



## **Building an Effective China Strategy:**

### ***A Business Workshop for Indiana Manufacturers***

**Date:** Thursday, February 2, 2012, noon to 3 PM

**Place:** Northeast Indiana Innovation Center, 3201 Stellhorn Road, Fort Wayne.

**Sponsors:** Office of Engagement, Indiana University-Purdue University Fort Wayne; Northeast Indiana Regional Partnership; Global Business Engagement initiative, Purdue University

**Cost:** \$25 (includes lunch)

Our thrust is to help Indiana CEOs of mid-sized manufacturing firms assess their current or planned business strategies with China, including two-way trade, investment, technology, collaboration, competition, etc. The event is designed as a highly interactive and practical exploration of why and how to design and follow a China business strategy. A sharing of best practices, an objective assessment of risks and rewards, and discussion of realistic strategies, costs, timing, etc. is the goal. Presenters will include an Indiana CEO who has formed and successfully implemented China operations, a chairman of a successful China-based business consulting firm with years of experience helping U.S. firms enter or source from the China market, the former VP Asia for the U.S. Chamber of Commerce, and an attorney with deep China expertise.

#### **Agenda**

12:00 PM: The Chinese Economy—the big picture, current trends and implications for Indiana manufacturers. **Mark Van Fleet**, Executive Director, Global Business Engagement, Purdue University.

12:40 PM: Selling or sourcing manufactured products in China, opportunities and challenges. **Matt Johnston**, Principal, 3K Strategies, Indianapolis.

1:30 PM: Building a manufacturing presence in China—why and how, practical options. **Dwight Nordstrom**, Chairman, PRI, Beijing, China.

2:15 PM: The legal dimensions of doing business with China—protection of intellectual property, and other legal challenges. **Rick Choate**, Bose, McKinney & Evans LLP.

3 PM: Adjourn plenary sessions. Opportunity for one-on-one discussions between participants and speakers.

**Register online by Monday, January 30:** [www.conf.purdue.edu/BuildingChina](http://www.conf.purdue.edu/BuildingChina). For more info: contact Mark Van Fleet, 765-494-0614, [mvanfleet@purdue.edu](mailto:mvanfleet@purdue.edu).

