



US PAN ASIAN AMERICAN
CHAMBER OF COMMERCE EF

CHINA TRADE MISSION

BRIEFING BOOK



BEIJING 福 DALIAN 福 SHANGHAI

FEBRUARY 20 ~ 29, 2008

About USPAACC-EF

USPAACC-EF *An Advocate for Economic Growth*

The US Pan Asian American Chamber of Commerce EF (USPAACC-EF) was formed in 1984 as a national, non-profit organization representing all Asian Americans and Asian American-related groups in business. It 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 minority business community.

Why Become Involved with USPAACC-EF

Nationwide Presence

Reach over 8,000 Asian American-owned businesses through our Regional Chapters in Northern and Southern California in the West Coast, Texas in the Southwest, Chicago in the Midwest, Georgia in the Southeast, New York in the Northeast, and the Maryland-Virginia-Washington, DC area in the National Capital Region.

Asian American Suppliers Council (AASC)

Develop mutually beneficial business relationships in our one-stop shop with corporate America, government agencies, and Asian American-owned businesses.

USPAACC E-Portal®

Connect with innovative, resourceful, and cost-effective Asian American suppliers, and market to corporate and government buyers through this dynamic e-portal.

Procurement Connections

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

International CEO Forum

CEOs of small and medium-sized companies from China, India and other Asia-Pacific countries discuss joint venture opportunities and how your company can take advantage of the phenomenal double-digit business growth in Asia.

Guanxi Supplier Opportunity Fair*

Acquire valuable contract opportunities in pre-scheduled quality "one-on-one" meetings with buyers from corporate America and the federal government, and meet Asian American suppliers.

Summit of Supply Diversity Directors/Managers & Buyers—Break Business Cultural Barriers

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

Woman Pioneers Summit

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

Legislative Briefings

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

Participate in the largest annual national Asian American business opportunity conference and the only business conference designed for the Asian American community—*CelebrAsian!*

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

USPAACC-EF

The ultimate solution
to the right connections



*Guanxi is a commonly used business term meaning "connections" or "relationships"

USPAACC-EF National President & CEO Message

Dear Friends,

Our 2008 Trade Mission to China creates a golden opportunity to promote and strengthen one of the world's most important global relationships. China, with its vast marketplace of 3.7 million square miles and a population of nearly 1.3 billion, is entering a new era marked by one of the most dynamic and transformative changes of this century. China's new confidence and dimension in its economic posture, as well as in its ties within the region and in the world, is unprecedented.

Our goal is all about the “global guanxi,” connecting with people with common business interests to establish and reaffirm relationships in a part of the world where personal contacts are very important. I am confident that with each trip we make, the roster of American-based companies interested in China—or in attracting investment to the United States—will increase dramatically. This is where USPAACC-EF will play an important role: to open doors to more opportunities and to bring all these groups*



His Excellency U.S. President George W. Bush welcomes USPAACC-EF National President & CEO Susan Au Allen to The White House, with The Honorable U.S. Secretary of Labor Elaine L. Chao and NASA Astronaut Kalpana Chawla.

and interests together—what we do best. The prospects are promising, and the sheer size and growth potential are profound and truly amazing.

As the harbingers of prosperity and growth in this modern-day “silk road,” we look ahead to every milestone we have set ourselves to achieve. I know we will discover that a major path to our bright future runs through China.

Susan Au Allen

National President & CEO

US Pan Asian American Chamber of Commerce EF

**Guanxi is a commonly used business term meaning “connections” or “relationship”*

USPAACC-EF in Action



USPAACC-EF National President & CEO Susan Au Allen presents a "Made in the USA" golden-hued fortune cookie to Beijing Vice Mayor Lu Hao. The popular fortune cookie originated in the U.S.



