

Location & hotel reservation

The Kerry Centre Hotel

No. 1 Guanghua Road,
Chaoyang District,
100020 Beijing, China

Website: <http://www.shangri-la.com/beijing/kerrycentre/en/>

Room type	Room rate (RMB)
Deluxe Single Room	RMB 1700 + 15%
Deluxe Double Room	RMB 1900 + 15%

To book a room at a special rate, please contact the Reservations department at the Kerry Centre Hotel before 28 September

Tel. +86 10 6561 8833 ext 6625

Fax +86 10 8529 9966

E-mail: reservations.hbkc@shangri-la.com

Please mention the code: [PRI141107B](#)

(Please note that in the case of late cancellation or „No Show“, your accommodation will be charged in full to your credit card)

Registration:

Please use the enclosed fax registration form to enroll by 28 September 2007. Your application will be confirmed.

PricewaterhouseCoopers is pleased to invite you to attend the

China-Europe Conference 2007

15–16 November 2007, Beijing

China: A Focus on Executing Successful Strategies

We have scheduled our first China-Europe Conference to take place in 2007 – the year when the WTO agreement becomes fully effective. This Conference will provide you with a unique perspective on China's achievements, challenges and opportunities, as well as expert insights into possible economic and market development scenarios of the future. We all know that China is continuously changing and that new business opportunities arise every day. In order to keep abreast with these rapid developments, we invite you to join us and a select group of business leaders to share experiences and best practices in the China market. Key topics of discussion will include: how to redefine your investment strategy, how to deal with fraud and corruption, how to optimise sourcing, and what impact the recent China Tax Reform could have on your China investment.

The PricewaterhouseCoopers China-Europe Conference is designed for CEOs and top management of European companies. Guest speakers will include high-ranking Chinese officials and CEOs of well-known European companies such as Volkswagen, Nestlé, Inbev, Sara Lee and Deutsche Börse AG.

Registration is free. Delegates will be responsible for their own travel and accommodation costs.

By invitation only – spaces are limited and registration is on a first-come, first-served basis.

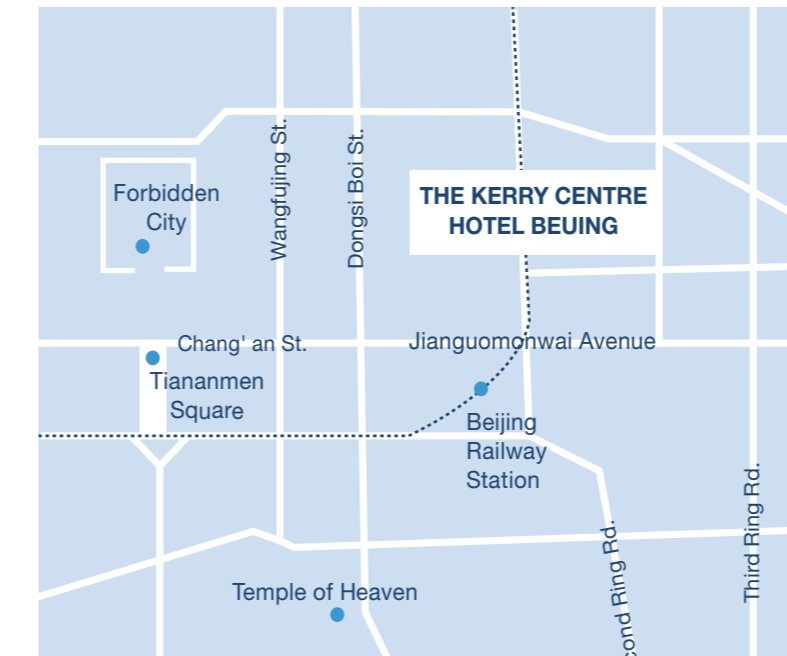
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China-Europe Conference 2007

