



US-CHINA TRADE & INVESTMENT DEVELOPMENT CONFERENCE

Meet Challenges, Find Opportunities, Adjust Strategies for Success



When & Where: **OCTOBER 20 – 22, 2009**

Venue 1. **October 20, 2009**

CROWNE PLAZA - Hotels & Resorts

State & Lodge Streets

Albany, New York 12207, USA

Tel: (518) 462-6611

Fax: (518) 462-2901

Venue 2. **October 22, 2009**

ADAM'S MARK (Buffalo – Niagara)

120 Church Street

Buffalo, New York 14202, USA

Tel: (716) 845-5100

Fax: (716) 856-5538

The Conference will be held in two venues in New York State. *Albany*, the State Capital, will be the site of the first event. *Buffalo*, the largest metropolitan area and a major industrial area in Western New York, is the site of the second event. Companies from the two important regions of New York State will attend sessions at the two conference venues. Participants have the option of attending one or both of the events.

Why is the Conference Important to you?

We are suffering from global, national and regional recessions all at the same time. There is not a single country in the world that is immune to this effect. As a result, many businesses are facing a crisis. The Chinese word for 'crisis', "weiji", includes elements of both danger and opportunity, written as '*crisistunity*'. In the depths of this global economic recession, your business strategy must be adjusted not only to recognize the danger, but to seize the opportunity, and to ensure that you are prepared to ride the wave of an economic recovery and success.

This event will provide the very latest information on opportunities for trade, investment, and business development. This is an ideal opportunity for you to discuss challenges, find opportunities, attract investment to your area, and develop new global business strategies. As an attendee, you will acquire a platform for initiating / expanding trade and business in the Chinese market, participate in matchmaking sessions, exchange ideas and innovations, and network with businesses and governmental agencies in the US and China.

How will the Conference Help you Succeed?

Specifically, the Conference schedule will include:

- Presentations on business and trade development from private sector and government officials
- Business and trade information briefing and updates
- Introduction of opportunities for trade, business development, and investment projects
- Panel discussions about issues including government regulations, taxation, financial transaction, and business practice
- Matchmaking group sessions for business, trade, and investment
- Networking breakouts
- Showcase of products and services of sponsors
- Questions and answers

Who Will Be Presenting?

Leading authorities on global business / trade and investment, representatives of successful companies doing business with China, and leading government officials from the US and China will be featured speakers.

Who from the US and China Should Attend?

- Business / trade executives and leaders
- Firms looking for exporting/importing, investment projects
- International business marketing and sales managers/directors
- Manufacturers and suppliers
- Managers for purchasing, procurement, global sourcing
- Government economic development groups
- Chambers of commerce members
- Those interested in doing trade / business /investment or involved in developing global strategies in US and Chinese markets.

Approximately 500 businesses representing various industries and government officials in foreign trade and business development from the US and China are expected to attend both conferences.

What Can You Expect to Learn/Achieve?

- An update on top economic issues in the US and China markets.
- An overview and understanding of doing business and the regulations that impact exports or investments in US and China
- Direct meetings with importers who are looking to add products and services
- Exposure to and discussions with business owners who are looking for investment in your area
- Finding opportunities and the right markets for your products/services
- Business and trade strategies for China and US marketplaces
- “How-to” solutions to overseas trade and investment issues
- Lessons learned from experts with experience in developing a well-planned strategy for doing global business / trade and investment
- Meetings with government officials and key contacts in foreign business and trade development
- Business-to-Business networking opportunities

What About Translation Services?

The conference will provide simultaneous translation for the presentations, as well as translation services for the matchmaking meetings and discussions upon participant's request.

Participation fees*

Early registration (through September 18, 2009): \$69 per person; when you register more than one person from your company, the fee is reduced to \$59 per person.

Regular registration (after September 18, 2009): \$89 per person; when you register more than one person from your company the fee is reduced to \$69.

Registration for both conferences: \$99 per person; when you register more than one person from your company, the fee is reduced to \$89 per person.

- * *The participation fee includes the complete program, scheduled meals, coffee breaks, and printed materials.*
- * *Cancellation Policy: Cancellations will be honored through October 5, 2009 with a full refund. Sorry, persons cancelling between October 6th and 15th, 2009 will be charged a 50% cancellation fee. No refund thereafter.*

Conference Organizers

The New York State SBDC Central Administration
US Small Business Administration
US Department of Commerce

In Cooperation with

Albany SBDC Regional Center
Buffalo SBDC Regional Center
Rochester SBDC Regional Center
Niagara SBDC Regional Center
Jamestown SBDC Regional Center
Mid-Hudson SBDC Regional Center
New York State Department of Economic Development
U.S. Department of Commerce Buffalo Export Assistance Center
The Business Council of New York State
Tech Valley Global Business Network
Buffalo – Niagara Partnership
Niagara USA Chamber
Buffalo – Niagara Enterprise
Amherst Chamber of Commerce
World Trade Center Buffalo – Niagara
International Program for Erie County Industrial Development Agency
Genesee County Chamber of Commerce
Tianjin Economic-Technological Development Area

Center for International Development of SUNY
SUNY Research Foundation
State University of New York
T&S International Commerce & Culture Development Center

Sponsorship

Sponsorship includes promotional elements of the Conference and receives the highest level of support from TID Conference team.

