



Confederation of Indian Industry

Engaging China

Why ? What ? And How ?

Kolkata (26 August 2013) * Chennai (27 August 2013) * Mumbai (29 August 2013)



Indian companies have an enormous, literally unprecedented, untapped opportunities awaiting to be harnessed in China in various sectors. In order to "Engage with China", there is a need that Indian companies understand China from a different perspective, that would help companies to develop a well thought of winning strategies.

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The workshop titled, Engaging China will address three critical questions – Why China ? What in China ? & How in China ?

- Its important to understand China's 12th national five-year plan, which provides policy guidance to the economic and industrial development in the future years. To prepare for your investment in China, it is also important to understand the new investment environment and trend of foreign investment in China by taking advantage of all the tax incentives and the local financial subsidy arrangements. In this session, The session on "**Profile of China**" will help you understand all the above and the practical experience.
- What are the key steps that Indian companies need to work towards accessing the companies readiness to engage with China and What are the key things that Indian companies should not do from the legal perspective, will help them to develop a long term winning strategies in this country of vast opportunities. The session on "**China relevant....China ready**" and "**The Road to Readiness**" will prepare your company for this journey.
- How Indian companies could tap into this untapped opportunity. This will help Indian companies to figure out a path on how to start or further grow their business with China, today's second largest global economy. The session on Sourcing from China – How to be successful, will answer a critical question "**Is China sourcing right for me?**" by highlighting some best practices to run a successful sourcing operation, plus it will provide practical, hands on ideas and strategies on how to move forward.
- A session on "**Culture Determinants of Chinese Negotiation Behaviour**", will touch upon the Chinese style of negotiation and its salient features, how the Chinese think and act and lastly how culture effects negotiation behaviour, thus preparing Indian companies well to engage with her positively.

VENUE

Kolkata

Taj Bengal

34 B Belvedere Road
Alipore, Kolkata
West Bengal – 700027

Chennai

Hilton Hotel

Ekkaduthangal
Guidy, Chennai

Mumbai

Grand Salon

Sofital Mumbai BKC,
C-57 Bandra Kurla Complex
Bandra East, Mumbai - 400051



Mr Jeff Xu
Partner
Shanghai Deloitte Ltd

Jeff Xu is a tax partner of Deloitte Touch Tohmatsu. He has 19 years of experience of working at Big four firms in both the US and China. He has been working in China since 1997. Jeff began his career with the New York office of a Big Four firm. He worked as a US international tax consultant before he was transferred back to Shanghai.

He currently provides advice on structuring of foreign investments in China and assists with location study and establishment of various investment vehicles in China. He assists foreign contractors in obtaining the optimal PRC tax arrangement for their China projects. He provides various tax advice to both MNC and domestic clients and represents them in dealing with various PRC tax authorities on a wide array of disputes/controversies. He provides consulting services on site-selection and assistance in negotiation with the local government for financial subsidy and incentives.

He has 19 years of experience of working at Big four firms in both the US and China. He has been working in China since 1997. Jeff began his career with the New York office of a Big Four.



Mr. Mark Schaub

Mark Schaub has lived in Shanghai since 1993 and was the first foreign lawyer to join King & Wood Mallesons in 2000. Mr. Schaub has consistently been awarded Asia Law's "Lawyer of the Year" for corporate and M&A work. Mark has worked in sectors as varied as energy, manufacturing, retail, and mining. He has also been honored to advise a number of Indian clients including Mahindra, Murugrapa, Goa Carbon, Tech Mahindra, SRF, TVS and Jubilant Life Sciences to name a few. Mark has written "China: the Art of Law – Chronicling deals,

disasters, greed, stupidity and occasional success" which was one of CCH's best selling titles in China as well as "Foreign Investment in China: Entry, Operation-and-Exit-Strategy".



Mr Heiko Bugs

Heiko started his career in Asia in 1994 working for a manufacturing joint-venture in South Korea. Prior to moving to India in 2009, he spent 9 years in Greater China where he led the China operation of an international consulting company across four offices. Heiko regularly advises Fortune 500 companies on market growth strategies across Asia. Client include AkzoNobel, Alcatel/Lucent, Alstom, American Express, BASF, Bosch, Dell, DuPont, Emerson, Essilor, IBM, Johnson Controls, Lafarge, Microsoft, Philips, Owens Corning, Rockwell Automation, Tyco

and others. He is a frequent speaker and has presented Asia business topics at more than 40 international conferences in Europe, the US, India and China. For the last 10 years he has been focusing on the rapidly developing economic relationship between China and India and its global strategic impact. Heiko studied Economics and Information Technology at Mannheim University, Germany and holds an MBA (with Honors) from Rutgers, USA.



Mr Steve Crandall
General Manager
Technomic Asia China

Steve Crandall is the General Manager of Technomic Asia China. Steve has lived and worked in China for nearly 20 years. He has worked for companies such as Ford, Ernst & Young, 3M, TRW, Cardinal Health and TRW. Steve has successfully started 3 companies in China and knows how to start and grow a company in China. Steve has a bachelors degree from Ohio State University in Marketing and Business Administration and a Masters Degree from California State University in Finance and Business Management.



Dr G Venkat Raman
Faculty in Indian Institute
of Management, Kozhikode

Dr G Venkat Raman is currently a faculty in Indian Institute of Management, Kozhikode in the area of Humanities & Liberal Arts in Management since October 2010. He is one of those young Indian scholars on China who has had a unique experience of being part of the academic as well as the corporate world in China during the course of his seven years stay (in China). Apart from being fluent in Mandarin he has the distinction of being one of the few Indians who have been awarded a doctoral degree by a Chinese university and the first in the recent memory

to be awarded a doctoral degree by (the School of Government) Peking University, Beijing. After completing his doctoral studies he worked as Business Development Manager, Essar Global, Representative Office, Beijing, for two and a half years and thereafter relocated to India to join IIM Kozhikode as full time faculty. Prior to this he was enrolled in the integrated MPhil and PhD programme in the Centre for East Asian Studies (Chinese Division), School of International Studies, Jawaharlal Nehru University, New Delhi.

This is a "Unique Opportunity" for you to participate in this one day workshop. Seats are limited and will be on first come first serve basis. If you are interested in attending this work shop and getting a new perspective from these experts through their presentation and post conference handouts, We would encourage you to register yourself by contacting CII offices in Kolkata, Chennai and Mumbai.

Confirmed participants will also get an opportunity for a one to one meeting with these respective speakers on first come first serve basis.

We look forward to your participation at this workshop for a greater

"Engagement with China"

FOR REGISTRATION PLEASE CONTACT

Kolkata

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