PRICEWATERHOUSECOOPERS

China: A Focus on Executing Successful Strategies*

15–16 November 2007, Beijing, China



*connectedthinking

PRICEWATERHOUSECOOPERS

Agenda overview

Thursday, 15 November 2007	
08.30 h	Registration
09.15 h	Welcome & Opening Speech
09.45–10.45 h	Plenary Session 1 – China in 2007 – Insights into the Chinese economy and market
10.45–11.00 h	Coffee Break
11.00–12.00 h	Plenary Session 2 – Prospective on the Evolution of the Chinese Economy
12.00–12.30 h	Panel Discussion – Debating China’s future
12.30–13.30 h	Lunch
14.00–15.30 h	Roundtable Sessions 1
15.30–16.00 h	Networking Break
16.00–17.30 h	Roundtable Sessions 2
17.30–18.30 h	Individual meetings with PricewaterhouseCoopers experts (on request)
18.30–21.00 h	Cocktails and Gala Dinner
Friday, 16 November 2007	
08.45 h	Summary of Day 1 and Introduction
09.00–10.30 h	Roundtable Sessions 3
10.30–11.00 h	Networking Break
11.00–11.45 h	Panel Discussion – Sharing the vision, what can make European companies successful in China?
12.15–13.30 h	Lunch
13.30–17.30 h	Individual meetings with PricewaterhouseCoopers experts (on request) with focus on tax-related topics

Roundtable Sessions (Choice of the following sessions)

First Day: 15 November 2007, 14.00–15.30 Roundtable Sessions 1

1. Redefining Investment Strategies – in China, or with China?	2. Solving the HR Puzzle – cultivating talents to execute strategy	3. The Challenge of Innovation – IP strategy and indigenous innovation	4. Transfer Pricing in China – value chain optimisation and risk management
<ul style="list-style-type: none"> ■ Cutting-edge approaches to establishing a presence: acquisition, partnering, and greenfield ■ Achieving capital efficiency and sources of investment funds ■ Financial and strategic investment: how China views them ■ Worldwide alliances: will your next strategic global partner be a Chinese company? 	<ul style="list-style-type: none"> ■ The risks and rewards in delivering business performance with people in China ■ War for talents in China version 2.0: managing innovation, people networks and expectations ■ Integrating culture and driving performance: sharing the same business language 	<ul style="list-style-type: none"> ■ China’s IP strategy ■ IP rights and managing IP value in China ■ Understanding indigenous innovation in China ■ The impact of emerging legislation: anti-monopoly, standards, R&D laws ■ Foreign-funded R&D in China 	<ul style="list-style-type: none"> ■ Regional entrepreneur structures and their practical implementation ■ Tax audit practice and defense ■ Advance Pricing Agreements („APA“) ■ Impacts of the tax reform: documentation, cost allocation and others

First Day: 15 November 2007, 16.00–17.30 Roundtable Sessions 2

1. The Quest for the Mass Market in China – how can you reach 1.4 billion consumers?	2. Fraud & Corruption in China – “Crouching Fraud & Hidden Bribes”	3. Optimizing your Low Cost Sourcing Decisions in China – a strategic imperative	4. M&A transactions in China – does the tax and legal framework dictate the deal structure?
<ul style="list-style-type: none"> ■ The impact of supply chain economics and service ■ Optimizing working capital across the supply chain ■ Infrastructure and access ■ Selecting service providers ■ Market segmentation 	<ul style="list-style-type: none"> ■ Lessons to be learned from the most common fraud schemes experienced by FIE’s ■ The impact of recent anti-bribery legislation (international and domestic) ■ Localising your fraud prevention and detection strategies 	<ul style="list-style-type: none"> ■ Looking beyond cost management, choosing supply partners, not merely suppliers ■ Developing suppliers ■ Timeframes for success ■ Joint Venture vs Contract Supply ■ Optimizing trade and duty impacts 	<ul style="list-style-type: none"> ■ How to successfully execute acquisitions in China ■ Is a share-deal a viable option to acquire a Chinese business? ■ How does the tax and legal framework impact the M&A market? ■ What are the implications of the tax reform?

Second Day: 16 November 2007, 9.00–10.30 Roundtable Sessions 3

1. Listing in China – is it an option? Is it desirable?	2. Navigating the Customs Reef – how a smart customs strategy can support your business objectives	3. Financial Investment in China
<ul style="list-style-type: none"> ■ China’s Stock Exchange: yesterday, today and tomorrow ■ Considerations and challenges for being listed in China: legal and political aspects ■ Requirements for Chinese listed companies ■ How to manage potential challenges 	<ul style="list-style-type: none"> ■ What triggers an audit / investigation and how can you prepare yourself? ■ Which rights of representation and appeal are there? ■ Compliance risks and planning opportunities ■ How to identify the most efficient organisational structure 	<ul style="list-style-type: none"> ■ Domestic & international liquidity ■ Evolving Chinese understanding and attitudes toward private equity and venture capital ■ Emerging roles for China’s domestic financial investors ■ The new calculus of FDI, IPOs and fund activity ■ Future prospects and challenges for financial investors in China