, Thursday**  
Breakfast at the hotel  
Plant tours in Binhai New Area  
Luncheon  
City Tour & Dinner/Boat Ride on the Hai River

**September 6, Friday**  
Breakfast at the hotel  
International CEO Forum  
Matchmaking Rounds  
Business Leadership Luncheon  
City Tour (Tianjin Museum, Food Street)  
Offical Dinner

**September 7, Saturday**  
Breakfast at the hotel  
Flight to Chengdu

**CHENGDU**

**September 7, Saturday**  
Arrival in Chengdu  
Check-in at the Holiday Inn Oriental Plaza  
Free time  
Dinner

**September 8, Sunday**  
Breakfast at the hotel  
City Tour (The Base of Giant Panda Breeding, Wuhou Temple, Jinli Old Street & Luncheon)  
Dinner

**September 9, Monday**  
Breakfast at the hotel  
International CEO Forum  
Matchmaking Rounds  
Business Leadership Luncheon  
Plant tour at EIM  
Official Dinner

**September 10, Tuesday**  
Breakfast at the hotel  
Plant tour at The Coca-Cola Company  
Flight to Shanghai

**SHANGHAI**

**September 10, Tuesday**  
Arrival in Shanghai  
Check-in at the Sheraton Hongqiao Hotel & Free Time  
Reception

**September 11, Wednesday**  
Breakfast at the hotel  
Visit to Ingersoll Rand Headquarters  
Meeting with Ingersoll Rand’s China President  
Luncheon  
Plant Tour at Ingersoll Rand  
Dinner hosted by Ingersoll Rand

**September 12, Thursday**  
Breakfast at the hotel  
International CEO Forum hosted by Ingersoll Rand  
Matchmaking Rounds  
Business Leadership Luncheon hosted by Ingersoll Rand  
Plant Tour at Rockwell Collins-China Eastern Airlines Joint Venture  
Official Dinner

**September 13, Friday**  
Breakfast at the hotel  
Visit to AmCham Shanghai office  
Plant Tour at Cisco Headquarters and RAD Center  
Luncheon  
City Tour (Shanghai Museum, Yuyuan Garden, The Bund and Huangpu River)  
Farewell Dinner

**September 14, Saturday**  
Breakfast at the hotel  
Delegates finish the trade mission

Susan Au Allen came to the United States from Hong Kong on an invitation from the White House in recognition of her volunteer work for 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-American Chamber of Commerce Foundation (USPAACC) with a group of business and civic leaders in Washington, DC and California, to bring the diverse Pan American 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 sabbatical leave from her law practice, and became USPAACC National President & CEO. Long an effective advocate for small businesses 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 small and Asian American businesses, US-Asia commerce and trade, and Asian American women entrepreneurs, entrepeneurs, and professionals. Susan analyzes USPAACC as the acorn that has grown into an Oak Tree since its founding 28 years ago, with strong roots and wide branches extending to thousands of small and Asian American businesses and professionals across the country. She is proud of USPAACC’s ability to connect businesses to business, open doors to contract, educational and professional opportunities for Asian Americans which is the fastest-growing group with the highest business growth in the United States, and substantial social and economic connections to the dynamic Asian Pacific region, the world’s fastest-growing economic bloc.

Once an immigrant, she knows the obstacles that must be overcome to achieve the American Dream, and she has dedicated her life to help entrepreneurs to pursue their Dream - develop, grow and build a successful business.

USPAACC 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 Woman Business Owners National Advisory Council; and the Kennedy Center Community Board.


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 was named Women Worth Watching by Profiles in Diversity Journal in 2013; America’s Top Diversity Advocates together with President Clinton, President Carter, and Oprah Winfrey by DiversityBusiness.com in 2007; and one of 50 Most Influential Asian Americans by A-Magazine in 1994.

U.S. DELEGATES ON ASIA TRADE MISSION

ZAN NG
Owner & Founder
Admerasia
New York, New York

Admerasia, Inc. is an award winning advertising agency that provides integrated marketing solutions to Fortune 500 companies looking to target the ethnic market. Services include advertising, 360 degree media communication planning, public relations, event management, interactive online, proprietary database, media buying, promotions, research management. The agency was founded in 1993 and is based in New York City.

