



US PAN ASIAN AMERICAN
CHAMBER OF COMMERCE
EDUCATION FOUNDATION

CHINA TRADE MISSION '09

“FOOD, BEVERAGE, HEALTH & SAFETY INDUSTRIES”

BRIEFING BOOK



NANJING ❸ SHANGHAI ❸ GUANGZHOU

FEBRUARY 21 ~ 28, 2009

About USPAACC Education Foundation

USPAACC Education Foundation *An Advocate for Economic Growth*

The US Pan Asian American Chamber of Commerce Education Foundation (USPAACC Education Foundation) 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 small and minority business community.

Why Become Involved with USPAACC Education Foundation

Nationwide Presence

Reach over 18,000 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.

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

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 sectors 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
Education Foundation

The ultimate solution
to the right connections



USPAACC Education Foundation National President & CEO Message



Dear Friends,

Our 2009 China Trade Mission builds on the successes of our journey last year that brought us to Beijing, Dalian, and Shanghai. This year, we selected “Food, Beverage, Health & Safety Industries” for our Trade Mission visits to Nanjing, Shanghai, and Guangzhou. We will tap new consumer industries and related dynamic markets that continue to offer great opportunities in this global economy.

With a population of over 1.3 billion and growing, China was ranked the world’s third largest economy in 2007—having achieved a total gross domestic product of \$3.4 trillion and 13% growth rate. Much of this continued double-digit growth has been led by rising domestic demand for foreign-made products and services. China’s purchasing power is without doubt an enormous market for exports from around the globe. It is also a vibrant gateway to tremendous investment and growth opportunities for American businesses.

This year, the United States and China celebrate 30 years of formal diplomatic ties. We honor this consequential bond and continue our commitment to helping to solidify bilateral business connections and relations between the peoples of the United States and China. To this end, our Trade Mission ushers in a heightened level of collaboration as we add another brick to the foundation of our partnership—where businesses flourish in the global marketplace because of the depth and vigor of the alliances we keep.

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



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

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

February 5, 2009



To the Participants of the USPAACC Education Foundation China Trade Mission '09:

Welcome to Shanghai, one of the most dynamic cities in Asia and the commercial center of one of the largest economies in the world. The U.S. Consulate General was re-established in Shanghai in 1981; today we encompass six cabinet agencies with offices in five locations around the city.

The U.S. Consulate in Shanghai seeks to achieve greater understanding of U.S. policy, views and values in Shanghai and in Anhui, Zhejiang and Jiangsu Provinces. The Consulate also helps inform American policy and law makers about developments in China, supports educational exchange, and promotes U.S. exports. In addition, the Consulate handles hundreds of non-immigrant visa applications daily, providing the vast majority of applicants the opportunity to visit the U.S. for education, business, tourism, or family visits. The Consulate also serves more than 25,000 American citizens in the consular district with both routine and emergency services.

On behalf of the U.S. Consulate, let me wish you a productive visit to Shanghai and Nanjing and a prosperous and successful Year of the Ox.

Sincerely,

Beatrice Camp
Consul General
Shanghai, China



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



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

Welcome to Guangzhou.

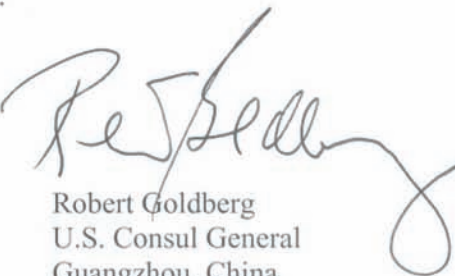
We are delighted to have you here in this economically dynamic consular district (Guangdong, Fujian, Guangxi and Hainan) of 220 million people and we wish you every success in your efforts to promote trade and investment between China and America.

Despite the global economic downturn, you are now in a part of China that has for the past 15 years accounted for over one-third of China's two-way trade with the U.S. and which, the leadership and many foreign observers expect, will be an engine for global economic growth in the next two decades. But Guangdong is not just about the trade numbers: it is also about finding a way to move up the value-added and high technology ladder, providing good employment opportunities for the more than one hundred million people in the province, creating a social security network that will give people an incentive to power up the domestic consumer market and ensuring, in the process, the development of an educational system that will make China a land of innovation and not just adaptation. In the process, America will benefit as we renovate our industrial, agricultural and financial structures, create new jobs at home, provide examples of good governance and best practices, enhance intellectual property enforcement and ensure that China moves down the right track toward the rule of law.

With regard to Consulate General Guangzhou, let me assure you that we are dedicated to working with you to ensure the kind of equality of opportunity and level playing field that gives American producers, workers, farmers, financial experts and others the chance to succeed. We are problem solvers who pride ourselves on creative market strategies, protection of U.S. interests, public outreach to American and Chinese citizens, and services to help facilitate business and other travel. Count on us to get things done.

I look forward to meeting each and every one of you.

Again, all the best on your trade mission.


