



STRATEGIC APPROACHES TO CHINA FOR U.S. SMALL & MEDIUM EXPORTERS



October 27, 2004
Rosewood Restaurant
9421 West Higgins Road, Rosemont, Illinois
11:45 a.m. – 5:45 p.m.
\$60 registration fee by Oct. 20; \$75 thereafter
Sponsored by:
U.S. Dept of Commerce - Export Assistance Center Chicago
Illinois District Export Council
International Trade Association of Greater Chicago

- 12:00 pm **Welcome:** U.S. Department of Commerce & ITA/GC
Lunch served
- 12:45 pm ***A View from the Other Side***
Russ M. Miller offers the viewpoint of Chinese SMEs looking for opportunities with U.S. SMEs. Presentation and Q&A
Mr. Miller is Managing Director – OCCXOR Business Advisory; Partner and Senior Consultant – JPI Consulting; Chief Advisor – Beijing Foreign Enterprise Service Group Co., Ltd, (FESCO, a Chinese state owned enterprise); and Chief Advisor – Principal International, Inc. (member of Principal Financial Group).
- 1:30 pm ***Protecting Your IP*** – **Elaine Wu**, U.S. Patent & Trademark Office, USDOC
- 2:00 pm **Panel Discussion – *Advice on Distribution Agreements, Dispute Settlement and IPR Protection.*** Presentations and Q&A
Mei Hao - MayGlobe Law
William A. Spence - Freeborn & Peters
Eileen Wu - USPTO
- 3:00 pm Break
- 3:15 pm **SME Panel – *Lessons Learned and Tips for Success*** from three Midwestern companies exporting to China. Presentations and Q&A.
Spancrete Machinery - Waukesha, Wisconsin
Flurida Industries - Naperville, Illinois
Bergstrom Inc. - Rockford, Illinois
- 4:15 pm ***A China Resource Toolkit for US Exporters*** – Helping companies expand their business to China's growing market
- 5:00 pm Networking; Cash Bar
- 5:45 pm Adjourn

REGISTRATION FORM

THE U.S. EXPORT ASSISTANCE CENTER CHICAGO

with the

THE ILLINOIS DISTRICT EXPORT COUNCIL
INTERNATIONAL TRADE ASSOCIATION OF GREATER CHICAGO

Invite you and your colleagues to a special luncheon program

STRATEGIC APPROACHES TO CHINA FOR U.S. SMALL & MEDIUM EXPORTERS

WEDNESDAY, OCTOBER 27
ROSEWOOD RESTAURANT

9421 West Higgins Road, Rosemont, IL

11:45 a.m. - Registration

12:00 p.m. - Luncheon

12:45 p.m. - Program

5:00 p.m. - Networking; Cash Bar

5:45 p.m. - Adjourn

Fee: \$60 by October 20; \$75 thereafter

Tel: 312/353-3749

felicia.snyder@mail.doc.gov

Fax: 312/353-8120

American Express, MasterCard and Visa are welcome.

Reservations not canceled 48 hours prior to the meeting will be billed.

Please register me/us for the Oct. 27 event: **Strategic Approaches to China for U.S. SMEs**

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____ E-mail: _____

Payment Method: Personal Check Corporate Check American Express MasterCard Visa

Payment Amount: \$ _____

Name on card: _____

Card No.: _____ Exp. Date: _____

Signature: _____

Please make checks payable to: **The Illinois District Export Council**

Questions: 312/353-3749

Mail to: IDEC, 200 West Adams Street, Suite 2450, Chicago, IL 60606

Fax to: 312/353-8120

E-mail to: felicia.snyder@mail.doc.gov

Website: <http://www.buyusa.gov/uppermidwest/events.html>

STRATEGIC APPROACHES TO CHINA FOR U.S. SMALL & MEDIUM EXPORTERS

**WEDNESDAY, OCTOBER 27
ROSEWOOD RESTAURANT
9421 West Higgins Road, Rosemont, IL**

Speaker Bios

RUSS M. MILLER, CLU, LUTC, LLIF

Russ has broad experience in business, financial services and the insurance industry with over 13 years of experience living and working in Asia. After attending Central Nebraska College in Hastings, NE, U.S.A., Russ joined the U.S.A. Security Service in 1968, serving until 1971. It was during this time that he was first introduced to Asia where his travels took him throughout Asia.

