



The Kentucky Cabinet for Economic Development Presents:

Before You Go, Getting In, Setting Up, and Getting Out:

“What You Need to Know About Doing Business with China”

July 17

LEXINGTON

Lexmark International, Inc.
Building 082 , Lexmark Conf. Rm.
740 New Circle Road
Lexington, KY 40550

July 18

NORTHERN KENTUCKY

Northern KY Chamber of Commerce
300 Buttermilk Pike, Suite 330
Ft. Mitchell, KY, 41017

July 19

LOUISVILLE

Greenebaum, Doll & McDonald
3500 National City Tower, 35th flr
101 South Fifth Street
Louisville, KY 40202

AGENDA

- 8:00 a.m. - Breakfast Networking
- 8:45 a.m. - Presentations / Open Panel Discussion
- 12:00 p.m. - Lunch (Chinese)
- 1:30 p.m. - One-on-One Appointments



\$30 for advanced registration, \$40 at the door (includes breakfast & lunch)



The China market beckons to your business. Whether you think you can crack China's vast market or want to attract Chinese capital to your venture, this forum will provide you with a chance to ask the experts before you go so that you can avoid problems and pitfalls when you're there.

The team from Larkin International Trade Association, a Washington D.C. consulting group, has special expertise in the area of United States-China trade derived from experience as Foreign Service Officers at the U.S. Embassy in Beijing. They know how to help companies navigate the maze of doing business in China.

Larkin International Trade Association is now working with the Kentucky Cabinet for Economic Development to establish the Kentucky-China Trade Office in Beijing to provide a home-away-from-home for companies looking to do business in China.

Co-Organized by: United States Department of Commerce, Export Assistance Centers

“What You Need to Know About Doing Business with China”

Before You Go:

- Why are you going to China?
- What is your "drop dead" point for negotiations?
- What is your exit strategy?
- What are you doing to protect your intellectual property and know-how?

Getting In:

- Addressing export control concerns
- Complying with standards and conformity assessments: The CCC Mark
- Finding a partner and service providers you can trust
- Due diligence, due diligence, due diligence

Setting Up:

- Establishing an entity: do your legal, financial, and operating structures make sense?
- Moving product in and out of customs
- Getting paid!
- Making sure the English and Chinese versions (and expectations) match

Getting Out:

- Having the key contract terms in place
- Having the will to say, “Enough is enough”
- Do you still want to work with these people?: Avoiding Disputes
- Mediation, arbitration, or litigation, and where?
- Protecting other foreign markets from Chinese piracy and counterfeiting

Briefing on the Kentucky China Trade Office in Beijing:

- Why Beijing?
- How can the office help?
- What service fees does the Kentucky China Trade Office charge?

For One-on-One Appointments Contact:

KCED International Trade Division – Cathy Cao

Tel: (502) 564-7140

Email: chinatrade@ky.gov

The Speakers:

❖ **John Larkin**, President, Larkin International Trade Association

John has specific expertise for those companies doing business in China, including assisting companies with market access and entry, conducting due diligence, performing trade advocacy, and ensuring compliance with all relevant U.S. and Chinese laws and regulations. From 2002-2004, John served at the U.S. Embassy in Beijing as a Commercial Officer and the Export Control Attaché. As a Commercial Officer, John provided counseling and assistance to U.S. companies on a broad range of trade issues and served clients in various industry sectors. John is a graduate of the University of Pennsylvania (B.A. 1989, M.S. 1989), and is currently studying for an LL.B at the University of London through their distance learning program. John is a veteran of the United States Marine Corps and speaks, reads, and writes Mandarin Chinese.

❖ **Angela H. Davis**, Vice President, Larkin International Trade Association

Until October 31, 2005, Angie served as Director in the Office of China Affairs, Office of the U.S. Trade Representative (USTR), Executive Office of the President. She was responsible for developing and implementing the United States' trade policy with respect to the People's Republic of China, with particular focus on intellectual property rights, financial services and general trade promotion and market access. Prior to joining USTR, Angie served as a Trade Compliance Officer in the Trade Facilitation Office of the U.S. Embassy in Beijing, China where she was primarily responsible for monitoring China's implementation of, and compliance with, its obligations under the World Trade Organization. She served as team leader for intellectual property issues relating to IT, and was a principal drafter of the Embassy's IPR Toolkit and Country Commercial Guide. Angie is a graduate of the University of Louisville (B.S., cum laude, 1988; J.D., cum laude, 1991) and Columbia University (LL.M., 1997). She is fluent in Mandarin Chinese.