SHAWN MAK
President
H. Saga International Co., Ltd.
Diamond Bar, California

H Saga International (USA) Inc is an international supply chain company that provides tailored solutions to meet individual customer’s international requirements.

We help our customers gain competitive advantages by providing international vendor compliance, raw material sourcing, factory sourcing, and manufacture ring control services. H Saga also provides administrative offshoring, virtual office, supply chain financing, and logistics services to provide our customers a scalable platform for their international strategy.

KENNETH CHOI
Chief Operation Officer
I.L. Creations
Rockville, Maryland

I.L. Creations is the largest General Services Administration food contractor in the Washington, D.C. metro region. Some of the locations include the following: The White House, The Department of State, The Department of Justice, The Department of Energy, The Department of Commerce, Internal Revenue Service, The US Department of Agriculture, Library of Congress, Drug Enforcement Administration, NASA Goddard and The American Red Cross. We serve both Asian and Western cuisine in our hot and cold food bars, prepared from scratch with locally procured ingredients. I.L. Creations prides itself on providing first-class, quality food, courteous service and a commitment to socially responsible practices. We believe great food is created by selecting the best ingredients, utilizing healthy cooking methods, and preparing food daily on-site.

TARUN TALWAR
President & CEO
Mindspan Systems, Inc.
Duluth, Georgia

Mindspan Systems is an IT solutions firm catalyzing the growth and success of businesses across United States. It provides world class solutions and consulting services in the areas of software product development, interactive kiosk solutions, data warehousing and business intelligence. Mindspan strives to excel in all it undertakes and seeks to be distinguished by competence, professionalism and integrity. Combining cutting-edge technologies with agility and process maturity, Mindspan has an impeccable track record of highly satisfied client organizations, some of them the largest in the world in their respective industries. At Mindspan we believe our purpose is to enable our clients’ growth through effective technology solutions. Commitment to and focus on business objectives of our customers has led to Mindspan receiving repeat business from 90% of its customers, and being chosen an Inc 5000 company thrice.

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.
**BING YANG**  
President  
Ling’s  
South El Monte, California

Ling’s is an all-American company located in Southern California. Established over eleven years ago by the founder and former owner of a popular Chinese quick-service chain, the mission of Ling’s has been to bring authentic versions of popular Asian recipes to commercial and non-commercial settings such as casual restaurants, schools, colleges, universities, hotels, contract feeders and service delis.

As the selected supplier to United State Department of Agriculture, Ling’s has both regular USDA inspectors and USDA suppliers’ inspectors to make sure that its plants are in perfect condition and its products are of high quality.

In 2009, USDA awarded Ling’s “Contractor of the Year.” In August 2013, USDA awarded Ling’s “Outstanding Minority (Asian-American) Owned Business.”

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**LAUREN YANG**  
VP, Business Development  
Ling’s  
South El Monte, California

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**EVA WANG**  
CEO  
VXI Global Solutions, Inc.  
Los Angeles, California

VXI Global Solutions is a leading provider of business process and information technology outsourcing offering comprehensive services to its clients. Our company specializes in call center and BPO services, software development, quality assurance testing, and infrastructure outsourcing. Headquartered in the United States, VXI employs 10,000 people around the world including locations in China and the Philippines.

VXI creates custom solutions in business-to-business and business-to-consumer applications which allow clients to achieve success in their market goals. VXI applications leverage emerging and classic communication channels. Services range from complete call center services, to maintaining applications, to building solutions using superior tools and technologies.

VXI is the enterprise solution for any company looking to enter a new market, grow market share, increase geographical diversification, or lower costs while maintaining quality.

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**DAVID ZHOU**  
President  
VXI Global Solutions, Inc.  
Los Angeles, California

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**LEI FANG**  
President  
Topline Products  
Wayne, New Jersey

In the world of cosmetics, Topline Products stands apart in our ability to serve you with full turnkey and packaging solutions. Their focus on “innovative beauty solutions” is proven through the 50 utility patents granted to Topline in the U.S. and worldwide. These innovations are the result of four decades of technical packaging and engineering experience gained as a global partner to the world’s largest beauty companies. We are also ISO-9000, ISO-14000 and SA-8000 certified.