Robert Goldberg
U.S. Consul General
Guangzhou, China

USPAACC Education Foundation in Action



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



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



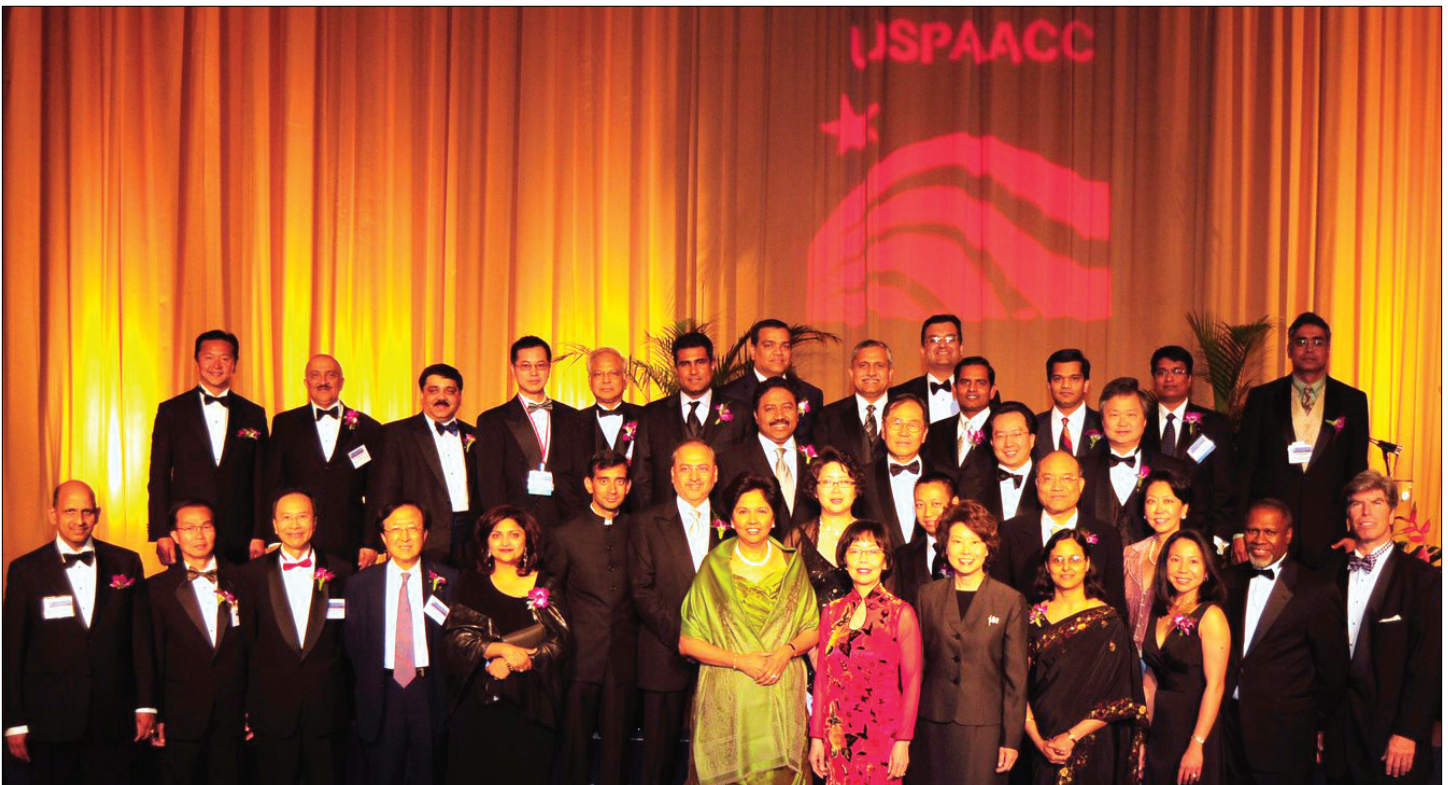
Basketball Star Yao Ming receives Special Recognition from USPAACC Education Foundation National President & CEO Susan Au Allen at the CelebrAsian '07 Excellence Awards Dinner



At the ribbon-cutting ceremony during CelebrAsian Business Opportunity Conference '08



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



Official presentation of the 50 Fastest-Growing Asian American Businesses, with PepsiCo Chairman & CEO Indra Nooyi (who also served as Conference Chair), U.S. Labor Secretary Elaine Chao and USPAACC Education Foundation National President & CEO Susan Au Allen at the CelebrAsian Business Opportunity Conference '08 in Washington, DC.

USPAACC Education Foundation China Trade Mission 2008



Our Mission

The 2009 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 close-up 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

Nanjing

Situated between North and South China, Nanjing is at the junction of trade and services, and is one of the most important economic areas of the country—home to the largest river port with a capacity of 50 million tons per year. With an estimated population of 7.5 million, Nanjing's GDP in 2007 reached approximately \$47 billion, with a per capita of \$5,791, and an economic growth rate of 15.1%. Nanjing's total import/export volume was US\$31.5 billion in 2006.

Since China's entry into the WTO, Nanjing has received increasing attention from investors from 104 countries and regions—foreign direct investment reached \$1.7 billion in 2007. Currently, there are around 3,600 companies in and around the city—over 250 of them are large and medium-sized companies from the sectors of electronics, vehicle manufacturing, steel industry, engineering and ship building, and chemical industry, especially petro-chemistry (Germany-based BASF is constructing here its largest plant in Asia). Corporations include BP, Ericsson, Ford, Fujitsu, Heat and Control, LG, Motorola, Samsung, Sharp, Shell, and Siemens, among others.




Shanghai

Shanghai is widely regarded as the center of finance, trade and communications in mainland China. With a population of approximately 19 million, Shanghai's GDP was \$157.8 billion in 2007, a per capita of \$8,949 and an economic growth rate of 13.3%. In 2010, Shanghai will host the World Expo. Plans are underway to invest billions of dollars in new urban infrastructure to prepare for this momentous event. The municipal government is also working towards building Shanghai into a modern metropolis and into a world economic, financial, trading and shipping center by 2020.

As one of the world's busiest ports, Shanghai is a major destination for foreign corporate headquarters, fuelling demand for a highly educated and modernized workforce. Shanghai has stronger links to both the Chinese interior and the central government, and a stronger base in manufacturing and technology. Industrial zones in Shanghai include Shanghai Hongqiao Economic and Technological Development Zone, Jinqiao Export Economic Processing Zone, etc. Corporations include Dell, IBM, Rockwell Automation, Sidel, and Wal-Mart, among others.