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



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



USPAACC-EF National President & CEO Susan Au Allen with U.S. Commerce Secretary Carlos Gutierrez and Mrs. Gutierrez



USPAACC-EF National President & CEO Susan Au Allen with PepsiCo Chairman & CEO Indra Nooyi and U.S. Labor Secretary Elaine Chao at USPAACC-EF Annual Conference



Participants at USPAACC-EF Annual National Asian American Business Opportunity Conference CelebrAsian '07 in San Francisco



Partners in prosperity and business growth: Opening ceremony of the Guanxi Opportunity Fair in San Francisco, California in May 2007

Our Mission

The 2008 China Trade Mission is designed to extend friendship, establish strategic connections, strengthen existing relations, promote American products and services, explore opportunities for joint ventures, and source potential suppliers.

This Trade Mission to one of the world's fastest-growing emerging markets, will open doors to high-level networking opportunities and exchange new ideas with international business leaders. It will provide American businesses new access and comprehensive insight into the dynamic Chinese market—including its scale, diversity and potential. Consequently, China will be viewed as an essential gateway to lucrative opportunities—a portal to enhancing and expanding the reach of American businesses in their quest to compete effectively in today's global marketplace.

Our Destinations

Beijing

As the Capital City of the People's Republic of China, Beijing is the country's center of politics, culture, education and diplomacy.

Beijing is China's third largest city in terms of population (17.43 million in 2007). It is a major transportation hub, with dozens of railways and highways passing through the city, and the focal point of many international flights. Known for its innovative entrepreneurs and high-growth start-ups—backed by a large community of both Chinese and foreign venture capital firms—Beijing is also the host of the 2008 Summer Olympics and the 2008 Summer Paralympics.



Dalian

As one of the most developed industrial areas of China, Dalian has been given many benefits by the Chinese government, including the title of "open-city" (1984), which allowed it to receive considerable foreign investment as a Special Economic Zone.

Established in Jinzhou District, this zone attracts huge amounts of overseas investments and hosts numerous operations of manufacturing companies from Japan, Korea, Europe and the United States. Dalian has also recently become the world's center of IT Outsourcing (ITO) and Business Process Outsourcing (BPO), after Bangaluru (Bangalore) of India.

Shanghai

With a population of approximately 18.7 million, Shanghai is widely regarded as the center of finance, trade and communications in mainland China.

As one of the world's busiest ports, Shanghai is a major destination for foreign corporate headquarters, fuelling demand for a highly educated and modernized workforce. Shanghai has also recorded a double-digit growth for 14 consecutive years since 1992, posting a nominal GDP growth of 12% in 2006 worth over 1.0297 trillion yuan (US\$128.8 billion).



Business Etiquette in China

Customary Greetings

In China, it is customary to address a person using his or her family name only, such as Mr. Chen or Ms. Hsu.

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

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

Business Meetings

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

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

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

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



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

Social Events

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

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

Other Useful Tips

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

Bring basic medications and your own prescription medicine.

Use the Chinese currency, the Renminbi (RMB), as not all businesses take credit cards.

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



The Power of *Guanxi*

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

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

In today's Chinese business world, *guanxi* is recognized as essential to doing business and to getting along harmoniously. For example, the Chinese prefer to deal with people they know and trust. On the surface,

this may not seem to be much different from doing business elsewhere. But this implies that companies have to make themselves known to the Chinese before any business can take place. *Guanxi* ensures that a business will be successful, and that the inevitable risks and barriers encountered along the way will be minimized with the right *guanxi* network in place.

