

U.S. – China Business Summit
TAMING THE DRAGON

Westin Hotel, Indianapolis, IN
Thursday, December 16, 2004
8:30 am – 4:45 pm

WHEN TO GET IN, WHEN TO STAY, WHEN TO GET OUT!



Topics Include

- **Why China Is An Evolving Market**
- **The Latest On Legal And Regulatory Issues**
- **IPR: What Is Yours May Not Be Yours**
- **Financing: Payment Possibilities And Pitfalls**
- **Panel Discussion: Indiana Firms In China**
- **China Business Information Center**

8:30 am – Attendee Registration

9:00 – 9:10 – Welcoming Remarks

9:10 – 10:30 – **China: The Market and Implications for Manufacturers**

This discussion will provide an in-depth analysis of the effect of Chinese manufacturing on both that country's economy as well as on the economy of the United States. Emphasis will be given to strategies of competitiveness and focus areas for U.S. manufacturers.

Ebonique Padgett-Office of China, U.S. Department of Commerce and **Steven M. Chapman**, Cummins, Inc.

10:30 – 10:45 – Mid-morning break

10:45 – 12:00 – **Navigating China's Legal Environs: Intellectual Property and Dispute Avoidance**

This session will provide an overview of China's current IP climate with emphasis on the strengths and weaknesses of relevant laws, agencies, and enforcement mechanisms. Practical measures companies can take to protect IP and prevent infringement will be highlighted.

Elaine Wu, Attorney-Advisor, U.S. Patent & Trademark Office and **Angie Castille**-Partner-Baker and Daniels

12:00 – 1:15 – **Lunch/Keynote Address: China's Evolving Marketplace and Its Strategic Implications**

Detailed overview of the Chinese marketplace highlighting the business climate and policy issues relevant to SME exporters.

Daniel H. Rosen-Visiting Fellow, Institute for International Economics & Adjunct Professor, Columbia University

1:30 – 2:15 – **Financing Your China Deal: Credit and Payment Options**

Only smooth financial transactions can make successful business deals. This session will provide practical insight into the methods of payment accepted by Chinese entities and guidance on how to avoid pitfalls in the payment process.

Alfred K.C. Ho-VP, Manager of Asia Pacific Int'l Markets and Financial Institutions, National City Bank, Cleveland, OH.

2:15 – 2:30 – **Your Local U.S. Department of Commerce Export Assistance Center**

Resources available to Indiana companies locally and International Trade Specialists at your disposal.

Mark A. Cooper, Director, U.S. Department of Commerce, Export Assistance Center

2:45 – 3:45 – **PANEL DISCUSSION – INDIANA DISTRICT EXPORT COUNCIL MEMBERS DISCUSSING BUSINESS IN CHINA**

Perspectives of small and medium sized businesses.

Maxon, Hurco, Tradespan

3:45 – 4:00 pm – Closing Remarks

Early Bird Special !!!

**Take advantage of the \$120
Early Bird Special when you
register by December 1, 2004.**



Ebonique L. Padgett, *Office of China, U.S. Department of Commerce*

Ebonique Padgett serves as an International Trade Specialist with the International Trade Administration's Office of the Chinese Economic Area. Ms. Padgett manages the portfolios of information technologies, including e-commerce, telecom equipment and services; and motor vehicles and parts. She helps coordinate the U.S. – China Joint Commission and Trade's (JCCT), Business Development and Industrial Cooperation (BDIC) Working Group, and helps organize WTO-related capacity building programs for China as well as "Doing Business in China" outreach programs in the U.S. Prior to this, Ms. Padgett worked as the Assistant to the Anti-Fraud Officer at the U.S. Embassy in Beijing and as a Trade Specialist with the Taiwan Trade Center in New York City.