Guangzhou

As the capital of Guangdong Province, Guangzhou is the economic hub of the Pearl River Delta, one of China's leading commercial and manufacturing regions. Guangzhou has a population of 9.7 million in 2007, with over 3.9 million migrants—where temporary foreign residence registrations reached nearly 900,000, from over 180 countries and regions. Guangzhou's GDP reached \$92 billion in 2007, per capita was \$9,302—ranking 6th among the other 659 Chinese cities.

As an important industrial base with a comprehensive industrial manufacturing center, Guangzhou plays an important role as a major contributor to the national economy. Guangzhou has 34 of China's 40 major categories of industrial sectors, including machinery, shipbuilding, textiles, sugar-refinery, household electrical appliances, computers, petrochemicals, light industrial products for daily use, rubber products and garments. Economic zones in the area include Guangzhou Economic & Technological Development District, Guangzhou High-Tech Industrial Development Zone, Guangzhou Export Processing Zone, and Guangzhou Free Trade Zone (Guangzhou Development District). Corporations include FedEx and PepsiCo, among others. 



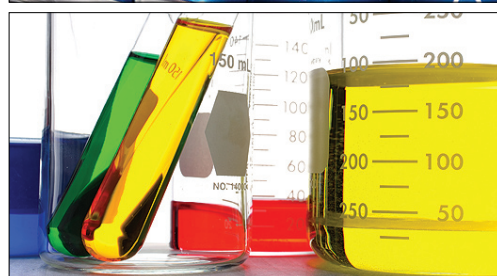
Beyond Our Borders: Meeting the Changing Demands of the Global Economy

The vigorous expansion of the global economy in recent years has ushered in the need for a new blueprint for monitoring the complex movement of goods and services in the marketplace—especially in ensuring the safety and efficacy of the food-supply chain. In the United States, as the American consumer's demand for these products increases, so does a significant amount of supplies that are prepared and sourced outside of the U.S. borders. And as more countries engage in expanded trade, more products will be shipped, more items manufactured, new technologies developed, and new risks will likely emerge.

Currently, about 15 percent of the United States' overall food supply is imported—with 60 percent comprising of fresh fruits and vegetables, and three-quarters of all seafood. To keep pace with the rise in the number of food firms around the globe supplying the country, the U.S. has enhanced its oversight and enforcement efforts through its different government agencies. These agencies not only enforce regulations, but also mitigate effects of the core issues, such as barriers to effective quality control and consistency in quality—in every step of the supply chain.

Achieving Growth through Open Markets

The growth of the global marketplace has created unique challenges for both importers and exporters of food and consumer products. In the U.S., there are two main government entities that address these challenges by overseeing the nation's food-related supply process. The U.S. Department of Agriculture monitors the safety of imported meat, poultry and eggs, which make up roughly 20 percent of all American food imports. In the same vein, the U.S. Food and Drug Administration (FDA), an agency that operates under the U.S. Department of Health & Human Services (HHS), is responsible for the other 80 percent—virtually all other foods, vitamins, supplements and pharmaceuticals, and medical devices.



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Each year, according to the FDA, approximately \$2 trillion worth of products enter the U.S. from over 150 countries around the world—from roughly 825,000 importers, through over 300 Ports-of-Entry. A significant number of these products—including an estimated 13 million food imports last year—are regulated by the FDA. The FDA ensures that these products meet U.S. standards for safety, quality, and will not jeopardize public health or national security. By all indicators, this volume is projected to continue to rise sharply over the coming years as the scale and complexity of global trade escalates.

In the last five years, the volume of imports regulated by FDA has doubled—and it continues to multiply. To address the challenges associated with the rise in imports, the FDA launched an initiative called “Beyond Our Borders.” It aims to improve the safety of food and other consumer products, to build stronger cooperative relationships with the FDA's counterpart agencies around the world, and to enhance technical cooperation with foreign regulators.

A central component of this initiative is the effective collaboration at the local level. It seeks to build and further strengthen a “regulator-to-regulator” relationship with its trading partners. This strategy, which is primarily aimed at ensuring that the American consumers’ needs and safety are met, will also enable the U.S. to learn more about the industries at play and the challenges that are linked to how products are regulated in countries exporting to the American market.

A New Era in the Global Economy


In 2007, the United States imported more than \$321 billion worth of goods from China—making this vibrant economic giant a formidable and key trading partner in the 21st century. And to continually improve import safeguards to meet the changing demands of the global economy, the U.S. government, through the HHS, recently opened three FDA offices in China.

All three HHS/FDA offices—in Beijing, Guangzhou, and Shanghai—will work with local Chinese agencies to inspect products bound for the U.S. The HHS/FDA office in Beijing is located in the U.S. Embassy. In Guangzhou, it is located in the U.S. Consulate General, and in Shanghai, it is part of the U.S. consular mission and is situated in the Shanghai Centre, a business complex where several other U.S. government agencies are also present. According to the FDA, these offices will also certify and monitor third-party inspectors, to help promulgate a quality-control system based on commercial standards and contractual requirements rather than government regulation and inspection.

In addition to China, the HHS/FDA recently opened offices in New Delhi and Mumbai in India. HHS/FDA will also have a presence in the geographic regions of Latin America, Europe and the Middle East (with headquarters in Amman, Jordan) this year.

The permanent HHS/FDA presence in China will help to address the unique challenges—as well as opportunities—presented by increased trade, greatly enhancing the speed and effectiveness of regulatory cooperation and efforts to protect consumers in both countries. In addition to sharing technical expertise on structures, processes, and technologies to its local counterparts, HHS/FDA officials will also assist the Chinese Government, upon request, in its ongoing efforts to improve its regulatory systems for exports to help assure product safety.