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



Useful Chinese Phrases

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

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

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

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

Itinerary for China Trade Mission

Feb 20, Wednesday	Depart for Beijing
Feb 21, Thursday Evening	Arrive in Beijing Check in Hotel New Otani Chang Fu Gong Welcome reception at the hotel
Feb 22, Friday AM PM Evening	Beijing International CEO Forum One-on-one business opportunity meetings Dinner and entertainment with corporations
Feb 23, Saturday AM PM Evening	Beijing Visit Pepsi, Tetra Pak and Sidel in Beijing Sightseeing (Forbidden City) Dinner with Pepsi, Tetra Pak and Sidel at Capital Club Beijing
Feb 24, Sunday AM/PM 8:40 PM 9:45 PM	Beijing / Dalian Sightseeing (Great Wall and others) Depart for Dalian Arrive at Dalian Airport Check in Furama Hotel Dalian
Feb 25, Monday AM PM Evening	Dalian International CEO Forum One-on-one business opportunity meetings Dinner and entertainment with corporations
Feb 26, Tuesday AM/PM 5:30 PM 7:10 PM	Dalian / Shanghai Sightseeing Depart for Shanghai Arrive at Pu Dong Airport, Shanghai Check in Ramada Plaza Shanghai
Feb 27, Wednesday AM PM Evening	Shanghai International CEO Forum One-on-one business opportunity meetings Dinner and entertainment with corporations
Feb 28, Thursday AM/PM Evening	Shanghai Sightseeing Farewell party (TBD)
Feb 29, Friday	Depart for the U.S.

USPAACC-EF China Trade Mission Delegates



SUSAN AU ALLEN

National President & CEO

US Pan Asian American Chamber of Commerce-EF

Washington, DC



Susan Au Allen came to the United States from Hong Kong upon the invitation from the White House. Before joining USPAACC-EF as its President & CEO, Susan practiced law in Paul Shearman Allen & Associates of Washington, DC and Hong Kong for 18 years, and is nationally recognized for her work on immigration, international trade and investment.

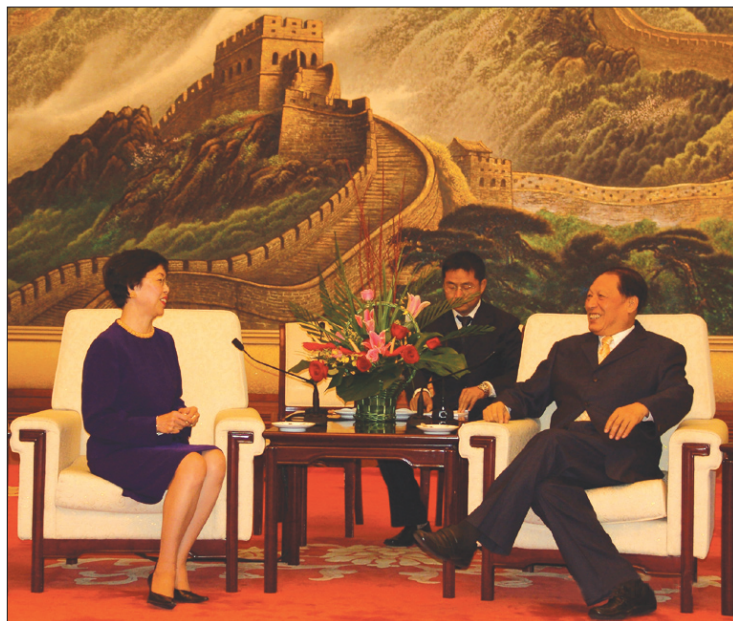
Susan received her J.D. from the Antioch School of Law and an LL.M. in International Law from Georgetown University Law Center.

A strong and effective advocate for Asian American issues on Capitol Hill and in the White House, her achievements reached a new level in Washington, DC when President George H.W. Bush appointed her to the Council of the Administrative Conference of the United States (1991-1996).

In 2007, Susan was named by *DiversityBusiness Magazine* as one of *America's Top Diversity Advocates*. She was inducted to the *Minority Business Hall of Fame* in January 2005. In 1999, *A-Magazine* named her one of the *25 Most Influential Asians in America*. She is a member of the National Women's Business Council which advises the President, the Congress, and the US Small Business Administration on economic issues important to women business owners.

In the corporate world, she is recognized for her work in diversity. She is a member of the Diversity Council of the American Hotel & Lodging Association, and the International Franchise Association.

In the government, she serves on the National Women's Business Council, the Small Business Advisory Committees of the U.S. General Services Administration and the U.S. Department of Energy, and the Kennedy Center Community Board, among others.



