

China Conference

Discover how you can benefit from doing business in China

Melbourne

Tuesday 21 June 2005
Hilton on the Park

Sydney

Thursday 23 June 2005
The Four Seasons Hotel

China is the emerging economic powerhouse; a country which has opened up doors to companies, investors and individuals across the globe.

This one-day conference will provide insights into the 'new' China – the opportunities and the challenges. For the innovative Australian company, practice or consultancy, the time is right to discover how business can be done, where the niche markets are and how to work with Chinese business partners. Hear from leading experts such as:

- **Peter Osborne**, Senior Trade Commissioner Hong Kong, Austrade
- **Dr John Edwards**, Chief Economist, HSBC Bank Australia
- **Edward Smith**, Managing Director, Beijing Consulting Group and Deputy Chairman, AustCham Beijing

Case studies, market insights and technical sessions will explore:

- Identifying business markets in China
- Finance, economic and export outlook
- Legal, regulatory and project management concerns
- Joint venture, start-up and subsidiaries
- Banking and financial services
- Responsible supply chain management and ethical purchasing
- Guanxi and working with Chinese management

WHO SHOULD ATTEND

- Chief Executive Officers
- Managing Directors
- General Managers
- Chief Financial Officers
- Commercial Managers
- Business Managers

Supporting Organisations



EARLY BIRD DISCOUNT

Register and pay by Friday 27 May 2005 and SAVE up to \$120!



CPD Hours



China Conference

Insights and Case Studies on Doing Business in China

8.20 - 8.50

Registration and Coffee

8.50 - 9.00

Opening Address and Welcome from the Chairpersons

9.00 - 9.50

Plenary 1:

Gateway to China: Opportunities and Challenges for the Australian Company in Identifying Markets and Building a Presence

China has made the world stand up and take notice over recent years. A booming economy and trade presence has seen it draw the attention of both corporates and government. From Beijing, to Shanghai, to bustling urban provinces, activity to and from this Asian giant has captured new interest across the globe.

This session will paint a realistic picture of China as a business market, and highlight key areas of focus for those considering entry or those recently established. Business in China takes many forms, and this session will cover:

- Trading opportunities for Australian companies
- Engaging local interest and winning deals
- Establishing a presence: Working with Chinese government agencies and diplomats
- Where to from here: Foreign investment in China and future market and regulatory changes likely to impact your business decisions

VIC & NSW: Peter Osborne, Senior Trade Commissioner Hong Kong, Austrade

9.55 - 10.45

Concurrent Sessions A (please choose one)

A1 Market and Economic Outlook for China

China has grabbed headlines in recent times as being the world's economy to watch. However, what does the future hold and will the golden run continue?

This session will cover:

- China's growth as a world export market
- Australia-China Free Trade Agreement
- China's position in world financial and commodity markets
- The future of the yuan currency
- Foreign direct investment and generators of future domestic growth

VIC & NSW: Dr John Edwards, Chief Economist, HSBC Bank Australia

A2 Legal Structure and Operational Issues for Trading Entities

Australian companies need to be across the complexity of legal and regulatory systems that apply for business in China.

This session will cover:

- Market access and tariffs – including possible Free Trade changes
- New opportunities for direct investment – the Foreign Invested Commercial Enterprises Regulation and Franchise Regulation
- Customs issues and working with Government agencies

VIC: Andrew Hudson, Partner, Hunt and Hunt

NSW: Jim Harrowell, Partner, Hunt and Hunt

10.45 - 11.05

Morning Tea and Networking Break

11.05 - 11.55

Concurrent Sessions B (please choose one)

B1 Regulatory, Contracting and Intellectual Property Considerations for Doing Business in China

China's embryonic legal and regulatory systems affect everyone engaged in business and trade activities in China, regardless of their industry sector. The rapid transition to a free market economy has produced a tidal wave of new laws, but insufficient infrastructure to support them. The result is a complex, multi-layered and opaque system with little or no independent review of administrative decisions. Against this background, Australian companies need to adopt new strategies not only to deal with bureaucracies, but also for effective contracting and IP protection.