The opening of U.S. offices in China and other countries represents a milestone in the globalization of food safety. By having a presence in other parts of the world, the U.S. can work more closely with manufacturers and other governments—creating a platform where best practices are shared and the quality and safety of food and consumer products are further ensured at the point of manufacture.

Securing the safety and efficacy of the global food supply chain is critical to the strength of the international trading system. USPAACC Education Foundation, through this year’s China Trade Mission, helps to promote the overall public health, quality and safety, and to raise standards beyond U.S. borders. As a result, American consumers—as well as the world community—will be better protected as they continue to enjoy the benefits of the global marketplace. 

The HHS/FDA presence in China will help to address the unique challenges—as well as opportunities—presented by increased trade, and greatly enhances the efforts to protect consumers in both countries.



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); 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 (*guan-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 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 '09

Feb 21, Saturday	NANJING—Delegates arrive at Sofitel Zhongshan Golf Resort Nanjing Dinner hosted by Chinese Association of International Friendly Contacts
Feb 22, Sunday	NANJING
AM/PM	Sightseeing / Shopping
Evening	Dinner with host company—Heat and Control
Feb 23, Monday	NANJING
AM	Plant Tour—Heat and Control
PM	International CEO Forum and One-on-One Business Meetings
Evening	Dinner with U.S. Department of Commerce and U.S. Department of State officials, representatives of U.S. companies doing business in China and the Chinese companies, and CEO and Executives of host company Heat and Control
Feb 24, Tuesday	NANJING / SHANGHAI
AM	Depart from Nanjing to Shanghai via high-speed train
AM/PM	Arrive in Shanghai / Check-in at Radisson Hotel Shanghai New World / Free time
Evening	Dinner with Sidel Asia
Feb 25, Wednesday	SHANGHAI
AM	Plant Tour—Rockwell Automation
PM	International CEO Forum and One-on-One Business Meetings
Evening	Cocktail Reception/ Dinner with U.S. Consul General in Shanghai, U.S. Department of Commerce and U.S. Department of Agriculture officials, representatives of U.S. companies doing business in China and the Chinese companies, and CEO and Executives of host company Rockwell Automation
Feb 26, Thursday	SHANGHAI / GUANGZHOU
AM/PM	Depart Shanghai for Guangzhou Arrive in Guangzhou / Check-in at Shangri-La Guangzhou Hotel / Free time
Evening	"Till We Meet Again!" Dinner with host company Tech-Long Packaging Ltd.
Feb 27, Friday	GUANGZHOU
AM	Plant Tour—Tech-Long Packaging Ltd.
PM	International CEO Forum Presentations by U.S. companies doing business in China, U.S. Department of Commerce, U.S. Department of Agriculture, and U.S. Delegates One-on-One Business Meetings
Evening	Cocktail Reception / Dinner at Residence of U.S. Consul General in Guangzhou, with U.S. Department of Commerce and U.S. Department of Agriculture officials, representatives of U.S. companies doing business in China and the Chinese companies, and CEO and Executives of host company Tech-Long Packaging Ltd.
Feb 28, Saturday	GUANGZHOU—Depart for the United States

USPAACC Education Foundation China Trade Mission Delegates



SUSAN AU ALLEN

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



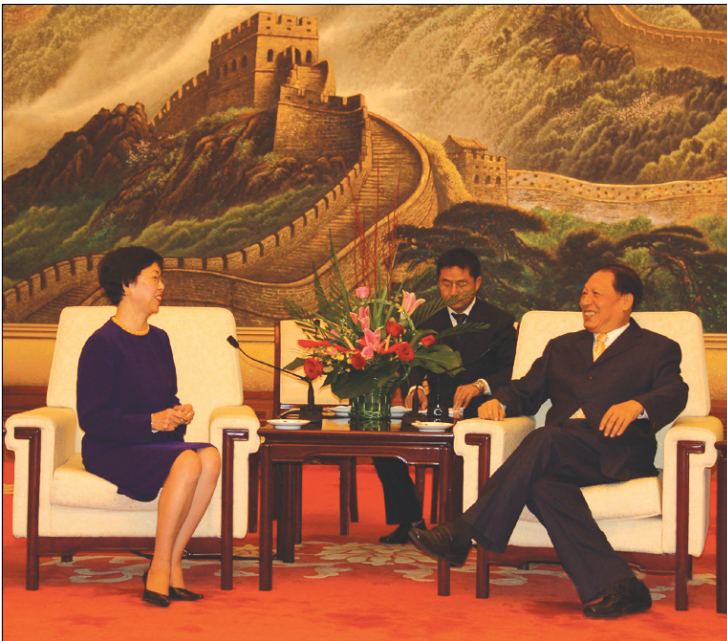
Susan Au Allen came to the United States from Hong Kong upon the invitation from the White House. Before joining USPAACC Education Foundation as its National President & CEO, Susan practiced law in Paul Shearman Allen & Associates of Washington, DC and Hong Kong for 18 years, and is nationally recognized 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 U.S. President, the U.S. Congress, and the U.S. 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.




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

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, among others.

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 Education Foundation, 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*. 

U.S. Delegates to China



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

Houston, Texas | www.aecsoftusa.com | www.aecglobal.com



Tom Y. Ren is the Co-Founder, Chairman and Chief Technology Officer 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.



