

# China Strategy: A Market Entry Discussion

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**Featuring:**

**John Gatlin**  
President, NOV IntelliServ  
A National Oilwell Varco Company

**Evan Betzer**  
President,  
China Advising, LLC

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## Thursday, November 19, 2009

7:30 AM – 9:00 AM

International Trade Center – Houston – 832-448-0190

11110 Bellaire Blvd, Houston, TX 77072

**Agenda:**

7:30-7:45 a.m. – Registration, Networking & continental breakfast served

7:45 a.m. – Introductions and Start of Program

- John Gatlin: National Oilwell Varco, Entering China Smartly
- Evan Betzer, Barriers to Consider for SMEs
- Questions and Answer Session

**Overview:**

How can your company optimize its China strategy? What is the outlook for China business in the years ahead? What are the key issues on market entry for small and mid-sized businesses?

John Gatlin, President of Houston-based public company, National Oilwell Varco (NOV)'s Intelliserv joint venture with Schlumberger shares his reflections on market entry and operations in China. As former head of NOV Corporate Development and manager of the Rig Solutions Group in China, Mr. Gatlin provides a unique perspective on what works and what doesn't. Evan Betzer lived and worked in China. He advises companies on market entry strategy in China and how to navigate relationships properly for US companies.

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**Pre-Registration Deadline: November 18, 2009**

Cost is \$35 with pre-registration.

To register, fax the completed form below to: the International Trade Center at **fax: 832-448-0189**.

For questions on registration please call John Robbins at: 832-448-0193 or by email at [john4252@gmail.com](mailto:john4252@gmail.com)

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