After leaving the military service, Russ joined the Principal Financial Group, a major US financial services company. During his career with Principal, Russ subsequently served as a special agent, agency manager, regional director of agencies, regional vice president and brokerage vice president. In 1993, Russ was appointed a managing director with Principal International, Inc., where he served as Indonesia Country Head from 1993 to 1998. During his time in Indonesia Russ held the positions of managing director and member of the Board of Commissioners for Principal's Indonesia insurance and pension companies.

In 1998, he was transferred to Beijing, China where he served as the China Country Head. During his time in China until his retirement from Principal Financial Group at the end of 2001, Russ held the positions of managing director (China) for Principal Financial Group, vice president for Principal International (Asia) and chief representative (China) for Principal Life Insurance Company.

Following his retirement from the Principal Financial Group, Russ remained active in Asia as an independent advisor-consultant. He now serves as: Chief Advisor (China) for Principal Financial Group, Des Moines, IA, U.S.A.; Chief Advisor for FESCO Group, a Chinese state-owned-enterprise, Beijing, China; Chief Executive Advisor for JPI Group, a domestic Chinese company, Beijing, China; and, Senior Advisor with 3M Business Development Consultants, Jakarta, Indonesia. In addition, Russ holds the positions of: General Manager for Fangsheng (FESCO) Insurance Brokerage Co., Beijing, China; Partner & Senior Consultant with JPI Consulting, Beijing, China; and, Managing Director with OCCXOR Business Advisory, LLC, Grand Rapids, Michigan, U.S.A.

During his time in Asia, Russ has been an active participant in many commercial and government projects throughout Asia. He continues to be active in many Asia and US business, civic, financial services, insurance and professional organizations. Russ is currently active with Rotary International, World Economic Forum, American Chamber of Commerce, Employee Benefits Forum (China), Human Resources Forum (China), the Insurance Forum (China), Global Society for Human Resources Management, Life Insurance Management Research Association International, and the Society for Financial Service Professionals.

Russ is an active speaker at many business and industry conferences, most recently the: Annual Tourism & Trade Forum - Guiyang, China; China Ministry of Education 9th Annual Forum - Beijing, China; Financial Industry Reforms International Summit - Beijing, China; World Economic Forum China Business Summit - Beijing, China; Annual Agent Sales Conference - Bali, Indonesia; ASEAN Business Summit - Jakarta, Indonesia; Conference on Asia's Emerging Insurance Market - Hong Kong (SAR); and, Conference on China's Emerging Insurance Market - Shanghai, China. He has also been

a regular lecturer at the : University of Indonesia; China-U.S.A. Business University; Delter International Business Institute; China University of Business and Economics; Renmin (People's) University; and, Peking University in Beijing.

ELAINE WU

Elaine T.L. Wu is an attorney-advisor in the Office of International Relations at the U.S. Patent and Trademark Office. In that capacity, 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 coordination 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.

Prior to government service, Ms. Wu worked as a patent litigation associate at Howrey, Simon, Arnold and White in Washington, D.C. Ms. Wu has also worked at the International Trade Commission's Office of Unfair Import Investigation where she handled legal issues relating to Section 337 of the Tariff Act of 1930, as amended, and at the Office of the U.S. Trade Representative's China desk.

Ms. Wu received her law degree from the Washington College of Law at the American University in Washington D.C. She holds a Bachelor of Science degree with honors from the University of Florida. She is licensed to practice law in the District of Columbia and in the Commonwealth of Pennsylvania.

MAY Y. HAO

Ms. May Y. Hao received her master of law from China University of Political Science & Law in Beijing in 1988, and her JD from Northwestern University School of Law in 1993. She is admitted to practice law in China and in the State of Illinois. In June 2002, she set up her own law firm, MayGlobe Law Firm, in Chicago to provide legal services to US companies doing business in China and to Chinese companies doing business in the United States. Prior to that, she practiced law for about nine years with leading US law firms – White & Case, Baker & McKenzie, and Mayer, Brown, Rowe & Maw.

Ms. Hao has extensive transactions experience involving China. She represented many foreign companies of different size in setting up joint ventures, wholly-foreign owned enterprises and business entities of other forms in China. She also represented US and Europeans banks in financial transactions for power plants, chemical plants, and bridges and tunnels in China. Ms. Hao represented several Chinese companies doing business in the United States, including representing China Southern Airlines in its privatization and initial public offering and listing on the New York Stock Exchange.