PETER RAYMAN HARRINGTON
Vice President for Business Development
Bishop-Wisecarver Corporation

Pittsburg, California | www.bwc.com

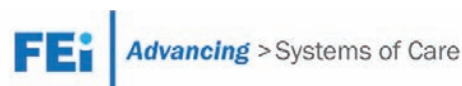


Peter Ray Harrington is Vice President for Business Development at Bishop-Wisecarver Corporation (BWC). A family-owned business founded in Pittsburg, California over 58 years ago, BWC designs and manufactures linear motion solutions for a wide range of industries. Ray was responsible for Bishop-Wisecarver opening BWC-China in Shanghai last year.



JIAOZHANG GU
Chief Executive Officer
FEI.com, Inc.

Columbia, Maryland | www.feinfo.com



Jiao Gu is Chief Executive Officer of FEI.com, Inc. (FEI), an information technology consulting company focused on the healthcare industry. FEI developed and implemented Web Infrastructure for Treatment Services (WITS) for more than 17 State and County government agencies. With its office and operations in Beijing and Xi'an, FEI develops, deploys, and currently operates the Retrovirus Epidemiology Donor Study (REDS) China Coordinating Center for REDS-II International Studies led by Johns Hopkins University.



RAVI PULI
Founder, President and Chief Executive Officer
International Solutions Group

Herndon, Virginia | www.isgit.com



Ravi Puli is the Founder, President and CEO of International Solutions Group, Inc. (ISG), an award-winning (Inc.500 & Deloitte's Technology Fast 50) and fast-growing multinational IT services firm. ISG provides IT solutions and services in the areas of staff augmentation, custom software solutions, remote database and application management and Global Knowledge outsourcing of market research, business analytics and business intelligence product development.

U.S. Delegates to China



DAVE BADHWA
President
JAB Companies

Minneapolis, Minnesota | www.jabcomp.com



Dave Badhwa is President of JAB Companies, Inc. JAB is headquartered in Minneapolis, Minnesota with satellite facilities in Africa, Caribbean and Asia. The company provides technology, solutions and products to the Print Management, Beverage, Security and Medical industries.



CHESTER TONG
Chief Executive Officer 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.



LEO CHEN
Executive Vice President
Omni Stone Capital

Beverly Hills, California | www.omnistonecapital.com



Leo Chen is the Executive Vice President of OmniStone Capital, a closely-held private investment group which invests in technologies and companies with potential for paradigm-shifts. In the past 10 years, OSC has invested over US\$700 million in health care, education, and laser technology companies worldwide.



TERRY LIN
Chief Executive Officer
Planned Systems International, Inc.

Falls Church, Virginia | www.plan-sys.com



Terry Lin is the Chief Executive Officer of Planned Systems International, Inc. (PSI). With strong revenue growth into US\$100 million, PSI specializes in delivering effective Healthcare IT solutions to the U.S. Military through the effective combination of technology, methods, and people with domain subject matter expertise. The IT solutions deliver high quality enterprise-wide healthcare data to hospital administrators, physicians, nurses and patients.



VICTORIA LIN
Marketing Research Analyst
Planned Systems International, Inc.

Falls Church, Virginia | www.plan-sys.com



Victoria Lin is the Marketing Research Analyst at Planned Systems International, Inc. (PSI), a healthcare IT management and consulting firm. She researches for appropriate markets (healthcare, security, financial, etc.) where PSI can invest and build business by delivering the right people and right solutions to these markets.

U.S. Delegates to China



DIPEN PATEL
Chief Information Officer
Premier International Group

Fulton, Maryland

Dipen Patel is Chief Information Officer of Premier International Group, an export/import company that deals with electrical, IT and renewable energy needs with proven successes in integrating project designs. It prides itself with having the flexibility needed to meet the requirements and specifications of its customers, with regard to quality and schedule of delivery, while maintaining the competitive industry pricing structure.



ZHI PING LIANG
Vice President
Sunnylife Global, Inc.

Pomona, California | www.sunnylifeglobal.com

Zhi Ping Liang is Vice President of Sunnylife Global, Inc., the first and only U.S. company to receive official agreements from all three levels of the Chinese Government—central, provincial, and local—to acquire, upgrade and manage a membership-based chain of hospitals in China. Sunnylife brings to China professional management operations, advanced preventive-care and treatment concepts, technologies, and equipment.



KC SUKUMAR
Chief Executive Officer and President
Taj Technologies Inc.

Mendota Heights, Minnesota | www.tajtech.com

KC Sukumar is Founder and President of TAJ Technologies. The company is an IT consulting business serving U.S. Corporations and the Government since 1987. With headquarters in Minnesota and a branch office in Bethesda, Maryland, TAJ provides state-of-the-art solutions to improve business processes and profitability in the healthcare, retail, manufacturing and government sectors. For the past five years, TAJ has been consistently ranked in the top 10 IT companies in the Minneapolis area.



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

President, USPAACC Education Foundation West Coast Chapter

Montclair, California | www.tradeunion.com

Wen Chang is President of USPAACC Education Foundation West Coast Chapter and 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.



JINGHUA SCHNEIDER
Chief Executive Officer and President
TWD TradeWinds, Inc.

Pleasant Prairie, Wisconsin | www.twdtradewinds.com

Jinghua Schneider is the Founder and President of TWD Tradewinds, Inc., a company that develops, manufactures and distributes high quality, innovative laboratory products, instrumentation and services. Founded in 1997, the company supplies unique laboratory products and services to Fortune 500 companies in the pharmaceutical, clinical, chemical, food service and related industries.



China Participants



JIAO YUAN GU
Vice President of Production
Far East Industries, Inc.

www.fareast-industries.com



Jiao Yuan Gu is Vice President of Production of Far East Industries, Inc. (FEI), an import/export company specializing in food ingredient and strategic metals. Since 1993, FEI has been actively promoting US-China trade of food ingredients and related technologies. FEI was one of first companies that introduced Kosher Certification services and brought Rabbi to China.