This session will cover:

- Non-tariff barriers to trade and investment in China
- Negotiating the minefield of China's regulatory system
- Understanding the role of the written contract in China
- Strategies for Intellectual Property Protection
- Regulatory reform in China – what to expect

VIC & NSW: Ian McCubbin, National China Business Leader and Partner, Deacons

B2 Project Management: Strategy, Implementation and Challenges

China is synonymous with building and construction – witness the growth of mega cities such as Shanghai and the ongoing development of large provincial areas. It's not all glitz and glamour – projects can be long and arduous and operations can be complex.

This session will cover:

- Winning projects and finalising working arrangements
- Practical issues in working partnerships with Chinese businesses and stakeholders
- Managing government requirements and the approvals process
- Project management challenges

VIC & NSW: John Bilmon, Managing Director, PTW Architects

PTW Architects are joint venture designers of the Beijing National Swimming Centre for the 2008 Olympic Games with CSCES+ Design & Arup

12.00 - 12.50

Concurrent Sessions C (please choose one)

C1 Practical Experiences in Technology-Related Business in China

In this session, Bryan will take a practical and up-front approach to doing business in China. Leaving any unhelpful theory or rhetoric behind, he will discuss what it takes to be successful and what you need to look out for.

- China before and China now – an analysis
- Approaches and basic tips for understanding the market
- Readiness: Corporate, product, resources, people and money
- Being 'cool' culturally and being careful
- Deal at the top, work in the middle, teach at the bottom

VIC & NSW: Bryan SueSan, Director, inteX international

C2 Chinese Management, Corporate Governance and Director Roles: Practical Issues in Working with Local Management

This session will provide insights into how Chinese companies work, manage and govern. In particular it will examine:

- China's corporate governance: Framework, development and challenges
- The role of the board, directors and managers in Chinese companies
- Governance and management: Performance and expectations
- Some implications for foreign ventures

VIC & NSW: Professor On-Kit Tam, Co-Director, Monash Governance Research Unit and Associate Dean International, Faculty of Business and Economics, Monash University

12.50 - 2.10

Lunch and Networking Break

2.10 - 3.00

Concurrent Sessions D (please choose one)

D1 Responsible Supply Chain Management and Ethical Purchasing

As Corporate Social Responsibility (CSR) becomes an increasingly important aspect of global business practices and risk management strategies, what does this mean for enterprises sourcing goods and services in China?

This session will cover:

- Experiences of the Brotherhood of St Laurence managing a supply chain in China
- The importance of mapping the supply chain
- Understanding the labour and environmental conditions
- Understanding China's regulatory environment and national laws
- Codes of conduct and global reporting as CSR mechanisms
- Practical advice on responsible business practices in China

VIC & NSW: Serena Lillywhite, Manager – Ethical Business, The Brotherhood of St Laurence

D2 Panel Session: Guanxi, In-Country Relationships and Working for Mutual Benefit

A distinctive facet of the Chinese business environment is "guanxi", a form of relationship-building which raises mutual obligations in a business matter to that of strong personal ties and trust.

However, how does that apply practically and how can there be an end benefit for both parties? How do you steer clear of potential bribery and corruption? This panel session will address the following questions, flavoured with practical examples:

- How should western business people conceptualise guanxi and thus differentiate it from other seemingly illegitimate or unethical acts?
- What is the "spectrum" of guanxi and as a commercial player, how do you know at which end you lie?
- What tips and techniques can Australian business people use to foster guanxi – is there a 'right' way?

VIC: Vince Occhipinti FCPA, Finance Business Partner, Strategy and Planning, Cadbury Schweppes Australia New Zealand and ex-Finance Manager, Cadbury China

Lingmei Wang, Executive Director and Chief Consultant, Chinalink Australia

Joseph Zheng, Director, Interpac Business Solutions

Joel Crane, Economic Consultant, ACIL Tasman

NSW: Michael Stokes CPA, Oceania Sales Controller, Nestle Australia and ex-Group Controller Ice Cream, Greater China Region, Nestle China

David Thomas, Director, Think Global Consulting

Bruce Parry, Marketing Director, IPS Worldwide

Joseph Zheng, Director, Interpac Business Solutions

Jack Zhong, Managing Director, TodayTech

3.05 - 3.55

Concurrent Sessions E (please choose one)

E1 Banking and Financial Services in China – Wake Up Australia!

