

CHINESE MARKET ACCESS STRATEGIES: TAKE ADVANTAGE OF THE BUSINESS OPPORTUNITIES

WEDNESDAY, MARCH 19, 2014

- 7:30 AM REGISTRATION AND BREAKFAST**
- 7:55 AM OPENING REMARKS**
Board of Trade of Metropolitan Montreal
- 8:00 AM WORDS OF WELCOME**
Consulate General of the People's Republic of China in Montréal
- 8:10 AM THE BUSINESS ENVIRONMENT IN CHINA: NEW REALITIES AND GROWTH CENTRES**
Mark Bolger
Chief Representative, Asia
Export Development Canada
- 8:40 AM PROMISING SECTORS AND QUÉBEC'S STRATEGY IN CHINA: REGIONAL CHALLENGES AND OPPORTUNITIES**
Geneviève Rolland
International Business Advisor
China Desk
Export Québec, Ministère des Relations internationales, de la Francophonie et du Commerce extérieur
- 9:10 AM GAINING A Foothold IN CHINA: STRATEGIES AND SOLUTIONS**
Philippe Champemond
Deputy CEO
Entreprise Rhône-Alpes International – China / Québec Expansion
- 9:35 AM MARKETING AND PARTNERSHIPS: CHOOSING THE RIGHT APPROACH FOR YOUR COMPANY**
Dr. Zhan Su
Professor of Business Strategy and International Management
Director of Stephen A. Jarislowsky Chair in International Business
Université Laval
- 9:55 AM BREAK AND NETWORKING**
- 10:05 AM THE EVOLUTION OF CHINESE LAW: LEGAL ASPECTS AND INTELLECTUAL PROPERTY**
Steven Xuefeng Qi
PRC Lawyer
Davies Ward Phillips & Vineberg

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10:30 AM TAXATION, FISCAL STRATEGY AND CHINESE BUSINESS CULTURE

Yu Hui (Michelle) Li

Manager, US Corporate Tax
PwC

William Riverin

Manager, International Tax Services
PwC

11:00 AM TRANSACTIONS WITH CHINA: THE YUAN AND POSSIBILITIES FOR BUSINESSES

Carrie Tse

Account Service Representative
Bank of China (Canada)
Montréal Branch

11:15 AM BUSINESS TESTIMONIALS: SUCCEEDING ON THE CHINESE MARKET

Wagdi Habashi

President & CEO
Newmerical Technologies International

Stéphane Tremblay

Vice-President, Real Estate Development
Groupe IBI/DAA Inc.

Daniel Nadeau

International Business Development Manager
Soprema

12:00 PM CLOSING REMARKS AND NETWORKING

In collaboration with:



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

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