DANIEL HUA
General Manager
MSL Express Inc. – China

www.mslexpress.com.cn



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



SELINNA YE
Vice General Manager
MSL Express Inc. – China

www.mslexpress.com.cn



Selinna Ye is a 7-year veteran of MSL Express Inc. She is the main contact with USPAACC Education Foundation fellow members to develop business.

ANDREW TONG
Chief Executive Officer
3TI Solutions

www.3ti.us | www.3tichina.com

U.S. Delegates to China — Corporations

FOOD TECH



Food Tech specializes in the planning, engineering & construction of process plants and warehouse/distribution centers for the food, beverage, grocery, food service, and public refrigerated warehouse industries.



JOHN MCGLASSON
Vice President
Food Tech LLC

Rockland, Massachusetts | www.foodtech.com

John McGlasson is Vice President of Food Tech LLC, an international development, engineering, construction and consulting firm. John, who has been in the food business for 25 years, manages Food Tech's pre-construction and development operations. He is also in charge of helping clients determine "go to market" strategies, in conjunction with appropriate facility sizing and locations to meet their marketplace objectives.

U.S. Delegates to China — Corporations



PEPSICO



PEPSICO is a world leader in convenient snacks, foods and beverages, with revenues of more than \$39 Billion (2007) and 185,000 employees (2008). There are three major divisions of the PepsiCo family: PepsiCo Americas Beverages, PepsiCo Americas Foods, and PepsiCo International. PepsiCo brands are available in nearly 200 countries and territories and generate sales at the retail level of about \$92 billion.

Headquartered in Purchase, New York, with Research and Development Headquarters in Valhalla, New York, PepsiCo has enjoyed a long, proud history dating all the way back to 1898. 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.



JIM COSTA
Vice President
Global Procurement
PepsiCo
Somers, 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.



CHRISTOPHER KNOX
Director
Supplier Diversity
PepsiCo
Somers, New York

Chris Knox is Director of PepsiCo's Supplier Diversity program. His role is to foster business partnerships with qualified minority vendors and provide leadership in developing strategies for national minority business development and growth.



MARYANNE FINELLA
Administrative Assistant to Jim Costa
PepsiCo Global Procurement
Somers, New York

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

China Participants — Corporations



FEDEX

FEDEX provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. Consistently ranked among the world's most admired and trusted employers, FedEx has more than 252,000 employees and contractors, and serves more than 220 countries and territories worldwide.

In the Asia Pacific market, FedEx serves 30 countries and territories through FedEx Asia One network, launched in 1995. In 2007, FedEx introduced domestic express service within China to more than 19 cities. In the first half of 2008, FedEx Office opened 12 new centers in China, with six in Beijing, five in Shanghai and one in southern China. In late 2008, a new FedEx Express Asia Pacific hub opened in Guangzhou, featuring state-of-the-art technology to support real-time package tracking and an innovative, satellite-based dispatch system.



EDDY CHAN

Head of China, Senior Vice President
FedEx Express

As Head of China and Senior Vice President of FedEx Express, Eddy Chan oversees the many operations of FedEx Express in this rapidly growing and increasingly vital market. He is responsible for the overall tactical planning and administration of the strategically important China region, headquartered in Shanghai. Since joining FedEx as an Account Executive in Hong Kong in 1985, he has developed an impressive breadth of experience from his roles in many divisions.

Eddy is a Board Governor of the American Chamber of Commerce in Shanghai and also serves as a consultant to the Shanghai World Trade Organization Consultation Center and the China Maritime Arbitration Commission, among other positions and distinctions.



EDWIN SO

Managing Director, Sales
International Service
FedEx China

Edwin So is the Managing Director of sales for international express service, FedEx China. He assumed the position in February 2007. Based in Guangzhou, Mr. So is responsible for developing and implementing sales plans for international express service in South China. He leads a team of more than 200 sales professionals and oversees all local sales activities to establish and maintain strong relationships with FedEx existing and prospective customers.



ConAgra Foods is a leading branded foods company and is the trusted name behind many leading brands, including: Healthy Choice, Chef Boyardee, Egg Beaters, Hebrew National, Hunt's, Orville Redenbacher's, PAM, and Banquet, among others. ConAgra's consumer brands are found in 97% of U.S. households and 26 are ranked first or second in their category.



RALPH ZHANG

Senior Procurement Manager, Global Sourcing Group
ConAgra Foods

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

China Participants — Corporations (Host Companies)

HEAT AND CONTROL®

HEAT AND CONTROL

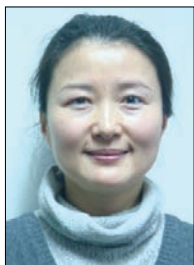
Heat and Control is one of the world's leading manufacturers of food processing and packaging equipment. It designs, engineers and builds the machinery that creates and packages prepared meats, poultry and seafood, french fries, baked and fried snacks, and other quality foods. With over 30 locations worldwide, the company supports customers with locally-based manufacturing, engineering, product development, field service, parts sales and training services. The shared resources of these global operations give Heat and Control a world outlook on current trends in food processing and packaging.



ANTHONY "TONY" CARIDIS

President
Heat and Control, Inc.

Anthony "Tony" Caridis is the son of one of the founders of Heat and Control, Andrew "Andy" Caridis. Tony guides Heat and Control's activities worldwide including three manufacturing/engineering and sales locations in the USA, and manufacturing, engineering and sales facilities in Brisbane in Australia, Nanjing in China, and Guadalajara in Mexico. Tony's career with the company began in 1973 as a Service Technician, later advancing to Service Manager. As Vice President, he established the Packaging Systems Division in 1979, which has grown from 2 people to well over 150 staff members in the U.S. today. He was named President of Heat and Control in 1997.