Having recently returned from Shanghai and Hong Kong, David Thomas will update you on the current state of play in the banking and financial services sector in China, including the immediate and pressing opportunities that exist for Australian companies. His presentation will include:

- An overview of the banking and financial services market in China, including a review of the drivers and issues influencing each of the various industry sectors – banking, property, insurance, funds management, trusts, stockbroking and wealth management
- The current participation by foreign players in the above market via joint ventures, alliances and other arrangements
- China's "QFII" status ("Qualified Foreign Institutional Investor") and the immediate opportunities that this presents for Australian fund managers
- Other opportunities for Australian financial services organisations with "first mover" aspirations, both now and in the near future

VIC & NSW: David Thomas, Director, Think Global Consulting

E2 The China Venture from Start-Up to Daily Management: A Practical Experience

This session will draw on practical experience to explore the challenges of business management in China. It will examine key regulatory and financial concerns from an in-country perspective.

Part 1: Setting Up

- Joint venture with local business partner or go independent?
- Location and cost considerations
- Tax incentives and external funding
- Approval from local government

Part 2: Managing a China Subsidiary

- Local management/expatriate balance
- Internal audits, local statutory audits and financial reporting
- Foreign exchange control and repatriation of income
- Management visits

VIC & NSW: Alex Leong CPA, Senior Accountant, Ernst and Young

3.55 - 4.10

Afternoon Tea and Networking Break

4.10 - 5.00

Plenary 2:

Establishing Business Success in China and Developing Enduring Partnerships

Australia-China trade continues to enjoy double-digit growth. We continue to supply many of the raw resources that have partially underwritten China's rise to be a worldwide manufacturing base, while also importing huge quantities of Chinese manufactured products, thereby helping finance the growth. But we have arguably performed much less successfully at investing in China and growing businesses on the ground in China.

What investment opportunities are we missing and what are the different requirements, risks and rewards? Do China's changing dynamics now offer new opportunities? And what must we do to capitalise on them?

This closing session will examine:

- China's changing dynamics – China's growing domestic market, the likely appreciation of the RMB, and greater domestic competition in China
- Trading with China versus Investing in China: Different requirements, different risks and different rewards
- Getting greater access – the WTO, the Australia-China FTA, and lobbying the PRC government
- Strengthening the bilateral relationship – second track diplomacy
- Growing Australia's reputation in China
- Building our nation's China capabilities

VIC & NSW: Edward Smith, Managing Director, Beijing Consulting Group and Deputy Chairman, AustCham Beijing

5.00 - 5.10

Chairperson's Closing Remarks and Close of Conference

About Your Presenters (in alphabetical order)

John Bilmon, Managing Director, PTW Architects

Mr John Bilmon is a Past President of the Royal Australian Institute of Architects (RAIA) NSW Chapter, and a Past Chairman of the Board of Architectural Education and Practice. Apart from his overall management responsibility and project leadership roles, Mr Bilmon leads the firm in the areas of Architectural Practice, Project and Technical Management and Quality Assurance. Mr Bilmon has consulted on a number of high profile projects such as the Athens 2004 Olympic Overlay, the Sydney International Aquatic Centre and the Beijing Swimming Centre for the 2008 Olympic Games.

Joel Crane, Economic Consultant, ACIL Tasman

Joel Crane is an integral part of the international and modelling teams at ACIL Tasman, Australia's largest economic consultancy. He is trained in development economics and project management and has studied Mandarin Chinese in China and Taiwan. Currently, Joel functions as China Projects Manager.

Dr John Edwards, Chief Economist, HSBC Bank Australia

John Edwards is the Chief Economist for Australia and New Zealand for HSBC Bank, a role which requires him to take a close interest in the evolution of the economic relationship between Australia and China. From 1991 to 1994 he was principal economic adviser to Treasurer and then Prime Minister, Paul Keating. Earlier in his career he was a political and economic journalist in Sydney and Canberra, and worked as a reporter for ten years in Washington. Immediately before joining Mr. Keating, he was the Sydney Morning Herald's correspondent in Washington, DC. Edwards has published five books, including a best selling biography of the former Prime Minister Keating – *the inside story*. He holds Ph.D. and M Phil degrees in economics from George Washington University and a BA from Sydney University.

