

# CHINA BUSINESS boot camp PHILADELPHIA

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**THURSDAY, FEBRUARY 18, 2010**

China Business Boot Camp is a practical approach for everyone who has ever wondered how China affects their career, or how to be more effective in interactions with Chinese people and organizations. The format is designed to facilitate shared learning and networking for the entire community of resources related to China business in the Boot Camp city. Continental Airlines, which flies daily direct to Beijing, Shanghai and Hong Kong, is a sponsor of the series.

**REGISTRATION & WELCOME** 8:30am – 9:15  
Giovanna Cilia-Wheatley, Regional Sales Manager, Continental Airlines

**ORIENTATION** 9:15-11:30  
**How China Really Works**

Our CEO Janet Carmosky distills her 25+ years of work and life in China into a map of what is essential to success, but invisible to most: a summary of the historical, political, economic, cultural and psychological forces that shape individual and organizational behavior in China now.

University of Pennsylvania Law School Professor and noted China scholar Jacques DeLisle adds an overview of China's legal environment and a status report on the Rule of Law - for deeper understanding of how the legal structure regulates relationships between Chinese and international businesses.

**LUNCH & KEYNOTE** 11:30-1:00  
**Winning in China: A Practical Approach**  
Sam Goodman, author of Where East Eats West, The Street-Smarts Guide to Business in China

**PANELS** 1:00-4:00  
**Inbound Workshop**

1:00-1:45 Chinese Companies, Brands & Investors Going Global: Overview

Moderator: Gary Biehn, White & Williams  
Tom Morr, President & CEO, Select Greater Philadelphia  
Lou Esposito, Partner, Morison Cogen  
Terry Cooke, Principal, GC3 Strategy

What is really happening with Chinese spending globally, in education, tourism, real estate, and industrial and commercial assets.

2:00-2:45 Getting China Qualified

Moderator: Janet Carmosky, The China Business Network  
James Chan, Asia Marketing Management  
Patrick Hurley, Principal, MidMarket Capital  
Holly Meng, Small Business Development Center

What do we need to know to sell to Chinese people and organizations?  
How do we make it happen?

3:00-3:45 Focus on Philadelphia

Moderator: Will Block, HSBC  
Carol Brooks, Manager of International Trade, City of Philadelphia  
George Tsetsekos, Dean, School of Business, Drexel  
John Smagula, Director of Asian Programs, Temple Law School

Our town – what we have that Chinese want, and how we can work together to package and promote it.

**Outbound Implementation**

1:00-1:45 Partnering for Success

Moderator: David Barton, MeetChinaBiz  
Gene Murtha, CEO, GUND  
Tony Ceballos, Director, US Department of Commerce  
Michael Strange, President and Owner, Bassetts's Ice Cream  
Ronald Drozd, Export Services, World Trade Center of Greater Philadelphia

How do you find and evaluate prospective Chinese partners – and what are the keys to structuring a working partnership?

2:00-2:45 Managing for Quality

Moderator: Sharad Vishvanath, APAC Client Development Head, Hewitt  
Steve Schnell, Former GM, General Motors China  
David Broderick, Director of Global Services Delivery, CAI

Design, Refine, Make and Deliver – how is quality inspired and measured, and managed across time zones, distributed processes, and cultures?

3:00-3:45 Innovating with Trust

Moderator: Rich Bendis, Founder and President, Innovation America  
Dr. Banu Onaral, Dean, School of Biomedical Engineering, Drexel University  
Adrian Stanley, CEO, Charlesworth Group USA

How do you share ideas about future opportunities without creating a competitor in the process?

**EXPLORATION** 4:00-5:00

Regionally based Charter Members of the China Business Network will join participants of the day's activities for cocktails, appetizers, and loosely structured Exploration.

**INFORMATION AT [HTTP://CHINABUSINESSBOOTCAMP.COM](http://chinabusinessbootcamp.com)**

**THE CHINA BUSINESS NETWORK**

[www.thechinabusinessnetwork.com](http://www.thechinabusinessnetwork.com)