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

In education, she is a member of the Board of Trustees of Excelsior College in New York.

Susan has also served on the President's Commission on White House Fellowships Washington, DC Regional Selection Panel, the Small Business Committee of the U.S. Export-Import Bank, and NASA's Minority Business Resource Advisory Committee.

For two decades at the helm of USPAACC, she has become the voice of Asian American entrepreneurs and professionals.

A frequent radio commentator on US-Asia Pacific trade, US-China relations, Asian Americans, and ethnic marketing strategies, her audience includes corporate and government managers. She has also appeared as a commentator on *C-Span*, *CNN*, *CNBC*, *ABC*, *Fox News*, *The News Hour*, and the PBS public affairs program *To the Contrary*.

USPAACC-EF China Trade Mission Delegates



WEN CHANG

President, USPAACC-EF West Coast Chapter
Founder, Chairman & CEO, Trade Union International, Inc.

Montclair, California

www.tradeunion.com

Wen Chang is President of USPAACC-EF West Coast Chapter and the Founder, Chairman and CEO of Trade Union International, Inc. Wen is also the incumbent Mayor of the City of Diamond Bar, California. He has been elected to the same position three times: in 1999, 2001 and 2005.

A successful entrepreneur first and foremost, Wen has been the recipient of numerous distinctions in the field of business, such as the Award of Excellence for Outstanding Entrepreneur of the Year from the California State Polytechnic University (June 2001) among many other awards and honors.



GRACE MCDERMOTT

President, USPAACC-EF Southwest Chapter

Arlington, Texas

www.uspaacc-sw.org

Grace McDermott is President of the US Pan Asian American Chamber of Commerce-EF Southwest Region. In this role, she oversees the education and advocacy efforts that promote opportunities for Asian American businesses and suppliers.

Grace is also active in America's political process. She participated in President Clinton's Town Hall Advisory Commission on Asian American Pacific Islanders in 2002. Recently, she was invited to President Bush's White House Reception honoring Asian Americans during Asian Pacific American Heritage Month.



LIN LI

Marketing Manager, USPAACC-EF

Washington, DC

www.uspaacc.com

Lin Li is the Marketing Manager of USPAACC-EF. In this role, she is in charge of the organization's outreach and recruiting efforts among minority enterprises and Asian American businesses. She also helps develop events and programs for USPAACC-EF and its constituency nationwide.



YU "RENEE" LIAN

Trade Mission Coordinator, USPAACC-EF

Bethel, Connecticut

Yu "Renee" Lian is the USPAACC-EF China Trade Mission Coordinator. She is also the Vice President of the Western Connecticut Chinese Association, a language teacher/translator, and works with various volunteer groups in the New York and Connecticut areas.

USPAACC-EF China Trade Mission Delegates



OMI BHATI
President, International Medsurg Connection, Inc.
Schaumburg, Illinois
www.intlmedsurg.com



Omi Bhati, M.D., is the President of International Medsurg Connection, Inc., (IMC) a company with a portfolio of products designed to allow healthcare providers to continue to deliver high levels of treatment and care to their patients. Founded in 1996 by Omi and wife Nalini, IMC is a strategic sourcing partner for major medical and healthcare distributors worldwide.



DONALD CHU
Founder and CEO, Tronex International, Inc.
Parsippany, New Jersey
www.tronexcompany.com



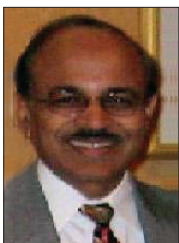
Donald Chu is the Founder and CEO of Tronex International, Inc., a company that specializes in the manufacturing, marketing, and distribution of quality products, including disposable hand and body protection. Founded in 1989, Tronex is now a leading provider of high quality health and safety system solutions to the healthcare, industrial, hospitality, food service, retail and government industries.