❖ **Adam F. Bobrow**, Vice President, Larkin International Trade Association

Adam most recently served as the Senior Counsel for Commercial Rule of Law for the Congressional-Executive Commission on China (CECC), as an expert on the commitments China undertook when it joined the WTO in 2001. Before joining the CECC staff, Adam worked as an attorney in the Office of the Chief Counsel for International Commerce at the U.S. Department of Commerce. His duties in the Office of the Chief Counsel also included providing legal advice to the International Trade Administration (ITA) on all matters related to market access and trade disputes in China, as well as intellectual property rights, and government procurement negotiations and disputes worldwide. Adam received his B.S.L.A. in Chinese Language. He pursued his interest in Chinese studies at Washington University in St. Louis, where he received both a J.D. and an M.A. in East Asian Studies. He currently serves as a Vice-Chair of the ABA's International Law Section China Committee. Adam is proficient in spoken and written Mandarin Chinese.

❖ **Mark S. Peachey**, Director, KCED International Trade Division

Mark currently serves as the Director of International Trade Division for the Kentucky Cabinet for Economic Development located in Frankfort, Kentucky. Coming from private industry, Mr. Peachey brings over 20 years' experience in trade of manufactured goods and technology via his tenure with automotive components supplier Delphi and Japanese owned, synthetic rubber and plastics producer, Zeon Chemicals. Mark serves on the board of the Kentucky World Trade Center and Northern Kentucky International Trade Association and is a member of both the Kentucky and Southern Ohio District Export Councils. Mr. Peachey is a graduate of The University of Cincinnati, and holds a Bachelor of Science in Engineering.



“What you need to know about doing business in China”

REGISTRATION FORM

COMPANY NAME: _____

CONTACT PERSON: _____

JOB TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

TELEPHONE # : _____ FAX #: _____

E-MAIL ADDRESS: _____

WEB SITE: _____

I will attend the seminar: _____ **July 17 - Lexington**
(Please check one) _____ **July 18 - Northern Kentucky**
_____ **July 19 - Louisville**

(Please check one) ___ **\$30 registration fee enclosed** ___ **I will pay \$40 at the door (Cash or Check)**

Payment & Cancellation Policy:

Cut-off date for refunds is two business days prior to the seminar date. Cancellations must be received in writing, at the site address below, or by e-mail chinatrade@ky.gov, to receive a refund.

- **TO PAY BY CHECK:** ****Please make checks payable to the host organization listed at your selected site. Mail checks and completed registration forms to the corresponding site locations indicated below.****

- **TO PAY BY CREDIT CARD:**

Name: _____
(as it appears on card)

Credit Card Number: _____

Card type:  Visa  MasterCard  Discover Card

Expiration Date: _____ / _____ (mm/yy)

Credit Card Billing Address: _____

Mail or fax completed registration forms to the corresponding site locations below

Do not send credit card information by e-mail.

For further information please contact: Cathy Cao at (502) 564-7140

SEND YOUR PAYMENT TO ONE OF THE FOLLOWING SITE LOCATIONS:

LEXINGTON Workshop - Monday, July 17, 2006

Make check payable to: Kentucky World Trade Center

Please send your check and registration form to:

Kentucky World Trade Center, ATTN: Tracy Lowman
1600 World Trade Center
333 West Vine Street
Lexington, KY 40507

To Pay by Credit Card send the completed registration form to the address above or **fax it to:** ATTN: Tracy Lowman (859) 233-0658.

Registration Contact: Kentucky World Trade Center – Tracy Lowman
Tel: (859) 258-3139 **E-mail:** admin@kwtc.org

NORTHERN KENTUCKY Workshop - Tuesday, July 18, 2006

Make check payable to: Northern Kentucky Chamber of Commerce

Please mail your check and registration form to

Northern Kentucky Chamber of Commerce
300 Buttermilk Pike, Suite 330
Ft. Mitchell, KY, 41017
Phone: (859) 578-6385

To Pay by Credit Card send the completed registration form to the address above or **fax it to:** : ATTN: Sheri Goodenough (859) 578-8802.

Registration Contact: Northern Kentucky Chamber of Commerce – Sheri Goodenough
Tel: (859) 578-8801 **E-mail:** sherig@nkychamber.com

LOUISVILLE Workshop - Wednesday, July 19, 2006

Make check payable to: Crane House

Please mail your check and registration form to

Crane House, The Asia Institute, Inc.
Attn: KCED CHINA WORKSHOP
1244 S. Third St.
Louisville, KY 40203

To Pay by Credit Card send the completed registration form to the address above or **fax it to:** : : (502) 635-7659 Attn: Debbie or Sandra.

Registration Contact: Crane House, The Asia Institute, Inc. – Debbie or Sandra
Tel: (502) 635-2240 **E-mail:** cranehouse.adm@insightbb.com