Jim Harrowell, Partner, Hunt and Hunt

Jim's practice is focused on commercial litigation and arbitration. He has 25 years' experience in representing the interests of Australian and international companies in their business activities, including negotiating joint ventures and resolving disputes through mediation, litigation and arbitration. Jim is the only Australian appointed as a foreign arbitrator to the Shanghai Arbitration Commission and is one of six Australians appointed as a foreign arbitrator by the Chinese Government to the China International Economic and Trade Arbitration Commission (CIETAC) which resolves disputes between Chinese enterprises and foreign parties. Jim is an Associate member of CPA Australia.

Andrew Hudson, Partner, Hunt and Hunt

Andrew practises in the area of commercial law with a focus on customs and international trade. He has provided legal services to all parties involved with Industry, including importers, exporters, customs brokers, freight forwarders, shipper and trade financiers. He has provided advice covering all aspects of trade ranging from international trade conventions, arbitrations to resolve disputes, trade financing options, commodity and freight contracts to dealing with inquiries and prosecutions by the Australian Customs Service in such matters as dumping and alleged underpayments of customs duty, together with all related litigation.

Alex Leong CPA, Senior Accountant, Ernst and Young

Alex Leong has vast experience in financial management and operations in China. While he was a Group Accountant at MFS Technology Limited, a group of technology companies listed in Singapore, Alex was playing a key role in assisting the Group MD and CFO in setting up a new subsidiary in Hunan, China and helping implement internal audit procedures and enterprise risk management. He worked closely with the local management in managing the local tax, financial reporting and foreign exchange processes. He was also directly involved in setting up monthly management and financial reporting packages for the China Operations. Alex started his career in Arthur Andersen in Singapore, a legacy firm of Ernst & Young, and as an accountant at KPMG, Kuala Lumpur after graduating at the University of Sydney.

Serena Lillywhite, Manager – Ethical Business, Brotherhood of St Laurence

Serena is the Manager, Ethical Business with the Brotherhood of St Laurence (BSL), a position she has held for 4 years. She has been involved in a number of projects, all related to ethical business. In addition, Serena has considerable expertise and knowledge of Chinese labour law and corporate social responsibility. She holds a Masters in International Business from the University of Melbourne and speaks Mandarin. Serena has presented at the OECD Roundtable on Corporate Social Responsibility in Paris, the OECD Global Forum on International Investment in Shanghai, and recently at the ACTU international symposium on the Australia-China free trade agreement.

Ian McCubbin, National China Business Leader and Partner, Deacons

Ian McCubbin is an Australian lawyer with 25 years' experience, much of it in the international arena. He is the National Leader of Deacons' China Business Unit. For over 15 years Ian McCubbin has been one of Australia's best known "China" lawyers. He is widely recognised at the highest levels in China for his many years working in an advisory capacity with some of the most influential Chinese Government Ministries and State-owned enterprises. He has advised the Chinese Government on the development and administration of the new laws needed to help China make the transition from a centrally planned system to a free market economy. Ian is President of the Australia China Business Council in Victoria.

Vince Occhipinti FCPA, Finance Business Partner, Strategy and Planning, Cadbury Schweppes Australia New Zealand and ex-Finance Manager, Cadbury China

Vince a CPA with 17 years experience with Cadbury Schweppes, has held a number of finance and administration roles in Australia, New Zealand and China. In China, Vince held the position of Finance Manager from September 2000 to April 2003. This role oversaw all finance functions for Mainland China, Hong Kong and Taiwan. Vince was also one of the founding committee members of the Beijing CPA branch.

Peter Osborne, Senior Trade Commissioner Hong Kong, Austrade

Since June 2003 Peter Osborne has been the Australian Trade Commission (Austrade) Senior Trade Commissioner and Deputy Consul General (Commercial) of the Australian Consulate General Hong Kong, with responsibility for Australian trade and investment promotion and facilitation in Hong Kong and Macau. Peter also has management responsibility for Austrade's operations in Taiwan and Vietnam. For the period June to December 2004 Peter was also Acting as Austrade's Regional Director for North East Asia, managing Austrade's operations in China, Hong Kong, Taiwan, Japan, Korea and Vietnam. Peter was previously based in Shanghai from 1999 to March 2003 as the Senior Trade Commissioner and Deputy Consul General.