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**BETTY WONG**  
Founder & CEO  
IntroAmerica, Inc.  
New York, New York

IntroAmerica is a resource for Chinese students and parents looking for information about life in America. IntroAmerica also assists US colleges seeking Chinese applicants for four-year undergraduate degrees by presenting college information in Chinese and English. By providing their information, students can discover which colleges are interested in them. Yet IntroAmerica.com is more than just college applications. IntroAmerica presents bi-lingual student blogs and expert advice about adjusting to and succeeding in American college life and integrating into American culture. IntroAmerica introduces students to products and services that will help the student live a happy life in America, whether it is airport pick up services in the US, bank accounts, mobile phones or locating a Chinese restaurant. With over 200,000 Chinese students coming to the US each year and spending over $2B on living expenses while here, sponsors and partners will grow their markets along with IntroAmerica as more Chinese students achieve their dream of studying in the US. We are joined by a team of Chinese students and recent Chinese graduates, all eager to create a supportive “family community for Chinese students.” Our goal is to help Chinese students live life better in the US.

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**CHARLES CHANG**  
President  
Topline Products  
Wayne, New Jersey

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IntroAmerica is a law firm with global reach known for solving challenging business problems and resolving sophisticated legal issues for many of the world’s largest companies. Founded in 1924, the firm handles matters throughout the United States and worldwide. Seven major practice areas—corporate, energy and environmental, financial services, intellectual property, litigation, real estate, and tax—provide the framework for an extensive range of focus areas, allowing Sutherland attorneys to serve a diverse client base that ranges from small and medium-sized start-up businesses to a significant number of Fortune 100 companies.
ASIA PARTICIPANTS

CENTRAL PHYSIOTHERAPY & SPORTS INJURY CLINIC

This is not magic! Simply by using Microcurrent to correct moderate to severe degree of Hallux Valgus (Bunion) without Surgical Intervention, uplift the face simply by improving the underlying muscle tone to enhance the facial features back to younger age is the most natural manner. Milly Ng, Chief Physiotherapist of Central Physiotherapy & Sports Injury Clinic, specializes in using the most innovative Microcurrent therapy to uproot the inflammatory soft tissue by improving the ionic exchange at the cellular membrane, thereby improving the ATP formation by 500% and increase protein synthesis. It can strengthen and mobilize right in front of your eyes. It is excellent for Sports Injuries and Arthritic conditions. She also specializes in Research & Development of Microcurrent Therapy which is the most innovative treatment to regenerate injured body cells - bring it back to its normal healthy state seconds, enabling Carl Lewis to win 4 Gold Medals in the LA Olympics. We hope to collaborate with Sports Team in the US to create more Carl Lewis!

MSL EXPRESS

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VXI GLOBAL SOLUTIONS

VXI Global Solutions is a leading provider of business process and information technology outsourcing offering comprehensive services to its clients. Our company specializes in call center and BPO services, software development, quality assurance testing, and infrastructure outsourcing. Headquartered in the United States, VXI employs 10,000 people around the world including locations in China and the Philippines.

USPAACC ASIA TRADE MISSION BRIEFING BOOK
USPAACC ASIA TRADE MISSION SPONSORS & HOST ORGANIZATIONS

INGERSOLL RAND
Ingersoll Rand (NYSE:IR) advances the quality of life by creating and sustaining safe, comfortable and efficient environments. Our people and our family of brands— Including Club Car®, Ingersoll Rand®, Schlage®, Thermo King® and Transtek®—work together to enhance the quality and comfort of air in homes and buildings; transport and protect food and perishables; secure homes and commercial properties; and increase industrial productivity and efficiency. We are a $14 billion global business committed to a world of sustainable progress and enduring results. The Ingersoll-Sergeant Drill Company and the Rand Drill Company merged in 1905 to form Ingersoll-Rand in Dublin, Ireland. The company is listed as “IR” on the New York Stock Exchange since 1906. As of December 31, 2012, Ingersoll-Rand conducts manufacturing and assembly operations in 67 plants world-wide and maintains offices, warehouses and repair centers throughout the world. Its North America Headquarters and Corporate Center is located in Davidson, North Carolina.

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.

