

CHINA: UNLOCK THE POTENTIAL OF THE WORLD'S LEADING ECONOMIC POWER

APRIL 10, 2015

- 8:00 am** **REGISTRATION AND BREAKFAST**
- 8:30 am** **OPENING REMARKS**
Board of Trade of Metropolitan Montreal
- 8:35 am** **OPPORTUNITIES AND OUTLOOK: THE NEW STANDARD AND THE NEXT FIVE-YEAR PLAN (2016-2020)**
Du Peng
Business Vice-Consul
Consulate-General of the People's Republic of China in Montreal
- 9:00 am** **COMMUNICATIONS, MARKETING, AND DIGITAL STRATEGY: A CULTURAL ADAPTATION IS REQUIRED**
Chia-Yi Tung
Founding President
Orchimedia Inc. 欧奇传媒
- 9:25 am** **BUSINESS INFORMATION: MUST HAVE RESOURCES FOR MARKET DEVELOPMENT**
Saliha Ouamara
Business Information Specialist
Info entrepreneurs
- 9:45 am** **LEGAL ASPECTS OF DOING BUSINESS IN CHINA**
Vivian Desmots
Associate Director
DS Welch Bussières, Guangzhou Office
- 10:05 am** **BREAK**
- 10:35 am** **MANAGING YOUR PROJECTS IN A TURBULENT CHINESE BUSINESS ENVIRONMENT: STRATEGIC CONSIDERATIONS**
Dr. Zhan Su
Professor of Business Strategy and International Management
Director of Stephen A. Jarislowsky Chair in International Business
Director of MBA in International Business, Faculty of Administrative Sciences
Université Laval

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10:55 am TESTIMONIALS: SUCCEEDING IN CHINA

Eric Arminjon

President
Dans un Jardin

Ariel Borremans

Director
Meilleur Brands 美约品牌

Daniel Bourgeois

Vice-President, Operations
Mega Brands

11:55 am CLOSING REMARKS
Board of Trade of Metropolitan Montreal

12:00 pm NETWORKING AND BUSINESS MEETINGS

1:00 pm END

The "**Export Quebec**" initiative is carried out in collaboration with:



Official airline of the "**Export Quebec**" initiative:



**WORLD TRADE CENTRE
MONTREAL** 

The team of international trade experts
from the Board of Trade of Metropolitan Montreal

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