



## 2004 China Briefings: Doing Business in China Profitably

### HALF-DAY CONFERENCE

Tuesday, June 22, 2004

Registration: 10:30 – 11:00am / Program: 11:00am-2:45pm

Held at Asia Society: 725 Park Avenue, New York City

**In Cooperation with:**

RILA (Retail Industry Leaders Association); TNS

**Sponsor:**

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**Program Synopsis:** As the fastest-growing market in today's global economy, China presents consumer-driven businesses with a vast array of business opportunities. Indeed, many U.S.-based companies are currently sourcing goods from Chinese suppliers; others already have substantial operations in China and are looking to expand; and the remaining companies are evaluating market entry. Although companies have invested significant amounts of time, money, and resources in this market, generating a profitable return on such investments continues to prove challenging.

**Agenda**

- 10:30 a.m.      **Registration**
- 11:05            **Welcome, Introductory Remarks, and Overview**  
Nicholas Platt, President, Asia Society  
Joe O'Mara, Americas Partner in Charge – China Practice, KPMG
- 11:15            **KPMG Global Consumer Markets China Study: "Consumer Markets in China: The Real Deal?"**  
Gaurav Bhalla, Executive Vice President, Director Center for Strategic Services, TNS  
Tom Stanley, Director, Strategic & Commercial Intelligence, KPMG Hong Kong  
Peter Kung, Partner, KPMG China Practice
- 12:15 p.m.      **Japonica Partners: "Special Perspective"**  
Paul B. Kazarian, Founder & Managing Director
- 12:25            **Luncheon Keynote Address**  
Charles Freeman, Deputy Assistant U.S. Trade Representative
- 1:35              **Doing Business in China: An Interactive Panel Session**  
Fabian T. Garcia, President, Asia Pacific Division, Colgate Palmolive  
Nicholas C. Howson, Of Counsel – Corporate, Paul, Weiss, Rifkind, Wharton & Garrison LLP  
David L. Kim, Director, Sales Development and Community Relations, Anheuser-Busch (invited)
- 2:45              **Program Adjourns**

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Name \_\_\_\_\_  
 Title/Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

**Registration Price:**

Asia Society Members/Collaborating Organizations O \$50; Non-members O \$75

Credit Card Acct. No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Total Enclosed \_\_\_\_\_ Signature \_\_\_\_\_

**\*Registration Closes June 21, at 12:00pm**

All cancellations for refunds must be received by this date. NO SHOWS WILL BE BILLED.

**Box Office Registration**

FAX: 212-517-8315  
TEL: 212-517-ASIA  
M-F 10am to 5pm or  
[boxoffice@asiasoc.org](mailto:boxoffice@asiasoc.org)

For upcoming Asia Society events, visit our website at [www.asiasociety.org](http://www.asiasociety.org)

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