Steven M. Chapman, *VP-International, President-International Distributor Business, Cummins, Inc.*

Cummins, Inc. is a global power leader headquartered in Indiana. In his International role, Mr. Chapman has responsibility for the Cummins engine and power generation businesses outside North America and Europe. Mr. Chapman has negotiated a number of joint ventures in China and has served on the Board of over ten JVs. From 1990-2000, Mr. Chapman had responsibility for the Cummins business in Southeast Asia and China. He was located in Singapore from 1990-1995, and then he relocated to Beijing in 1996 in order to provide direct leadership for the high growth China business. He is fluent in Mandarin Chinese.

Elaine T.L. Wu, *Attorney-Advisor, Office of International Relations, U.S. Patent and Trademark Office*

Ms. Wu is responsible for providing legal and technical assistance to foreign governments to assist them in complying with their international intellectual property law obligations; analyzing U.S. legislative proposals and participating in the development and implementation of changes to the patent laws; developing U.S. positions in coordinating with other U.S. government agencies on intellectual property for international multilateral and bilateral agreements; and negotiating various patent law related issues with foreign governments on behalf of the USPTO and the U.S. government. Formerly, Ms. Wu worked as a patent litigation associate at Howrey, Simon, Arnold and White in Washington, D.C. She is licensed to practice law in D.C. and in the Commonwealth of Pennsylvania.

M. Angella Castille, *Partner, Baker and Daniels Law Firm*

Angie Castille serves as Vice Chair of the Firm's International Practice. She has counseled public and private companies, partnerships, joint ventures, and other business entities regarding international transactions and general business matters, including share and asset acquisitions, establishment of joint ventures and foreign subsidiaries, contract manufacturing, licensing transactions, distribution and sales representative agreements. Ms. Castille has served on the Firm's Management Committee from 1999-2000. She is the author of "Going Global," *"Indiana Business Magazine"* and a member of the Indiana State, Michigan, and American Bar Associations.

Daniel H. Rosen, *Principal, China Strategic Advisory and Adjunct Professor, Columbia University*

Daniel H. Rosen is an economic advisor specializing in China's commercial development, and writes and speaks extensively on U.S. – China economic relations. He is the Principal of China Strategic Advisory, which he founded in 2003. Mr. Rosen is an Adjunct Professor at Columbia University, where his graduate seminar *China's New Marketplace* is considered a must-take in preparation for China management careers. Mr. Rosen is a Visiting Fellow with the Institute for International Economics (IIE) in Washington, D.C. From 2000-2001 he was a Senior Advisor for International Economic Policy at the White House National Economic Council (NEC), where he planned a managing role in completing China's accession to the WTO and accompanied the President of the United States to Asia for summit meetings with foreign heads of state.

Alfred K.C. Ho, *VP and Manager of Asia Pacific Int'l Markets & Financial Institutions, National City Bank, Cleveland, OH*

Mr. Ho has 15 years of banking experience, the last eight in international trade and Asian correspondent banking. He is a native of Hong Kong and is fluent in Cantonese and Mandarin. In his current position, Mr. Ho is responsible for National City's business in and from Asia, including managing the bank's Asian loan portfolio and coordinating the delivery of banking services to the bank's clients doing business in Asia. Mr. Ho is a member of the American Chamber of Commerce in Hong Kong and South Korea. Formerly, Mr. Ho worked for the Hong Kong government in various positions, including a 3-year posting in London.

Registration Form

Please mail or fax this page to **U.S. Department of Commerce**, 11405 N. Pennsylvania Ave, Suite 106, Carmel, IN 46032.

Fax: 317-582-2301 ◆ **E-mail:** Mark.Cooper@mail.doc.gov ◆ For more information, please call **Mark Cooper** at 317-582-2300.

The program fee of \$135 is payable by check only to Indiana District Export Council. **To take advantage of the Early Bird Special, payment of \$120 must be received by December 1, 2004.**

Name: _____ Title: _____

Company Name: _____ Website: _____

Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Check enclosed for \$ _____ payable to **Indiana District Export Council**.

Your privacy is important to us. If you would like to be removed from this mailing list, please e-mail Mark.Cooper@mail.doc.gov or call 317-582-2300.