

HOW TO DO BUSINESS IN THE PACIFIC RIM 2014

PRESENTED BY:



According to a report by the Brookings Institute titled “The Emerging Middle Class in Developing Countries”, China, India and Indonesia alone will account for 27% of middle class consumption within 10 large economies within seven years. That’s more than the United States, Japan, Germany and the U.K. combined.

By 2016, emerging Asia will account for almost a quarter of global consumer products markets and 37% of total consumer products growth. As it is now, one nation, China, is the second largest luxury brands market in the world, surpassing Japan recently.

For Ernst & Young, the Asian consumer is the “center of gravity” for big consumer brands. Are you there, and if so do you have staying power? Are you reducing costs and risk by taking advantage of all these channels and support services to sustain/capture market share and increase revenue?

Attend the How to do Business in the Pacific Rim event and learn how your firm can leverage analytics and government funded trade promotion services to increase your revenues from Pacific Rim markets. You’ll see how to utilize domestic Asian and Pacific Islander (API) consumer and food products preferences and trends as informal channels back into a “country of origin.”

Attend, network, ask questions, and get answers! Use this event as a means to securing that competitive advantage in the global market place.

DATE

THURSDAY, DECEMBER 4
9:30 AM - 3:00 PM

LOCATION

LOS ANGELES AREA CHAMBER OF
COMMERCE
350 S. BIXEL STREET
LOS ANGELES, CA 90017

REGISTRATION FEE

Members - \$45
Non-Members - \$55

TO REGISTER

calasiancc.org

FOR MORE INFO

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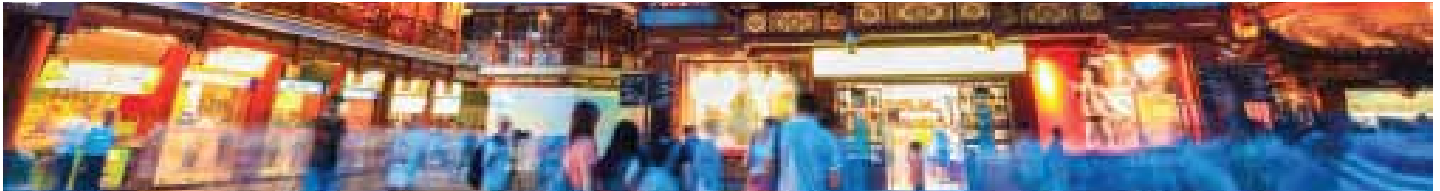
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PARTNERS



#iamsmallbusiness



HOW TO DO BUSINESS IN THE PACIFIC RIM AGENDA

PRESENTED BY:



- 9:30 am – 10:00 am **Registration and Networking**
- 10:00 am - 10:10 am **Welcome**
- 10:10 am - 11:00 am **Keynote Addresses**
 Holly Vineyard, Deputy Assistant Secretary for Asia, International Trade Administration, U.S. Department of Commerce
 Chuck Marshall, Vice President of Sales, Dun and Bradstreet
 Ron Stam, Sales & Marketing Solutions Consultant, Dun and Bradstreet
- 11:10 am - 12:10 pm **Panel: How to do business in South Korea**
 Moderator: Gregory Moore, Regional Director, Export-Import Bank of the United States
- Panelists:
 a. Moses Song, Senior Economist, Korean Trade-Investment Promotion Agency Los Angeles
 b. Pellson Lau, Regional Manager, Export Solutions Group, Office of International Trade, U.S. Small Business Administration
 c. Holly Vineyard, Deputy Assistant Secretary for Asia, International Trade Administration, U.S. Department of Commerce
 d. Sean Cho, Vice President, TAO Networks
 e. Winston Chu, Vice President of Sales, Euler Hermes
 f. Seth Merrick Wilen, President, American Trading International, Inc.
 g. Chris Lee, Senior VP, USFI, Inc.
- 12:10 pm - 12:45 pm **Lunch**
- 12:45 pm - 1:55 pm **Panel: How to do business in Japan**
 Moderator: Jeff Williamson, Director, Centers for International Trade Development & Director, California State Trade and Export Promotion
- Panelists:
 a. Sachiko Yoshimura, Chief Executive Director, Japan External Trade Organization - Los Angeles (JETRO-LA)
 b. Holly Vineyard, Deputy Assistant Secretary for Asia, International Trade Administration, U.S. Department of Commerce
 c. Gregory Moore, Regional Director, Export-Import Bank of the United States
 d. Ivan J. Borja, Vice President and Branch Manager, West Los Angeles, California Bank & Trust
 e. Winston Chu, Vice President of Sales, Euler Hermes
 f. Gordon Robertson, SVP of Sales/Marketing, Sun World
 g. John Aguero, Executive Vice President, ELVIE International Corporation
- 2:00 pm - 3:00 pm **Panel: How to do business in China**
 Moderator: Robert Tse, Community Planning and Development Specialist, California Rural Development, U.S. Department of Agriculture
- Panelist:
 a. Liu Haiyan, Economic and Cultural Counselor, Peoples Republic of China Consulate, Los Angeles
 b. Terri Batch, Senior International Trade Specialist, Team Leader, Global China Team, International Trade Administration, U.S. Department of Commerce
 c. Jeff Williamson, Director, Centers for International Trade Development & Director, California State Trade and Export Promotion
 d. Winston Chu, Vice President of Sales, Euler Hermes
 e. Gordon Hinkle, Vice President, California Center
 f. Daniel Moznnett, Director of Marketing, Grower Direct Marketing, LLC