

Century of the Pacific



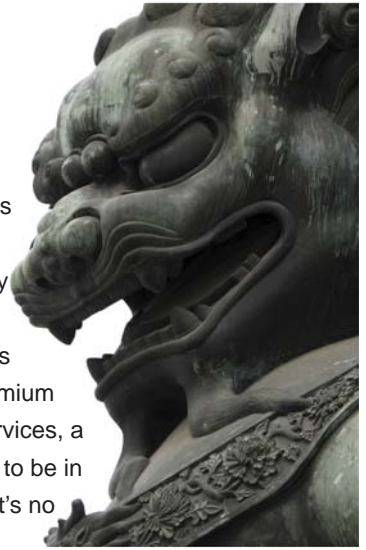
The How, When and Why of Expanding in China

*Plus, celebrate the opening of the
Bay Area Business Community's
China Landing Pad*

June 13-18, 2010
Shanghai, China

■ Why Now?

There are many reasons why Bay Area companies have decided now is the time to expand in China. With China's stunning economic growth, its rapidly expanding middle class, the pull of existing customers to move there, the threat of competitors getting there first, the escalating demand and premium price for Bay Area or "American" products and services, a potential prolonged local recession, and the need to be in China in this evermore "global" business world – it's no wonder.



Like any new market, business in China comes with challenges. Relationship management is a critical competence, as are strategies to get comfortable with a new business culture and operate in a different language. That said, numerous Bay Area businesses have already braved China and found it an exhilarating, profitable experience.

China wants and needs your products and services. They want to build an economy modeled more and more on the Bay Area's innovation economy. Recognizing the mutual benefit for our two regions in the coming Century of the Pacific, the Bay Area business community is partnering with the business and government community of Shanghai to roll out the red carpet and build a Bay Area landing pad in Shanghai's dynamic Yangpu District.

We hope you join us on this historic trip as we learn how to successfully expand in China, use the Yangpu District as an in depth case study of how to grow in China from the ground up, see one of the most incredible cities humanity has ever built, plus, have a good time.

■ “To see things in the seed,
that is genius.”

Lao Tzu, Philosopher of ancient China

China by the numbers

100 Cities with more than 1 million residents (*221 cities in the next 15 years*)¹

80% U.S. companies in China that will expand further in China next year⁵

8.5% Economic growth in 2009 (*U.S. shrank -2.6%*)²

4 Chinese share of the seven largest companies in the world by market cap⁶

9% Predicted growth in 2010 (*U.S. to stay basically flat*)³

301% Growth in U.S. exports to China, 2000-2007 (*Japan -4%*)⁷

70% U.S. companies in China that said their China operations were profitable or very profitable in 2008 (*25% broke even or had a small loss*)⁴

70% Amount of total Bay Area exports that currently go to Asia⁸

1 Business Week; 2-3 The Economist; 4-5 American Chamber of Commerce, China; 6 Forbes; 7 U.S. China Business Council; 8 Bay Area Economic Profile 2010

"Shanghai is one of the most tolerant, diverse and exciting regions on the globe, where the future crackles through the air like raw electricity. It is an ideal partner for the Century of the Pacific."

*Jim Wunderman
President & CEO of the Bay Area Council*



Agenda

Sunday – June 13

All Day: **Flights arrive at Shanghai-PuDong International Airport**
Cars pick up guests at airport for trip to Hyatt on the Bund

Evening **Reception** at Vue Bar atop Hyatt on the Bund

Monday – June 14

Morning **Continental Breakfast at Hotel**

Half Day **Mini-Conference at the Knowledge and Innovation Community**
- China's Historic and Current Role in the Global Economy
- The Bay Area Business Experience in China

Lunch **Group Q&A with Vincent Lo, Chairman of the Shui On Group**

Afternoon **Portrait of a District as China's Future**
A fascinating driving and walking tour of Shanghai's dynamic Yangpu District, from its crumbling industrial past to its astounding future.

Evening **Dinner at South Beauty 881**
Located in an old mansion, South Beauty offers elegant and ultra chic Sichuan dining in a myriad of sleek rooms as well as a gorgeous outdoor terrace.

