



## *China Business Summit – October 2, 2009*

**EVENT TITLE:** “China Business Summit” – Strategies for Managing through the Global Recession

**DATE:** October 2, 2009

**TIME:** 8:30 AM – 4:30 PM

**LOCATION/FACILITIES:** Quaker Square Inn, University of Akron  
135 South Broadway (Parking permits e-mail with confirmation e-mail)

**China Resource Network is a peer to peer group, that brings together experts from industry to discuss technical issues in China today. Speakers join us from Timken, Moen, Eaton, and more. Participate in sessions designed for your company’s current China strategy that will be addressing today’s critical issues.**

- **Legal Update – Live from China**
- **China Intellectual Property Panel**
- **Economic Forecast**
- **International Sourcing**

### **General Sessions**

**8:45 – 9:00 Introduction**

Dr. Ravi Krovi, Interim Dean, UA, CBA  
Kim Kirkendall, President, China Resource Network

**9:00 – 10:00 Legal Update – Live from China** Blaine Turnacliff, Jade & Fountain PRC

(one of the leading Chinese law firms based in Shanghai)

Business law in China is an ever-changing landscape. Get the latest changes in Chinese law and their meaning for your business from a major China legal expert. Live teleconference with Q & A.

**10:00 – 10:30 Economic Forecast for 2010**

Kim Kirkendall, President, CRN

China is the world’s second largest economy (behind the U.S.) with purchasing power of \$7 trillion and a GDP of \$3.3 trillion. Economists say that China might overtake the U.S. as the largest economy within a few decades. What will 2010 bring to this powerhouse economy? Get the most up-to-date assessment from a China business expert who has first-hand information from multiple annual local assessments.

### **10:30 – 12:00 Panel – China and Intellectual Property**

IP issues for U.S. companies conducting business in and out of China are increasing at a geometric rate. Panelists will address the critical IP issues currently being faced and those on the horizon.

*Moderator* Jeffrey Samuels, Director of The center for Intellectual Property & the David L. Brennan Professor of Law, UA School of Law

*Attorney* Daniel Kalka, Intellectual Property Counsel, Eaton Corporation

*Executive manufacturing in China* James Gresh, Vice President, Global Marketing & Steel Group International Operations for The Timken Company

*Exporter to China* Tom Blackerby, President & CEO, ACS Industries

### **12:00 – 12:45 Lunch**

#### **Track One – Managing Through the Global Recession**

##### **12:45 – 1:45 Managing Operations in a Perilous Economic Climate**

Greg Neal, President, International Sources

Your company's operations have survived and thrived for several years. How do you manage internal operations (human and financial resources, cost reduction, etc.) in the current global recession? How do you manage external relationships: financial, supplier, etc.?

##### **2:00 – 3:00 Establishing an Office and Sales Force in China**

Nick Lubar, will discuss the development of a full scale sales team in China over a number of years

#### **Track Two – How to Identify and Establish Business Opportunities for You in China**

##### **12:45 – 1:15 Ohio Resources for Exporters**

Deb Scherer/Scott Kuehn- ODOD

##### **1:15 – 2:00 Design Your Product Mix and Sales Strategies for China**

Mark Loeper, VP & GM Creative Specialties, Moen, Inc.

How do you develop a product mix and brand that is successful overseas? An international marketing expert offers insight into developing and managing brands and the product mix as strategic assets that can leverage your business in non-U.S. markets.

##### **2:15 – 3:00 Manufacturing & Sourcing – Keys to Success**

John Irwin, Product Development at Impact Products discusses how they entered sourcing in China, their development over the years, and how they decide what products to keep in China and when to develop alternative low cost countries

##### **3:00 – 3:30 Negotiation Techniques**

##### **3:30 – 4:00 Q & A**

##### **4:00 Closing Remarks**

Kim Kirkendall

Dr. Ravi Krovi, UA CBA,

Kim Kirkendall, CRN

**COST TO PARTICIPANTS:** \$395 by September 28<sup>th</sup>, \$450 after September 28<sup>th</sup>  
\$190 China Resource members

**REGISTRATION:** [www.chinaresourceNetwork.com/events.html](http://www.chinaresourceNetwork.com/events.html)