



HOW TO DO BUSINESS IN THE PACIFIC RIM 2014

PRESENTED BY:



According to a report by the Brookings Institute titled “The Emerging Middle Class in Developing Countries”, China, India and Indonesia alone will account for 27% of middle class consumption within 10 large economies within seven years. That’s more than the United States, Japan, Germany and the U.K. combined.

By 2016, emerging Asia will account for almost a quarter of global consumer products markets and 37% of total consumer products growth. As it is now, one nation, China, is the second largest luxury brands market in the world, surpassing Japan recently.

For Ernst & Young, the Asian consumer is the “center of gravity” for big consumer brands. Are you there, and if so do you have staying power? Are you reducing costs and risk by taking advantage of all these channels and support services to sustain/capture market share and increase revenue?

Attend the How to do Business in the Pacific Rim event and learn how your firm can leverage analytics and government funded trade promotion services to increase your revenues from Pacific Rim markets and how to utilize domestic Asian and Pacific Islander (API) consumer and food products preferences and trends as informal channels back into a “country of origin.”

Attend, network, ask questions, and get answers! Use this event as a means to securing that competitive advantage in the global market place.

DATE

THURSDAY, DECEMBER 4
10:00 AM - 3:00 PM

LOCATION

LOS ANGELES AREA CHAMBER OF
COMMERCE
350 S. BIXEL STREET
LOS ANGELES, CA 90017

REGISTRATION FEE

Members - \$45
Non-Members - \$55

TO REGISTER

calasiancc.org

FOR MORE INFO

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HOW TO DO BUSINESS IN THE PACIFIC RIM AGENDA

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9:30 am – 10:00 am	Registration and Networking Breakfast
10:00 am – 10:10 am	Welcome
10:10 am – 11:00 am	Keynote Addresses Stefan M. Selig, Under Secretary of Commerce of International Trade, U.S. Department of Commerce (Invited) Betty Lo, Vice President, The Nielsen Company
11:00 am – 11:40 pm	Panel: How to do business in South Korea a. Korean Trade-Investment Promotion Agency (KOTRA) b. U.S. Department of Commerce representative c. Food products exporter d. TAO Networks
11:40 pm – 12:40 pm	Lunch
12:45 pm – 1:25 pm	Panel: How to do business in Japan a. Japanese External Trade Organization representative b. U.S. Department of Commerce representative c. Food products exporter d. Export-Import Bank of the United States representative
1:30 pm - 2:30 pm	Panel: How to do business in China a. Peoples Republic of China, commercial consular trade representative b. Euler Hermes representative c. California Center representative d. Food products exporter e. U.S. Department of Agriculture