



Welcome to Another "Your China Strategy" Seminar!

Introduction:

In 1979 China began economic reforms. Thirty years later China is the world's fastest growing economy, and projected to pass the United States economy by 2025.

In the past, most Canadian business grew domestically and from exports to the United States. Today these growth models are being held hostage by Canada's historic dependence on trade with the United States. Today China represents the best growth opportunity for many Canadian organizations.

Agenda:

"Your China Strategy" seminar is a morning session that will expose you to the latest trends within China, the Chinese consumer, and the Chinese business environment. Then once you have the latest landscape in your mind, you will be given the basic questions you need to ask to help determine your China strategy.

For more information: www.yourchinastrategy.com
info@yourchinastrategy.com

Location:

Grant MacEwan College
City Centre Campus
Robbins Health Learning Centre
Room: 9-315
104th Ave and 110th Street
Edmonton, Alberta

Date & Time:

June 10th, 2009
7:30 a.m. Doors Open
8:00 a.m. to Noon
Coffee/tea and pastries served

RSVP:

June 8th, 2009.
Online registration: www.yourchinastrategy.com/3.html
Email: registration@yourchinastrategy.com
Call: Don Norris: 780-937-3448
Steven Cheng: 780-720-9110

Cost:

\$100.00 per person, plus GST. The payment is accepted by MasterCard, Visa through PayPal at the web site: www.yourchinastrategy.com/6.html, or Cheque payable to: Elenet International Ltd.

Feedback from Previous Seminars:

- "You presented very well and certainly demonstrated that you have a level of expertise in the Chinese market. Well done!"
- "A 'must attend' event for anyone who wants to learn more about doing business with China. The presentation was useful for people at all levels of business experience".

Speakers:

Don Norris – President Bamboo Strategy

Don, with a 25 year pedigree in global advertising, recently returned from 12 years in Asia Pacific with the world's largest advertising agency; McCann Erickson. From 2005-2007 Don was the Managing Director of McCann Erickson China where his agency developed the China marketing campaigns for Coca-Cola, Intel, China Mobile, Microsoft, Nestle, L'Oreal, UPS, MasterCard, ExxonMobil, AMD, Chevrolet, Johnson & Johnson and Cathy Pacific Airlines.

Steven Cheng - President Elenet International

Steven is a marketing consultant specializing in technology transfer, market analysis, sales architecture and channel management. With more than 20 years experience and cross-culture expertise, he has successfully established numerous business and co-operation projects in China. Steven is intimately familiar with the industry and economic system of China, having worked in both government and business in various industries and provinces.