WENDY HUANG

General Manager
Heat and Control, Inc. Nanjing Office
Jiangsu Province, China
www.ruikongnj.com

Wendy Huang is the Nanjing Branch General Manager of Heat and Control, Inc.

China Participants — Corporations (Host Companies)



ROCKWELL AUTOMATION

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.



KEIRAN COULTON
President, Asia Pacific Region
Rockwell Automation

Based in Hong Kong, Keiran Coulton leads the commercial and selling activities in the Asia Pacific Region, which consists of Greater China, India, Southeast Asia, Korea, Japan, Australia and New Zealand. Keiran began his career in 1974, as a weapons electrical officer for the Royal Navy. He joined Rockwell Automation's United Kingdom office in 1981. In 1994, he became managing director for the United Kingdom, a position he held until he was named Vice President, Global Accounts, in 1999. Since then, he has held various positions of increasing responsibility, in Global Accounts, Global Marketing/Sales – Software, Global Manufacturing Solutions Sales, and Global Industry Solutions.



TOM O'REILLY
Managing Director and Chairman
Rockwell Automation (China) Ltd.

Tom O'Reilly is Managing Director for Greater China. He joined Rockwell Automation China in January of 2007. Previously, Tom was the business manager for Rockwell Automation's Plant Services business, a component of the company's portfolio of engineering and maintenance support services. Before this, he was Managing Director, of Rockwell Samsung Automation based in Seoul, Korea where he led the efforts in acquiring the automation business of Samsung Electronics in April 2002 and combining it with Rockwell Automation's existing operations to create Rockwell Samsung Automation.

SUNNY TSE
Director, Marketing & Business Management
Rockwell Automation Greater China

China Participants — Corporations (Host Companies)

SIDEL



Founded in 1961, The Sidel Group designs, manufactures and distributes equipment for the beverage bottling industry worldwide. Sidel has over 5,500 employees globally and recorded over 1.2 billion euros of sales in 2007. 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.



JAMES CHEN
Senior Vice President
Sidel

Beijing, China

James Chen is Sidel's Greater China Zone Vice President. James has been working in China since 1985, with major assignment in general management and sales. He joined the beverage industry in 1995.



MARC VILLE
Cluster Industrial Operations Vice President
& POLO Project Director

Beijing, China

Marc Ville is Sidel's Greater China Industrial Operations Vice President in Beijing. Marc has over 20 years of experience in quality, production, factories and project management in different multinational companies (Michelin, Lafarge, Plastic Omnium, Tetra Pak) in Europe and Asia. He has worked with the Tetra Laval Group since 2000.

China Participants — Corporations (Host Companies)

TECH-LONG PACKAGING LTD.

Guangzhou, China
www.tech-long.com



As the leading supplier of beverage packaging equipment in China, Tech-Long provides complete solutions for beverage production facilities. With sales volume of over \$51 million in 2007, Tech-Long products are found in more than 50 countries and regions. Tech-Long's customers include multinationals such as Pepsi Cola, Coca-Cola, Danone and San Miguel. The company also provides equipment and service for domestic beverage producers such as Wahaha, Robust, Coconut Palm and more.



SONGMING ZHANG
Chairman and General Manager
Tech-Long Packaging Ltd.

SongMing Zhang is Chairman and General Manager of Tech-Long Packaging Ltd. He is also the Vice President of China Food and Packaging Machinery Industry Association, Vice President of China Guangdong Food and Packaging Machinery Industry Association, and Representative of the tenth/eleventh Guangdong Provincial People's Congress.



GANG CHEN
Vice Chairman
Tech-Long Packaging Ltd.

Gang Chen is Vice Chairman and main founder of Tech-Long Packaging Ltd. He is also a Member of the Seventh Guangzhou BaiYun District Political Consultative Committee, recipient of the "Excellent Private Entrepreneur" award from Guangzhou Government in 2006, and the "Advanced Science and Technology worker" award from the Guangzhou BaiYun District in 2005.



ZHONG WANG
Vice President
Tech-Long Packaging Ltd.

Zhong Wang is Vice President and main founder of Tech-Long Packaging Ltd. He has over thirteen years of experience in the bottling industry in the domestic and international markets.



DR. WEIDONG WANG
Vice President Board Secretary
Tech-Long Packaging Ltd.

Dr. WeiDong Wang is Vice President and Board Secretary of Tech-Long Packaging Ltd.



JOHNSON ZHANG
International Sales Director



ANYA ZHANG
International Sales Manager
and Key Account Manager



CRYSTAL GUAN
Chairman Assistant



CECILIA WANG
Manager Assistant
Filling Department

China Participants — Government



The Honorable BEATRICE CAMP
Consul General
U.S. Consulate General, Shanghai

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



The Honorable ROBERT GOLDBERG
Consul General
U.S. Consulate General, Guangzhou

Robert Goldberg is the U.S. Consul General in Guangzhou. He assumed this role in 2006. Previously, Mr. Goldberg had been Director of the State Department's Office of Chinese and Mongolian Affairs. He has also served as the Deputy Special Representative for Commercial and Business Affairs in the State Department's Bureau of Economic and Business Affairs (2001-2003), as Deputy Economic Counselor at the U.S. Embassy in Beijing (1996-1999) and as a staff member in the East Asia and Pacific Bureau of the State Department responsible for U.S. policies in the ASEAN Regional Forum and the Asia-Pacific Economic Forum (1994-1996). His other assignments have included tours in India, Hong Kong, and Taiwan.



