



2004 China Briefings: Doing Business in China Profitably

HALF-DAY CONFERENCE

Tuesday, June 22, 2004

Registration: 10:30 – 11:00am / Program: 11:00am-2:45pm

Held at Asia Society: 725 Park Avenue, New York City

In Cooperation with:

RILA (Retail Industry Leaders Association); TNS

Sponsor:



Program Synopsis: As the fastest-growing market in today's global economy, China presents consumer-driven businesses with a vast array of business opportunities. Indeed, many U.S.-based companies are currently sourcing goods from Chinese suppliers; others already have substantial operations in China and are looking to expand; and the remaining companies are evaluating market entry. Although companies have invested significant amounts of time, money, and resources in this market, generating a profitable return on such investments continues to prove challenging.

Agenda

- 10:30 a.m. **Registration**
- 11:05 **Welcome, Introductory Remarks, and Overview**
Nicholas Platt, President, Asia Society
Joe O'Mara, Americas Partner in Charge – China Practice, KPMG
- 11:15 **KPMG Global Consumer Markets China Study: "Consumer Markets in China: The Real Deal?"**
Gaurav Bhalla, Executive Vice President, Director Center for Strategic Services, TNS
Tom Stanley, Director, Strategic & Commercial Intelligence, KPMG Hong Kong
Peter Kung, Partner, KPMG China Practice
- 12:15 p.m. **Japonica Partners: "Special Perspective"**
Paul B. Kazarian, Founder & Managing Director
- 12:25 **Luncheon Keynote Address**
Charles Freeman, Deputy Assistant U.S. Trade Representative
- 1:35 **Doing Business in China: An Interactive Panel Session**
Fabian T. Garcia, President, Asia Pacific Division, Colgate Palmolive
Nicholas C. Howson, Of Counsel – Corporate, Paul, Weiss, Rifkind, Wharton & Garrison LLP
David L. Kim, Director, Sales Development and Community Relations, Anheuser-Busch (invited)
- 2:45 **Program Adjourns**

2004 China Briefings: Doing Business in China Profitably

• Tuesday, June 22, 2004 •

Name _____
 Title/Company _____
 Address _____
 City/State/Zip _____
 Telephone _____ Fax _____
 Email _____

Registration Price:

Asia Society Members/Collaborating Organizations O \$50; Non-members O \$75
 Credit Card Acct. No. _____ Exp. Date _____
 Total Enclosed _____ Signature _____

***Registration Closes June 21, at 12:00pm**

All cancellations for refunds must be received by this date. NO SHOWS WILL BE BILLED.

Box Office Registration
 FAX: 212-517-8315
 TEL: 212-517-ASIA
 M-F 10am to 5pm or
boxoffice@asiasoc.org

For upcoming Asia Society events, visit our website at www.asiasociety.org

To modify your preferences, please check a box that applies to you, then fax this form to: P&B Programs, 212-517-8315:

I'd like to be removed from this fax list. Name and fax#: _____

I'd like to receive announcements via email. My email address is (please print): _____