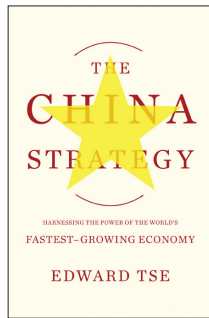


Invitation



The China Strategy

*Harnessing the Power of the World's
Fastest Growing Economy*



Few Western companies were prepared for the speed of China's recovery from the global financial crisis. Fewer still really understand the new and unexpected China that is emerging from the meltdown. Most haven't prepared for competing with China's new wave of entrepreneurial energy—or harnessing its rise to transform their own competitive position in the global economy. One of the major engines driving the world out of the global financial crisis and back to growth is China. But only those companies that develop a genuine China strategy will come along for the ride.

Booz & Company and the **Swiss-Chinese Chamber of Commerce** are pleased to invite you to a discussion which will focus on the importance of China for the Swiss economy and introduce the main themes from the new book "The China Strategy" by Dr. Edward Tse, Chairman for Greater China at Booz & Company. The presentation will be held by Ronald R. Haddock, Vice President at Booz & Company in Zurich, who was based in the firm's offices in Shanghai, Mumbai, and Seoul for ten years. Members of the Swiss-Chinese Chamber of Commerce will share their insights and experience.

Complimentary copies of "The China Strategy" will be available.

We are looking forward to welcoming you at this event.

Date	Thursday, 8 July 2010
Agenda	17:30 Registration and welcome 18:00 Presentation "The China Strategy" by Ronald R. Haddock, Vice President, Booz & Company 19:00 Insights presented by members of the Swiss-Chinese Chamber of Commerce 19:30 Cocktails and discussion
Location	Widder Hotel Rennweg 7 8001 Zürich

Please reply by 1 July 2010 using the enclosed response form.

Reply Slip

Please return by 1 July 2010 via Fax: +41-44-421-38 89

Or send to:

Swiss-Chinese Chamber of Commerce
Höschgasse 89, 8008 Zürich



The China Strategy *Executive Briefing*

Thursday, 8 July 2010, at 17:30
Widder Hotel, Rennweg 7, 8001 Zürich

- I will be pleased to attend the Executive Briefing.
- Unfortunately I cannot attend
- Member of the Swiss-Chinese Chamber of Commerce

Name, First Name

Position, Company

Street, PO Box

Postcode, Town

Phone, E-mail