Diamond Sponsor \$5,000 (only one available), The Diamond sponsor will receive
30 minute Presentation/Speech in front of entire conference
Spot for representative to sit on dais during conference
Company/organization materials included in Conference packet
Banner display in Conference room
Display Table at entrance to the conference
Recognition as Diamond sponsor in all printed materials, including logo
10 complimentary attendee registrations

Platinum Sponsor \$2,500 (only two available), Platinum Sponsors will receive.
10 minute speech in front of entire conference
Company/Organization materials included in conference packet
Banner display in conference room
Display Table in Conference lobby
Recognition as Platinum sponsor in all printed materials, including logo
6 Complimentary attendee registrations

Gold Sponsor \$1,000 (only four available) Gold Sponsors will receive
Banner display in conference room
Display Table in Conference lobby
Recognition as Gold sponsor in all printed materials
4 Complimentary attendee registrations

Silver Sponsors \$500 (only six available) Silver sponsors will receive
Display Table in Conference lobby
Recognition as silver sponsor in all printed materials
2 Complimentary attendee registrations

Hotel reservations

TID Conference Albany will be held in *Crowne Plaza Hotel*. ***TID Conference Buffalo*** will be held in *Adam's Mark*. To optimize your networking opportunities, we recommend that you stay at the conference site during the event.

Registered participants are encouraged to reserve their hotel rooms early. When you contact the hotel for reservations, please ask for the **US-China Trade & Investment Development Conference Block** to receive the special room rate and access the room block. Please see “**Where & When**” on page 1 for detailed hotel address and contact information.

Contact Information

The Conference staff is here to help with any of your questions.

In the US, please contact:

Mr. Jinshui Zhang (518) 641-0619 or jinshui.zhang@nyssbdc.org
Mr. Brian Goldstein (518) 641-0609 or brian.goldstein@nyssbdc.org
(518) 432-3858 (Fax)

Address: New York State SBDC Central Administration
22 Corporate Woods
Albany, New York 12211, USA

Website: www.nyssbdc.org

In China, please contact:

Mr. Guanyi Tang (86 – 10) 6717-6023 or beijing-office@nyssbdc.org
(86 – 10) 6717-0660 (Fax)

Address: B – 2203, Building #3
Linghang International Tower
Guangqumen, Chongwen District
Beijing 100061, China

*For the latest update, please visit our website: www.nyssbdc.org
Conference Agenda will be online in August 2009.*

Registration Form
US-China Trade & Investment Development Conference

October 20 – 22, 2009

Participant Information

- Yes, I want to register my company / agency for “*US-China Trade & Investment Development Conference*”
- Conference at Albany* (October 20, 2009)
- Conference at Buffalo* (October 22, 2009)
- Please indicate the number of people in your team _____
- Mr. Ms. Mrs. Dr. (select one)
- First Name _____ Last Name _____
- Job Title _____
- Company _____
- Mailing Address _____
- City _____ State _____ Zip code _____
- Country _____
- Telephone _____ Fax _____
- Email _____
- Additional participants: Names & Job Titles
- # _____
- Please identify the industry and any areas of special interest for you and your company by checking the appropriate box(s). Attach separate sheets or company information, if needed.
- | | |
|---|---|
| <input type="checkbox"/> Export / Import | <input type="checkbox"/> Distribution |
| <input type="checkbox"/> Electric / Electronics | <input type="checkbox"/> Environmental / Energy |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Construction |
| <input type="checkbox"/> Bio-Tech | <input type="checkbox"/> Agricultural / Food Processing |

- | | |
|--|--|
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Machinery |
| <input type="checkbox"/> Pharmaceutical / Medical | <input type="checkbox"/> Education |
| <input type="checkbox"/> Transportation | <input type="checkbox"/> Retailing / E-Commerce |
| <input type="checkbox"/> Service | <input type="checkbox"/> Wholly-owned overseas operation |
| <input type="checkbox"/> Joint venture / Co-production | <input type="checkbox"/> Outsourcing |
| <input type="checkbox"/> Local investment project | <input type="checkbox"/> OTHER |

Payment Method

Amount enclosed \$ _____

Check: Please make checks payable to: **Research Foundation of SUNY**

Mail to: **ATTN: Mr. Jinshui Zhang**
New York State SBDC Central Administration
22 Corporate Woods
Albany, New York 12211

Credit Card: Visa MasterCard Discover Amex

Expiration Date _____

For the amount of _____

Card # _____

Cardholder Name _____

Signature _____

Cancellation Policy: Through October 5 – Full refund
 October 6th – 15th – 50% refund
 After October 15th – No refund

Please register by doing the following:

- Fill out and fax the form to (518) 432-3858 / Attn: **Jinshui Zhang** or **Brian Goldstein**;
or
- Via email to ibd@nyssbdc.org