Ms. Hao has extensive transactional experience in corporate and finance transactions, including project finance, lease finance and asset based securitization transactions. She was lead counsel in representing U.S. and European companies and banks in many highly sophisticated domestic and cross-border financial transactions. Ms. Hao frequently speaks and writes about legal issues in doing business in China. Her articles can be found at: <http://www.mayglobelaw.com>.

WILLIAN A SPENCE, Freeborn & Peters LLP

William A. Spence is a senior partner at the firm. He received a B.A. from Northwestern University, and a J.D. from Loyola University. Prior to joining the firm, he served for eight years as an Assistant United States Attorney in the Northern District of Illinois where he won 29 of 31 cases, 22 of which were before juries.

His practice is concentrated in areas of civil litigation, international arbitration, and the firm's relationship with China. He has been traveling to China since 1987 and currently represents some of China's largest corporations in litigation and arbitration matters. He also represents U.S. companies doing business in China. He has taught law in China and lectured several Chinese government agencies about various aspects of American law. Between 1995 and 1998, he was one of two foreign advisors to the State Pharmaceutical Administration of China and in 1998 was appointed counsel to the Dalian High Tech Industrial Zone.

In 1997 Mr. Spence was appointed by Mayor Richard Daley as Co-Chairman of the Chicago Sister Cities China Committee and he has led several delegations of business and professional leaders to China. Mr. Spence and his firm have assisted in the training of Chinese lawyers through their participation in the China International Lawyers Training Center in association with the East China University of Politics and Law in Shanghai.

Mr. Spence is a member of the Chicago Bar Association, American Bar Association and serves as a member of the Board of the Legal Assistance Foundation of Chicago and is Co-Chairman of the Freeborn & Peter's Pro Bono Committee.

Mr. Spence has been invited to speak at the World Economic Forum China Summit in Beijing on "Rule of Law" related issues and at the Aspen Institute seminar on Globalization and Asian Values.

JEFF DING, President, Flurida Industries

Since 1998, Chicago-based Flurida has developed its export business to China for components and parts for air conditioning, refrigerator, washing machine, beer making kits and other consumer home electronics. Flurida's 2004 sales will tally \$20 million; next year's projection is \$60 million. Flurida has growing sales to the largest domestic and international customers in China, including Haier, GE Group, Electrolux, Siemens, Whirlpool, Kelon Group, Midea Group, White Swan, and Geli.

Since 1998, Flurida has represented the following US companies in China for related component and parts sales: Texas Instruments, GE, U.S. Controls, Lincoln, MSI, Banner, MSC, Modern Die Casting, KX. It also represents European companies Bitron (timers for washers) and Mes (temperature control and motors) in China, and has a joint venture facility with Bitron in Qingdao.

Flurida has over 20 engineers in China working with customers in the design stage. It also has a staff of more than 10 doing sales in China.

WILLIAM GUO, VP and General Manager for Bergstrom Inc., Asia Operations

For 50 plus years, Bergstrom has designed and manufactured HVAC units for the commercial vehicle industry. Many of the world's largest and most admired commercial vehicle manufacturers have trusted Bergstrom to keep their customers safe, comfortable and productive.

Bergstrom is a value leader with a growing global footprint. An important competitive advantage is our flexible and responsive resource base. Bergstrom has positioned engineering, sourcing, test and manufacturing capabilities around the globe offering tremendous economies and service to our customers.

TERENCE W. DITTRICH, International Sales Manager, Spancrete Machinery Corporation

Mr. Dittrich is currently the International Sales Manager for Spancrete Machinery Corporation, based in Waukesha, Wisconsin. Mr. Dittrich oversees all aspects of the sales and marketing efforts worldwide for Spancrete. SMC is a 58-year-old manufacturer of Precast Hollow Core Manufacturing equipment which is 100% produced in the US and sold under license agreement around the globe. Spancrete currently has 63 licensee/production facilities worldwide, including 17 factories in China.

Mr. Dittrich joined Spancrete 8 years ago as the US Sales Manager and in March of 2002 assumed the international responsibilities as well. He has over 15 years of international experience, particularly in emerging markets and has traveled extensively worldwide. Prior to joining Spancrete full time, Mr. Dittrich was President of International Business Resources, Inc., a Milwaukee and Washington based international consulting and trading company.

He is a member of the U.S. Department of Commerce, District Export Council and is on the Boards of the Wisconsin World Trade Center and the Wisconsin Trade Legislation Council.

Mr. Dittrich holds a Bachelor's degree in International Relations from Boston University and a Masters Degree in International Economics from The American University, School of International Service in Washington, DC.