CHRISTOPHER WURZEL
Consul
U.S. Consulate General, Nanjing Affairs

Christopher Wurzel is the Shanghai Consulate General's main point of contact for issues related to Nanjing Municipality and coordinates U.S. Government outreach efforts aimed at that city. He joined the Foreign Service in 1988 and has served at the U.S. embassies in Seoul, Beijing, and Tokyo, the U.S. Consulate General in Chengdu, China, and in the Department of State.



WILLIAM WESTMAN
Minister and Counselor of Agriculture
Foreign Commercial Service
U.S. Department of Agriculture, Beijing



William W. (Bill) Westman is a career Foreign Service Officer with the USDA Foreign Agricultural Service currently assigned as Agricultural Minister-Counselor at the U.S. Embassy in Beijing, China. Bill directs USDA's activities related to agricultural trade policy, market development, and market information. He represents the Secretary of Agriculture on the Ambassador's Country Team. Bill manages five offices in China including Agricultural Trade Offices (ATO) in Beijing, Shanghai, Guangzhou, and Chengdu. Bill also served as Agricultural Counselor in Berlin, Germany and in Brasilia, Brazil. Previously, he was the Director of the Import Policies and Programs Division of the International Trade Policy program area at USDA headquarters in Washington, DC.

WAYNE BATWIN
Director
Agricultural Trade Office
U.S. Department of Agriculture
Shanghai

JOANI DONG
Director
Foreign Agricultural Service
U.S. Department of Agriculture
Guangzhou

MARK PETRY
Agricultural Attaché
U.S. Department of Agriculture
Beijing

China Participants — Government



DAVID GOSSACK
Principal Commercial Officer
Foreign Commercial Service
U.S. Department of Commerce, Shanghai



David Gossack is Principal Commercial Officer at the U.S. Consulate in Shanghai. He previously served as Commercial Attaché at the U.S. Embassies in Beijing, Bangkok, and Tokyo. Earlier in his career, he held positions in the State Department, at the American Embassy in Tokyo and the Office of the U.S. Trade Representative. He also served as Counsel to U.S. Senator Spark Matsunaga of Hawaii, Chairman of the Senate Finance Subcommittee on International Trade.



FRANCIS "CHIP" PETERS
Commercial Officer
Foreign Commercial Service
U.S. Department of Commerce, Shanghai

Francis "Chip" Peters began serving as a Commercial Officer in Shanghai, China in July 2006. In this role he assists American companies exporting products to the local market and leads a team of three industry specialists covering the high tech, chemical, and cold chain logistics sectors. Before joining the U.S. Commercial Service, Mr. Peters had over 14 years of sales and marketing experience in the telecommunications and computer industries in the United States, Thailand, and Malaysia.

IREAS COOK
Principal Commercial Officer
Foreign Commercial Service
U.S. Department of Commerce
Guangzhou

STEPHEN JACQUES
Deputy Principal Commercial Officer
Foreign Commercial Service
U.S. Department of Commerce
Shanghai



ELIZABETH YUAN
Acting Health & Human Services Attaché
U.S. Department of Health & Human Services
Beijing

USPAACC Education Foundation China Trade Mission Team



WINNIE THONG
China Trade Mission Coordinator

Winnie Thong is an entrepreneur and a physical fitness instructor at the Department of Parks and Recreations in Maryland.



From left: Ivy (Chen) Yang, Rashmi Sharma, Pahuna Sharma, Lin Li, Nessie Cumur, Guilaine Omand, Donna Wong

Contact Information

HOTEL INFORMATION:

NANJING

Sofitel Zhongshan Golf Resort Nanjing
Huanling Road Jiangsu Province
Tel: 86-25-8540-8888 / 8540-0505
Fax: 86-10-6176-7872 / 5922-2928

SHANGHAI

Radisson Hotel Shanghai New World
88 Nanjing Road (W)
Tel: 86-21-6359-9999 | Fax: 86-21-6358-9705

GUANGZHOU

Shangri-La Hotel Guangzhou
1 Hui Zhan Dong Road, Hai Zhu District
Tel: 86-20-8917-8888 | Fax: 86-20-8917-8899

TAXI TELEPHONE NUMBERS

SHANGHAI

6464-8888 | 6520-0070
6258-0000 | 6543-9736

U.S. EMBASSY

BEIJING

No. 55 An Jia Lou Road
Tel: 86-10-8531-4000 | Fax: 86-10-8531-3300

U.S. CONSULATE GENERAL

SHANGHAI

Main U.S. Consulate General Building
1469 Huai Hai Zhong Road (Near Wulumuqi Nan Lu)
Tel: 86-21-3217-4650 ext. 2102,2103,2114
Fax: 86-21-6217-2071

GUANGZHOU

1 Shamian South Street
Tel: 86-20-8518-7605 | Fax: 86-20-3884-4410

USPAACC CHINA TRADE MISSION CONTACTS WASHINGTON, DC

Nessie Cumur	(202) 378.1131
Guilaine Omand	(202) 378.1122
Lin Li	(202) 378.1135
Pahuna Sharma	(202) 378.1133
Rashmi Sharma	(202) 378.1138
Donna Wong	(202) 378.1130
Ivy (Chen) Yang	(202) 378.1134



US PAN ASIAN AMERICAN CHAMBER OF COMMERCE
EDUCATION FOUNDATION

NATIONAL HEADQUARTERS

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

USPAACC Education Foundation

The ultimate solution to the right connections

REGIONAL CHAPTERS

West Coast

275 5th Street
San Francisco, California 94103

Midwest

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

Southwest

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

Southeast

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

Northeast

68 South Service Road, Suite 100
Melville, New York 11747
www.uspaacc-ne.org

National Capital Area

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

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