THE AMERICAN CHAMBER OF COMMERCE
The American Chamber of Commerce in the People’s Republic of China (AmCham China) is a non-profit organization which represents US companies and individuals doing business in China. AmCham China’s membership comprises more than 3,500 individuals from over 1,000 companies. It has more than 40 industry- and issue-specific forums and committees, offers unique services such as the Business Visa Program, holds a wide range of networking and informational events, and meets with US and Chinese officials to discuss challenges and opportunities facing US firms doing business in China. The chamber, in addition to its headquarters in Beijing, has chapters in Central China (Wuhan), Northeast China (Dalian), and Tianjin. The chamber’s mission is to help American companies succeed in China through advocacy, information, networking and business support services.

TIANJIN SAIXIANG TECHNOLOGY CO., LTD

DAWNING INFORMATION INDUSTRY CO. LTD

TIANJIN SAIXIANG TECHNOLOGY CO., LTD

TIANJIN SCIENCE AND TECHNOLOGY CO., LTD. TANGBANG

USPAACC ASIA TRADE MISSION BRIEFING BOOK

TIANJIN BINHAI NEW AREA
Tianjin Binhai New Area (briefed as TBNA) locates on the east coast of Tianjin and center of Circon-Bohai-Sea Region. It is also the nearest eastern starting point of Asia-Euro Continental Bridge and key access to the sea for the neighboring inland countries. TBNA consists of nine functional zones namely Advanced Manufacturing Zone, Airport-based Industrial Zone, Binhai High-tech Industrial Development Zone, Seaport-based Industrial Zone, Nangang Industrial Zone, Seaport Logistics Zone, Coastal Leisure & Tourism Zone, Sino-Singapore Tianjin Eco-City and Central Business District. In addition, Tianjin Port whose throughput ranks 5th in the world also locates in here. With a planned area of 2270 square kilometers, TBNA has a coastal line of 153 kilometers and a population of 2.02 million. TBNA has a rather favorable ecological environment and abundant natural resources and wetlands of 700 square kilometers.

China Communications Construction Company (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, CCC First Harbor Engineering Co., Ltd., CCCC Tianjin dredging Co., Ltd., and ChiuWa bussian 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.

CCPIT
The China Council for the Promotion of International Trade is a trade body of the Chinese government founded in 1952. It also goes by the name of the China Chamber of International Commerce. The CCPIT promotes China’s international economic and commercial interests. This is accomplished by developing business cooperation and exchanges with foreign countries. The CCPIT produces economic data, creates diplomatic ties and is also active with trade arbitration issues. China Council for the Promotion of International Trade Tianjin sub-Council (CCPITJU) is a government sponsored, internationally-oriented economic and trade promotion institution with a membership comprising government departments at municipal, district and county levels representing the economic and trade sectors in Tianjin, an international port city and economic center in north China. Aiming to promote international trade and investment, international economic and technological cooperation, corporate management and marketing in line with the international practices, CCPITJU has played an important role in serving the public since its founding in 1993.

CHENGDU MUNICIPAL GOVERNMENT
The Foreign Affairs Office of the People’s government of Chengdu Municipality is a governmental department in charge of the city’s foreign affairs, and also the affairs handling center of the leader team of foreign affairs of CPC Chengdu Municipal Committee.

MADE-IN CHINA
Made-in-China.com, operated by public company Focus Technology Co., Ltd. (Stock Code: 002315. SZ), is an integrated Business-to-Business (B2B) e-commerce platform with headquarters in Nanjing, Jiangsu Province and other 27 branches all over China. As one of the leading B2B portals connecting global buyers with Chinese suppliers, Made-in-China.com devotes itself into facilitating two-way trade via its 10 multi-language websites. With a database of millions of quality Chinese suppliers and products, Made-in-China.com has offered numerous buyers effective solutions on sourcing. This, combined with various trade support services, places Made-in-China.com in the perfect position to promote e-commerce on a global scale.
ASIA PARTICIPANTS
CORPORATIONS

CAESAR'S ENTERTAINMENT
LILY NG
President, Caesar's Global Living Asia
Caesars Entertainment Corporation (formerly Harrah's Entertainment from 1995 to 2010) is an American public gaming company that owns and operates over 50 casinos, hotels, and seven golf courses under several brands. The company, based in Paradise, Nevada, is the largest gaming company in the world, with annual revenues of $8.9 billion (2010). Caesars is a public company, with a joint venture of Apollo Global Management and Texas Pacific Group owning a large portion of the stock and Blackstone Group also holding a significant stake. The name change from “Harrah's Entertainment Inc.” to “Caesars Entertainment Corporation” was made official on November 23, 2010. Harrah's remains a key brand in the company.