JOSETTA SHROPSHIRE HOWARD
President & CEO, Positive Promotions Ltd.
Avondale Estates, Georgia
www.positivepromotionsltd.com



Joetta Shropshire Howard is the President and CEO of Positive Promotions Ltd., a company that provides expert television and video production services. Founded in 1992, the company provides services to government agencies and corporate businesses, through a team of dynamic broadcast and production professionals.



BASKAR KOTTE
President, Quality Systems Enhancement
Roswell, Georgia
www.enhancequality.com



Baskar Kotte is the President of Quality Systems Enhancement (QSE), a leading consulting/training organization dedicated to the implementation of ISO 9001, ISO 14001, bottom-line improvement, safety and sustainability activities to achieve profit maximization. Founded in 1992, QSE's focus is to help customers achieve successful quality system registration in a cost-effective and timely manner.



LINDA LI
President, HGL Corporation
Virginia Beach, Virginia
www.hglcorp.us



Linda Li is the President of HGL Corporation, an import/export and real estate company. Founded in 1996, the company has grown as a supplier to companies in the U.S., China, Germany, Australia and Canada. The company owns a manufacturing plant in mainland China that supplies the local market and exports overseas.

USPAACC-EF China Trade Mission Delegates



AL LIMAYE
President, Logistic Solutions, Inc. and AC Birox, LLC

Piscataway, New Jersey
www.logistic-solutions.com



Al Limaye is the President of Logistic Solutions, Inc. (LSI), an award-winning multinational software consulting firm to major clients, including AT&T, IBM, Wachovia, Credit Suisse, and HSBC. Al is also at the helm of AC Birox, a detection and identification company that helps detect chemical and biological warfare agents, as well as explosives and narcotics.



BENJAMIN MANER III & LINDA MANER
Co-Founders, AshBritt Uniforms

Atlanta, Georgia
www.ashbrittuniforms.com



Benjamin T. Maner III, a retired New York City Police Detective, and his wife Linda, are the Co-Founders of Ash-Britt Uniforms, a one-stop uniform store that provides quality merchandise and superior customer service to the law enforcement community. The company is expanding to also serve the fire department industry and provide them with uniforms of the same quality and professional service.



VINOD PADHYE
Vice President, S&P Marketing, Inc.

Maple Grove, Minnesota
www.snpmarketing.com



Vinod Padhye, Ph.D., MBA, is Vice President of S&P Marketing, Inc., where he manages R&D, technical support to customers, and all business in the Americas, Europe, and India. Prior to joining S&P in 1994, Vinod worked at General Mills for 15 years, where he focused on technology-based product development in fruits, vegetables, and grains. Vinod and Dr. Chareonsri Srisangnam, President of S&P Marketing, received the USPAACC Asian Business Leadership Award in 2006.



KAPPANA "RAM" RAMANANDAN
President & CEO, Hydrox Laboratories

Elgin, Illinois
www.hydroxlabs.com



Kappana "Ram" Ramanandan is the President and CEO of Hydrox Laboratories, a company that manufactures beauty care products that are available in more than 3,500 retail establishments nationwide. Many of the company's healthcare products are in over five thousand hospitals across the United States.

USPAACC-EF China Trade Mission Delegates



TOM REN
Co-Founder, Chairman and CTO, AECsoft USA, Inc.

Houston, Texas

www.aecsoftusa.com



Tom Y. Ren is the Co-Founder, Chairman and CTO of AECsoft USA, Inc. AECsoft develops next-generation Supplier Management solutions, including software, database and services for Supplier Management, Supplier Diversity, eSourcing, Contract Management, Online Order, Global Sourcing and Compliance, especially China Sourcing (AEC Global). The company has been in business since 1997, with over 200 corporate and government customers.



TARUN TALWAR
Founder, President & CEO, Mindspan Systems

Norcross, Georgia

www.mindspaninc.com



Tarun Talwar is the Founder, President and CEO of Mindspan Systems, a dynamic and growing Atlanta based IT solutions and consulting firm. An Inc 5000 company, Mindspan provides world-class solutions and services in the areas of custom software solutions, business processes definition, software requirements specification, data warehousing and business intelligence.