Bruce Parry, Marketing Director, IPS Worldwide

Bruce Parry is a Director of IPS Worldwide, an organisation that provides Human Resource Consulting and Employee Assistance Programs to over 700 client organisations across Australia, throughout the Asia Pacific and globally. Bruce has qualifications in Psychology, Human Resources, Occupational Health and Safety, Adult Education and travels widely to meet with IPS' clients. China is IPS' fastest growing market.

Bryan SueSan, Director, inteX international

Bryan's career background is in export trade development in Asia with a special interest in China. He has 25 years' experience in international trade: business development, distribution and representation of IT&T, Security and Infrastructure Technology products including various surveillance, detection and protection technologies for national security applications. He has set-up and run in-country business operations throughout the region and undertaken a variety of trade-related consultancy assignments. Highlights include winning a number of sizable off-shore technology based contracts, the commercialisation of numerous products for export and leading export initiatives into Asia.

Edward Smith, Managing Director, Beijing Consulting Group and Deputy Chairman, AustCham Beijing

Edward is the Managing Director of the Beijing Consulting Group, an Australian business consulting firm which assists Western companies to establish operations in China. His experience spans projects across a wide range of sectors, including avionics, IT, education, manufacturing, printing and packaging, construction and entertainment. He sits on the Board of Directors of several joint venture companies in China and has served on the Board of Directors of AustCham Beijing for over 6 years, the last two as Deputy Chairman. Edward has lived in China for 11 years.

Michael Stokes CPA, Oceania Sales Controller, Nestle Australia and ex-Group Controller Ice Cream, Greater China Region, Nestle China

His current role is Oceania Sales Controller, which covers Australia, New Zealand & Pacific Islands with Nestlé Australia Ltd. He has been in this position since returning from China, just over two years ago - 2003 to present. His previous position was as Group Controller Ice Cream - Greater China Region covering Mainland China, Hong Kong and Taiwan, based in Beijing with Nestlé (China) Ltd for a period of five years. He was previously Controller of Nestlé Dairy Farm (Qingdao) Ltd, located in Shandong Province for 18 months, thus having spent a total time in China of 6 years. Michael was a founding committee member of the Beijing CPA branch.

Professor On-Kit Tam, Co-Director, Monash Governance Research Unit and Associate Dean International, Faculty of Business and Economics, Monash University

Professor Tam has extensive academic research and teaching experiences both in Australia and overseas. He has published extensively on issues of international business, financial development, and corporate governance of China. He has undertaken consulting assignments for major international corporations and multilateral organisations such as the World Bank and the Asian Development Bank.

David Thomas, Director, Think Global Consulting

David Thomas is a consultant with specialist skills and knowledge in the development of offshore networks, clients and business development. Having managed his own financial planning practice in Hong Kong for 8 years, he has practical experience of running a successful Asian business. As the Principal of Think Global Consulting, he now works with Australian business to develop offshore opportunities in many different countries.

Lingmei Wang, Executive Director and Chief Consultant, Chinalink Australia

In her earlier years, Ms Wang was a lecturer for Business Management in China, then as Chief Business Consultant of Union Carbide of USA for its operation in China. Later she started to work for Towers Perrin, a global Human Resource Consulting firm as the Chief Consultant for China. In 1996, Ms Wang was appointed as the Manager of Overseas Recruitment of Adecco Australia, the number one staffing company of the world. Since then, Ms Wang has been involved in Australian government policy discussions in relation to employment and immigration representing the employment industry. Ms Wang has been an executive director and Chief Consultant for Chinalink since 1999.

Joseph Zheng, Director, Interpac Business Solutions

As executive director and founding member of Interpac Business Solutions, Joseph Zheng is characterized by his hands-on approach. Mr. Zheng is a management consultant who holds an MBA from Melbourne Business School, Melbourne University and a Master of Engineering from RMIT University. Prior to his venture in Australia, he completed his bachelor degree from a university in China, and has six years work experience in China. A native Shanghaiese, his own management experience includes senior executive roles in consulting, information technology and international trade. Mr. Zheng provides services in the area of cross-cultural training, business strategy, strategic marketing, market development advice (Greater China region), e-commerce and project management. He is currently writing a book on 'Doing Business in China'.