Tuesday – June 15

Morning **Continental Breakfast at Hotel**

Half Day **Mini-Conference at Fudan University's Jiangwan Campus**
Interactive panel discussions regarding the industries included on the trip with high-level Chinese and U.S. participants

Lunch **Picnic and walk through the New Jiangwan Park Land**
Experience how Shanghai looked before it became a city of 14 million and how nature can return.

Evening **Tour and Dinner at Xintiandi**
These restored traditional shikumen houses on narrow alleys have become a world famous urban entertainment district of Shanghai, and Xintiandi is considered one of the upscale centers of China. In a twist, it also houses the site of the First Conference of the Communist Party of China.

Wednesday – June 16

- Morning** **Continental Breakfast at Hotel**
- Halfday** **Era of the Pacific: CEO to CEO Summit**
- Panels of U.S. and Chinese CEOs discussing business success and challenges in China and the United States
- Networking with Chinese Business Leaders
- Afternoon** **Opening Ceremony of the Bay Area Business Community's Landing Pad in China**
- Evening** **Tour of a New Ultra-Green Chinese Office Building**
- River Boat Dinner on the Huangpu River**
through the modern heart of Shanghai with its historic Bund, skyscrapers, lasers and light shows.

Thursday and Friday – June 17-18 and beyond

Optional Private Meetings and/or a VIP Experience at the World Expo 2010. Meet with customers and partners referred by the American Chamber of Commerce, Bay Area Council, the U.S. Commercial Service and other partners.

Logistics

Hotel: Our guests will stay at Hyatt on the Bund, a 5-star luxury hotel, uniquely located on the banks of the Huangpu River at the northern end of the Bund in Shanghai. It offers spectacular views of the Bund and Pudong, as well as exceptional business services, and is walking distance from many of the most important attractions of traditional downtown Shanghai. It has a large fitness center, a spa and spacious rooms with incredible views.

Ground Transportation: From arrival until departure, guests will be transported in private cars with English speakers or luxury buses.

Dining: Shanghai's cuisine is as diverse and internationally influenced as its residents. This trip is structured to allow participants to taste a wide variety of the best Shanghai has to offer.

Air Travel: Whether you would like business class, comfortable economy seats, or just the shortest flight, we are negotiating reduced rates to ensure our guests can make this long haul trip as pleasantly as possible.

Shanghai - Yangpu past...



...to present



Shanghai's dynamic Yangpu District is a perfect encapsulation of China's incredible 15-year sprint from industrial doldrums to a world-leading financial and innovation center.



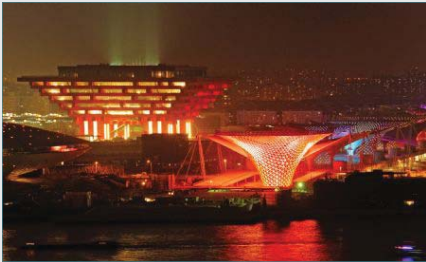
Reasons to Participate

If:

- You are considering opening an operation or finding partners in China in the next few years.
- You seek Chinese customers for your company's products and services.
- You have an operation in China and are considering expanding.
- You would like to deepen your relationships with Chinese government and business leaders.
- You would like to deepen your relationships with Bay Area and U.S. companies in China.
- You would like to learn about China, see Shanghai and visit the Expo.
- You would like to keep up on the trends that will shape the business world in the next 100 years.



World Expo 2010 (optional)



Described as the Olympic Games of the economic, scientific and industrial world, Expo 2010 will be held in Shanghai, China from May 1 to October 31, 2010. More than 190 countries and more than 50 international organizations have registered to participate. China expects to receive almost 100 foreign leaders. Across its 5-square-kilometer site at Expo 2010, entire countries,

companies and others will compete to display their idea of cutting edge technology as well as blueprints for the ideal global village of the future. World's fairs, such as this Expo, are considered conversations about the achievements of human civilization. The theme of Expo 2010 will be "Better City – Better Life" (how new urban settings can improve the world) and signifies Shanghai's new status in the 21st century as a major economic and cultural center. With the government spending approximately \$45 billion on the Expo (more than the Olympics in Beijing) is expected to generate the largest number of visitors in the history of the world's fairs – 70 million.



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“Opportunities multiply as they are seized.”

Sun Tzu, Ancient Chinese military general and strategist