CHESTER TONG
Founder and President, MSL Express, Inc.

Jamaica, New York

www.mslexpress.com



Chester Tong is President of MSL Express, a \$30 million company with 150 employees and 11 offices in China. In the last two decades, the company has grown globally to offer complete logistics solution, including international air and ocean freight forwarding, distribution, customs clearance, material consolidation, and warehousing services.



EVA WANG
Chief Executive Officer, VXI Global Solutions, Inc.

Los Angeles, California

www.vxi.com



Eva Wang is the CEO of VXI Global Solutions, Inc., a company that provides client support in 20 different languages and operates in the United States, China, Philippines, Thailand, Hong Kong and Taiwan. Founded in October 1998, VXI Global Solutions has grown from a company with only three employees to one that has more than 900 workers, generating annual revenues of over \$150 million.

USPAACC-EF China Trade Mission Delegates



PEPSICO



PEPSICO is a world leader in convenient foods and beverages, with 2006 revenues of more than \$35 billion and 168,000 employees. The company consists of Frito-Lay North America, PepsiCo Beverages North America, PepsiCo International and Quaker Foods North America. PepsiCo brands are available in nearly 200 countries and territories and generate sales at the retail level of about \$92 billion.

Some of PepsiCo's brand names are more than 100 years old, but the corporation is relatively young. PepsiCo was founded in 1965 through the merger of Pepsi-Cola and Frito-Lay. Tropicana was acquired in 1998 and PepsiCo merged with The Quaker Oats Company, including Gatorade, in 2001.

PepsiCo's mission is to be the world's premier consumer products company, with focus on convenient foods and beverages. It seeks to produce healthy financial rewards to investors, providing opportunities for growth and enrichment to PepsiCo's employees, business partners and the communities in which it operates.



ANNIE YOUNG-SCRIVNER
Chairman of PepsiCo Foods China LTD
General Manager of PepsiCo Foods China
PepsiCo China

Annie Young-Scrivner is the the Chairman of PepsiCo Foods China LTD and the General Manager of PepsiCo Foods China. She has seventeen years of PepsiCo experience in International and North America Markets.



DANIEL SHIH
Chairman of PepsiCo Investment (China) Limited
President of PepsiCo International China Beverages Business Unit
PepsiCo China

Daniel Shih is Chairman of PepsiCo Investment (China) Limited, President of PepsiCo International China Beverages Business Unit, and a member of the Region ExCom of Asia.



CATHY TAI
Vice President, Corporate Affairs
PepsiCo China

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

USPAACC-EF China Trade Mission Delegates



PEPSICO



KERSWICK LEUNG
Vice President, Operations
PepsiCo International, China Beverages

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



BOB SHI
Vice President, Operations
PepsiCo Foods, Greater China

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



SUSAN JING SU
International Category Manager, Global Procurement
PepsiCo, New York

Susan Jing Su is an 11-year veteran of PepsiCo. She currently oversees the Capital and MRO (Maintenance, Repair and Operation) Procurement for China and Asia Pacific region.



FRED CANADY
Vice President, Supplier Diversity
PepsiCo, New York

Fred (J. Frederick) Canady is Vice President of PepsiCo's Supplier Diversity program and an 18-year veteran at PepsiCo. His role is to foster business partnerships with qualified minority vendors and provide leadership in developing strategies for national minority business development and expand the volume of dollars the soft drink bottler spends with minority companies.



JIM COSTA
Vice President, Global Procurement
PepsiCo, New York

Jim Costa is Vice President of Global Procurement at PepsiCo. In this role, he oversees the company's global capital, maintenance, repair and operations procurement for PepsiCo worldwide. A 26-year veteran of PepsiCo, Jim has worked in domestic and international operations, directing operations in Central Europe, Russia, the Americas, Central States, and the Caribbean.



Founded in 1961, The Sidel Group designs, manufactures and distributes equipment for the beverage bottling industry worldwide. Sidel has 5,300 employees globally and recorded 1.2 billion euros of sales in 2006.

