

FOR IMMEDIATE RELEASE

# China Global Conference

*Going beyond understanding China's opportunities...*

Tuesday, November 15, 2005  
8:00am-4:30pm  
Wilshire Grand Hotel  
930 Wilshire Boulevard  
Los Angeles, CA 90017

*...tools of implementation for your business in the dynamic Chinese market.*

Los Angeles, California, November, 2005: Asia Pacific-USA Chamber of Commerce (APUCC) is proud to announce their new annual forum, titled *China Global Conference*. This event will offer a deeper analysis on China's trends in economics, business, politics and the practical issues businesses must face and resolve in order to succeed in that complicated market. The *China Global Conference* will provide hands-on strategies and insights on how to successfully conduct business with and in China, both for beginners and for those foreign businesses already operating in China.

This event will be highlighted by deeply experienced speakers who will share their hard won expertise on China's economic, political and commercial prospects. Topics to be covered at this event include the role of Chinese government, 2008 Beijing Olympic Games, IP, U.S./China logistics, green energy/environmental protection, entertainment/media, pharmaceutical/biotech, franchising in China, and China/India relations.

The two keynote speakers at the conference will be Professor Chi, Fu Lin, Vice Chairman of the Chinese Research Society for Economics System Reform, and President of the China Institute of Reform and Development (CIRD [www.chinareform.org.cn](http://www.chinareform.org.cn)), and Professor Mao, Yushi, voted one of the ten most influential economists in China by the *International Business Review* in November 2004. Professor Mao is Chairman of the Board for the Unirule Institute of Economics, an independent economic think tank in China. This contributing architect of China's new global market was quoted by MSNBC as stating: "The problems of over-spending and excessive bank lending are issues of special privileges, and there is the greater problem of income distribution with the peasants as the neglected segment," said Mao, suggesting that China will need greater political transparency and reform as a way out." Mao will share similar commentary while bringing a fresh and daring perspective in his discourse on the "Chinese Economy under Globalization – A Retrospect and New Perspective".

Along with a strong lineup of speakers and panelists, the conference has garnered attentive support from our sponsors, Far East National Bank and Morrison & Foerster. There will be many opportunities to listen to well-informed representatives who will offer advice and address concerns about common issues that arise while developing new business in today's dynamic Chinese market.

APUCC has opted for its first annual global conference to be hosted in Los Angeles, as this city is a gateway to Asia in general and China in particular. Trade with China has increased on a whole across the country, especially in the Southern California region. According to the *International Trade Trends & Impacts* report generated in May 2005 by the L.A.E.D.C., "the total value of two-way trade with China through the Los Angeles Customs District in 2004 was \$85.6 billion, a 25% increase from 2003" and 30.1% of the U.S. total.

While the conference is well on its way to success, there are still many sponsorship opportunities available. There are also co-sponsor partnerships available for non-profit organizations to help promote the conference in exchange for recognition at the event. Also, booth display space is also available for interested organizations. This event is unprecedented in offering a comprehensive learning and networking experience with a senior-level audience.

#### About APUCC:

Asia Pacific - USA Chamber of Commerce ([www.apucc.org](http://www.apucc.org)) is a non-profit organization established in the U.S. with branch offices in Shanghai and Beijing. APUCC was created to promote trade and economic development between the United States and Asian Pacific countries with a particular focus on China. Based in Los Angeles, California, APUCC assists American business executives by providing business services that include quarterly trade missions, workshops, executive briefings, seminars, conferences, and cultural exchanges.

\* \* \*

**For reservations, sponsorship, or other inquiries, please contact Maricela Macias, Project Manager for APUCC, at (626) 795-9486.**

**Conference Website: [www.gatewaytochina.us](http://www.gatewaytochina.us)**