CHINA COMMUNICATIONS
CONSTRUCTION COMPANY (CCCC)
LIANHUYU ZHU FENG YAN
President Regional Manager
CCCC International Shipping Corp. is a Limited Liability Company registered in Panama. The company is invested by four shareholders: China Communications Construction Company Limited, CCC First Harbor Engineering Co., Ltd, CCC TianJin dredging Co., Ltd., and ChuiNa 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 place of central enterprises of USD 32.732 billion, 5 places up compared with 2010, maintaining an upper-middle position on the list; 8th place among 69 listed Chinese enterprises (including those in Hong Kong and Taiwan); 13th among central enterprises. 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.

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Cisco Systems, Inc. is an American multinational corporation headquartered in San Jose, California, that designs, manufactures, and sells networking equipment. At Cisco (NASDAQ: CSCO) customers come first and an integral part of our DNA is creating long-lasting customer partnerships and working with them to identify their needs and provide solutions that support their success. The concept of solutions being driven to address specific customer challenges has been with Cisco since its inception in 1984. Since then Cisco has shaped the future of the Internet by creating unprecedented value and opportunity for our customers, employees, investors and ecosystem partners and has become the worldwide leader in networking - transforming how people connect, communicate and collaborate.

The Coca-Cola Company
The Coca-Cola Company (NYSE: KO) is an American multinational beverage corporation and manufacturer, retailer and marketer of nonalcoholic beverage concentrates and syrups, headquartered in Atlanta, Georgia. The company is best known for its flagship product Coca-Cola, invented in 1886 by pharmacist John Stith Pemberton in Columbus, Georgia. Besides its namesake Coca-Cola beverage, Coca-Cola currently offers more than 500 brands in over 200 countries or territories and serves over 1.7 billion servings each day. The company operates a franchised distribution system dating from 1889 where The Coca-Cola Company only produces syrup concentrate which is then sold to various bottlers throughout the world who hold an exclusive territory. The Coca-Cola Company owns its anchor bottler in North America, Coca-Cola Refreshments.

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, 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.

FLEXTRONICS
Flextronics International Ltd., founded in Silicon Valley in 1969, (simply known as Flextronics or Flex) is an American supply chain solutions company that offers design, manufacturing, distribution and aftermarket services to original equipment manufacturers (OEM). Flex is a Global Fortune 500 company based in the Silicon Valley (filing in Singapore) and is the second largest global Electronics Manufacturing Services (EMS) Company by revenue. Flextronics has manufacturing operations in over 30 countries, totaling approximately 27.2 million square feet and 200,000 employees.

CONAGRA FOODS
FANG LEI
Procurement Manager
Global Sourcing Group of ConAgra Foods
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JUAN LI
Assistant to Joseph Ma, VP of GE Healthcare China

THE COCA-COLA COMPANY
KEVIN LIU
Group Head of P&I Group Reputation Management Dept. Coca-Cola Bottling Investments Group China

SUNNY OU
Director of Reputation Management, SC and CQ operation unit

CARRIE ZHOU
Manager of Public Affairs, SC and Communication, SC operation unit

CATHERINE WANG
Group Reputation Management-P&C - Coca-Cola Bottling Investments Group China

MICHIEL MAO
Senior Manager, Strategy and Operations, North China

JUAN LI
Assistant to General Manager

GENERAL ELECTRIC
GE Healthcare is a division of GE Technology Infrastructure, which is itself a division of General Electric (GE). It employs more than 46,000 people worldwide and is headquartered in Little Chalfont, Buckinghamshire, United Kingdom. GE Healthcare is the first GE business segment to be headquartered outside the United States. In 2004, just before the completion of the $9 billion acquisition of U.K.-based Amersham PLC, the formerly named GE Medical Systems was renamed GE Healthcare.