With a presence in more than 30 countries through sales, services and project management operations, Sidel also covers more than 190 countries with more than 27,000 machines installed worldwide.

Sidel has a fruitful cooperation with the PepsiCo group for more than 30 years. In 2003, Sidel became part of the Tetra Laval Group, which has 10.5 billion euros in sales and 30,000 employees.



MICHEL PICANDET
Executive Vice President Cluster Asia
Shanghai, China



HENRI ATTIAS
Senior Vice President
Int'l Key Accounts Business Development
Clichy, France



JAMES CHEN
Senior Vice President
Beijing, China



MARC VILLE
Cluster Industrial Operations VP
& POLO Project Director
Beijing, China



SEBASTIEN GEFFRAULT
Vice President, Account Management
& Marketing, Asia & Pacific
Hong Kong, China



JUN MEI
Account Manager
Shanghai, China

Rockwell Automation

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Rockwell Automation is a global provider of industrial automation control and information solutions. Founded in 1903, Rockwell Automation currently has over 20,000 employees around the world and serves customers in over 80 countries.

End users and machine builders (OEMs) rely on Rockwell Automation's comprehensive portfolio of products that deliver value and help clients meet their objectives. With annual sales of over \$5 billion, Rockwell Automation has also been working with PepsiCo Plants for over 40 years.



BRUCE QUINN
Vice President and Chief Representative
China



SCOTT HARDWICK
Manager of Supplier Diversity
Cleveland, Ohio



LYNN HUA
Manager of Industry and OEM Marketing in
Asia Pacific Region
Beijing, China



CHRIS FARVER
PepsiCo Global Account Manager
Dallas, Texas



SONALI KAUSHIK
Director of Industry Solutions Asia Pacific
Hong Kong, China



KEN KOFSKY
Director of Industry Solutions
Greater China

USPAACC-EF China Trade Mission Delegates



GENERAL MILLS is a Fortune 500 corporation that is mainly concerned with food products. Headquartered in Golden Valley, Minnesota, a suburb of Minneapolis, the company has manufacturing and food processing facilities around the world and markets several well-known brands, such as Betty Crocker, Yoplait, Pillsbury, Green Giant, Old El Paso, and Cheerios, to name a few. Their brand portfolio includes more than 100 leading U.S. brands and numerous category leaders around the world. In 2007, their revenue was \$12.442 billion.



DIEGO OSUNA
Senior Manager, Supplier Diversity and Development
General Mills, Inc.

Minneapolis, Minnesota
www.generalmills.com

Diego Osuna is Senior Manager, Supplier Diversity and Development at General Mills and leads the company's continued commitment to establish and grow successful business relationships with qualified minority and women-owned suppliers.



WAL-MART is an American company that operates a chain of large, discount department stores with more than 1.9 million associates worldwide and nearly 6,500 stores and wholesale clubs across 13 countries. The "most admired retailer" according to FORTUNE magazine has just completed one of the best years in its history: Wal-Mart generated more than \$312.4 billion in global revenue in the fiscal year ended January 31, 2006, establishing a new record and an increase of 9.5 percent. The company earned almost \$11.2 billion in net income in fiscal 2005.



ROSS D. FARNSWORTH
Senior Director of Merchandising, Wal-Mart China Stores Division
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Ross Farnsworth is a Senior Director of merchandising on the Wal-Mart Merchandising Team supporting the stores in China. A 13-year veteran of Wal-Mart, Ross is also the Chairperson of Wal-Mart's Electronics Sustainability Committee and the Co-Chair of the Non-Food Product Safety Committee.

CHINA ASSOCIATION FOR INTERNATIONAL FRIENDLY CONTACT (CAIFC)
www.caifc.org.cn

China Association for International Friendly Contact (CAIFC) was founded in 1984 to establish friendly relations with foreign partners and to foster close cooperation with government bodies and non-governmental organizations of China. CAIFC also gives assistance to Chinese entrepreneurs in developing international transactions.

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