JOSEPH MA
VP of GE China - GM of GE China Innovation Center GM of GE SW China Region General Manager

JUAN LI
Assistant to Joseph Ma, VP of GE Healthcare China
Honeywell

Honeywell is a Fortune 100 company that invents and manufactures technologies to address tough challenges linked to global macrotrends 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.

Hyundai

Hyundai was a multinational chaebol (conglomerate) headquartered in Seoul, South Korea. It was founded by Chung Ju-yung in 1947 as a construction firm and Chung was directly in control of the company until his death in 2001. Following the 1997 East Asian financial crisis and Chung's death, Hyundai underwent a major restructuring and break-up, which reduced the Hyundai Group's business to encompass only container shipping services, the manufacturing of elevators, and tourism. Today, most companies bearing the name Hyundai are not legally connected to Hyundai Group. They include Hyundai Motor Group, Hyundai Department Store Group, Hyundai Heavy Industries Group and Hyundai Development Company. However, most of the former subsidiaries of the Hyundai conglomerate continue to be run by relatives of Chung. If these companies were considered, as forming a single broad family business, then it would remain the largest company in South Korea with enormous economic and political power in the country.

IBM

The International Business Machines Corporation (commonly referred to as IBM) is an American multinational technology and consulting corporation, with headquarters in Armonk, New York. IBM manufactures and markets computer hardware and software, and offers infrastructure, hosting and consulting services in areas ranging from mainframe computers to nanotechnology. The company was founded in 1911 as the Computing Tabulating Recording Company (CTR) and adopted the name International Business Machines in 1924, using a name previously designated to CTR’s subsidiary in Canada and later South America. Securities analysts nicknamed IBM Big Blue in recognition of IBM’s common use of blue in products, packaging, and logos. In 2012, Fortune ranked IBM the No. 2 largest U.S. firm in terms of number of employees (433,362), the No. 4 largest in terms of market capitalization, the No. 9 most profitable, and the No. 19 largest firm in terms of revenue. IBM has 12 research laboratories worldwide and, as of 2013, has held the record for most patents generated by a company for 20 consecutive years.

INGERSOLL RAND

Ingersoll Rand (NYSE:IR) advances the quality of life by creating and sustaining safe, comfortable and efficient environments. Our people and our family of brands including Club Car®, Ingersoll Rand®, Schlage®, Thermo King® and Tranter® work together to enhance the quality and comfort of air in homes and buildings; transport and protect food and perishables; secure homes and commercial properties; and increase industrial productivity and efficiency. We are a $14 billion global business committed to a world of sustainable progress and enduring results. The Ingersoll-Sergeant Drill Company and the Rand Drill Company merged in 1905 to form Ingersoll-Rand in Dublin, Ireland. The company is listed as “IR” on the New York Stock Exchange since 1906. As of December 31, 2012, Ingersoll Rand conducts manufacturing and assembly operations in 67 plants worldwide and maintains offices, warehouses and repair centers throughout the world. It’s North America Headquarters and Corporate Center is located in Davidson, North Carolina.

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MOTOROLA MOBILITY

Motorola Solutions, Inc. is an American data communications and telecommunications equipment provider that succeeded Motorola Inc. following the spin-off of the mobile phones division into Motorola Mobility in 2011. The company is headquartered in Schaumburg, Illinois, a Chicago suburb. Motorola Solutions is composed of the Government; Public Safety and Enterprise Mobility Solutions divisions of the former Motorola, Inc. Motorola Solutions also previously had a Networks division, which it sold to Nokia Siemens Networks.
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 $80 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.

KATTY LAM
Chairman, PepsiCo
Greater China Region

CATHY TAI
Vice President, Corporate Affairs

PFIZER

Pfizer, Inc. (NYSE: PFE) is an American multinational pharmaceutical corporation headquartered in New York City, and with its research headquarters in Groton, Connecticut, United States. It is one of the world’s largest pharmaceutical company by revenues. Pfizer develops and produces medicines and vaccines for a wide range of conditions including in the areas of immunology and inflammation, oncology, cardiovascular and metabolic diseases, neuroscience and pain. Pfizer was founded by cousins Charles Pfizer and Charles Erhart in New York City in 1849 as a manufacturer of fine chemicals. Pfizer’s discovery of Terramycin (oxytetracycline) in 1950 put it on a path towards becoming a research-based pharmaceutical company. Pfizer has made numerous acquisitions, including of Warner–Lambert in 2000, Pharmacia in 2003 and Wyeth in 2009, the latter acquired for US$68 billion. Pfizer is listed on the New York Stock Exchange and its shares have been a component of the Dow Jones Industrial Average since April 8, 2004.

SCOTT DENNIS
Senior Director and APAC Regional Lead
Global Procurement, Asia Pacific Region

CATHERINE SHAO
Senior Regional Category Manager of Travel, Meeting and Fleet for Asia Pacific region. Lead of Regional Support Team in APAC Procurement

DENIS YU
APAC Regional Market Cluster Lead

TING HSIN INTERNATIONAL GROUP

Founded in 1996, Ting Hsin International Group is a Taiwanese-owned company based in Tianjin, China. It is China’s biggest instant noodle maker. It owns the Kang Shi Fu brand also known as Master Kong or Ting Yi through its partly owned associate Tingyi (Cayman Islands) Holding Corporation. In July 2009, it became the largest private shareholder in Taipei Financial Center Corporation, which owns Taipei 101.

In 2010 the Ting Hsin International Group’s overall revenue reached US$9.7 billion, with 70,000 employees in Taiwan and mainland China, making the Group an important food conglomerate on both sides of the Taiwan Strait.

ROCKWELL COLLINS

Rockwell Collins, Inc., founded in 1933, is a large United States-based international company headquartered in Cedar Rapids, Iowa, primarily providing avionics and information technology systems and services to governmental agencies and aircraft manufacturers.

The company is among the major suppliers of in-flight entertainment on board aircraft. Rockwell Collins’ key competitors in this industry include Panasonic Avionics Corporation, Thales Group, and JetBlue’s IFE subsidiary LiveTV. As of 2010, the company employs over 20,000 people and has an annual turnover of 4.665 billion US dollars.

KATTY LAM
Chairman, PepsiCo
Greater China Region

CATHY TAI
Vice President, Corporate Affairs

KATTY LAM
Chairman, PepsiCo
Greater China Region

CATHY TAI
Vice President, Corporate Affairs

ROCKWELL COLLINS

RON WAI
Managing Director, China
International and Service Solutions

XUE MEIYI (AMBER)
Administrative Assistant

YINYIN DUAN (OLIVIA)
Customer Account Specialist

CATHY TAI
Vice President, Corporate Affairs

ROCKWELL COLLINS

RON WAI
Managing Director, China
International and Service Solutions

XUE MEIYI (AMBER)
Administrative Assistant

YINYIN DUAN (OLIVIA)
Customer Account Specialist
GOVERNMENT OFFICIALS
QUASI-GOVERNMENT & BUSINESS ORGANIZATIONS

THE AMERICAN CHAMBER OF COMMERCE GOVERNMENT

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The chamber, in addition to its headquarters in Beijing, has chapters in Central China (Wuhan), Northeast China (Dalian), and Tianjin. The Chamber’s mission is to help American companies succeed in China through advocacy, information, networking and business support services.

CCPIT

China Council for the Promotion of International Trade Tianjin sub-Council (CCPITTJ) is a government-sponsored, internationally-oriented economic and trade promotion institution with a membership comprising government departments at municipal, district and county levels representing the economic and trade sectors in Tianjin, an international port city and economic center in north China.

Aiming to promote international trade and investment, international economic and technological cooperation, corporate management and marketing in line with the international practices, CCPITTJ has played an important role in serving the public since its founding in 1963.

ZHAOYANG FU
Northern America Specialist

U.S. CONSULATE GENERAL, CHENGDU

PETER HAYMOND
CONSUL GENERAL, U.S. CONSULATE GENERAL, CHENGDU

TIANJIN BINHAI HI-TECH INDUSTRIAL DEVELOPMENT AREA

TONG LING
Representative of Entrepreneurship
Deputy Director of Science and Technology
Secretary General of Industry and Commercial Association, Science and Technology Association, Municipal Corporation Association

Tianjin Binhai New Area (briefed as TBNA) locates on the east coast of Tianjin and center of Circum-Bohai-Sea Region. It is also the nearest eastern starting point of Asia-Euro Continental Bridge and key access to the sea for the neighboring inland countries. TBNA consists of nine functional zones namely Advanced Manufacturing Zone, Airport-based Industrial Zone, Binhai High-tech Industrial Development Zone, Seaport-based Industrial Zone, Nangang Industrial Zone, Seaport Logistics Zone, Coastal Leisure & Tourism Zone, Sino-Singapore Tianjin Eco-City and Central Business District. In addition, Tianjin Port whose throughput ranks 5th in the world also locates in here. With a planned area of 2270 square kilometers, TBNA has a coastal line of 153 kilometers and a population of 2.02 million.

CHENGDU MUNICIPAL GOVERNMENT

RAN YU
Northern America Specialist
Chengdu Municipal Government – Foreign Affairs

The Foreign Affairs Office of the People’s government of Chengdu Municipality is a governmental department in charge of the city’s foreign affairs, and also the affairs handling center of the leader team of foreign affairs of CPC Chengdu Municipal Committee.

U.S. COMMERCIAL SERVICE

The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce’s International Trade Administration. U.S. Commercial Service trade professionals in over 100 U.S. cities and in more than 75 countries help U.S. companies get started in exporting or increase sales to new global markets.

ERIC HSU
First Secretary Chengdu Office

HAIYAN HUA (HELEN)
Commercial Representative

PETER HAYMOND
CONSUL GENERAL, U.S. CONSULATE GENERAL, CHENGDU

DAVID MURPHY
Commercial Officer
Beijing Office

SARAH FOX
Commercial Officer
Shanghai Office

ERIK HSU
First Secretary Chengdu Office

HAIYAN HUA (HELEN)
Commercial Representative
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The St. Regis Tianjin
158 Zhangzizhong Road, Heping District
Tianjin, China 300041
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Taxi Bookings:
Taxi Corporation : Phone: 26353731
Haite River Taxi Co., Ltd.: Phone: 26352644
Kaitoqu Good Taxi Co., Ltd.: Phone: 26300013
Nearest Hospital:
Tianjin Heping District Xing’an Hospital
15 Liaobei Rd, Heping District, Tianjin
Phone: +86 22 2722 5608 - Emergency: 120

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Phone: +86 28 6106688
Taxi bookings:
Chengdu Rongcheng Taxi Company : Phone: 028 85195286
Chengdu Beite Taxi Company : Phone: 028 85199519
Chengdu Jinhui Taxi Company : Phone: 028 89550745
Nearest Hospital:
Chengdu 1st People’s Hospital
Pedestrian Street, Jinjiang, Chengdu, Sichuan, China
Phone: +86 28 8200 0120 - Emergency: 120

SHANGHAI
Sheraton Shanghai Hongqiao Hotel
No. 5 Zun Yi Nan Road
Shanghai, 200036, China
Phone: 86 21 62758888
Taxi Bookings:
Qingsheng : Phone: 86 21 62580000
Dazhong : Phone: 86 21 96822
Jinjiang : Phone: 86 21 96861
Nearest Hospital:
Minhang Shanghai Hospital
1448 Hongqiao Rd, Changning District, Shanghai, China
Phone: 021-62758030 - Emergency: 120

FOR ALL INQUIRIES ABOUT AMERICAN CITIZEN SERVICES:
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U.S. Commercial Service - Beijing
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American Citizen Services
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Emergency Contact Number: 8531-4000
E-mail: AmCitBeijing@state.gov
American Center for Educational Exchange
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E-mail: ShanghaiACS@state.gov
U.S. Commercial Service - Shanghai
Shanghai Center, Suite 631
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If calling from the U.S., please dial: 703 665 1986.
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1376 Nanning West Road
*Open to Chinese audiences-Appointment needed
Tel: (86-21) 6279-4650
Fax: (86-21) 6217-2071
Regular Hours: 8:15am-11:30am and 1:30pm-3:30pm Monday to Friday, Closed on Wednesday afternoon
After Hours Emergencies: (86-21) 3217-4650 then press “0” for an operator
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