

REGISTRATION

Please register no later than Monday, 26 February 2008, 12:00 by fax, telephone, mail or email to:

Chambre de commerce Suisse-Chine
Section romande
4, bd du Théâtre
1204 Genève

Fax: 022 / 310 37 10
Tel: 022/ 310 27 10.
E-mail: info.geneva@sccc.ch
www.sinoptic.ch/scccgeneva/

ENTRANCE FEE:

This presentation is free of charge.

Due to restricted seating capacity, registrations will be accepted in their order of arrival. Should registrations exceed capacity, a waiting list will be established and you will be informed accordingly. Should you be unable to attend after registering, please let us know.

Company: Name:

Additional person(s):

Address:

Tel: Fax:

E-mail:

- Member of Swiss-Chinese Chamber of Commerce Geneva
- Member of SinOptic
- Member of Osec Business Network Switzerland
- Member of Geneva Chamber of Commerce and Industry (CCIG)
- Non-member
- Media

Place & Date: Signature:

INVITATION

Swiss-Chinese Chamber of Commerce

In partnership with:

Economic & Commercial Councillor's Office
of the Chinese Embassy in Switzerland
SinOptic
OSEC Business Network Switzerland
Geneva Chamber of Commerce and Industry

Exclusive presentation for Switzerland:

The Canton Fair China import and Export Fair

By
Mr XU Bing
Deputy Secretary General
China Import and Export Fair

Monday 3 March 2008

17:00 – 19:00
Hotel Ramada Encore Genève

La Praille
10-12, Route des Jeunes
CH-1227 Carouge / Genève
Tél. : +41 (0) 22 309 50 00



THE CANTON FAIR

China Import and Export Fair (also known as "Canton Fair") is the largest exhibition in China and second in the world featuring over 15,000 exhibitors and a total exhibition area of 635,000 m². It is held twice annually. Since 2007, an International Pavilion has been set up for the first time, inviting overseas enterprises to explore the Chinese market. Each time, it attracts around 200'000 visitors from over 212 countries. It is an ideal opportunity for Swiss business men to identify potential suppliers from China, source products, survey competitors and eventually find promising partners. Or to export their products to China.

CHINA FOREIGN TRADE CENTER

The Canton Fair is organised by "China Foreign Trade Center" (CFTC). CFTC is an organisation directly under the "Ministry of Commerce of the People's Republic of China". Apart from Canton Fair, CFTC organizes 12 other, large-scale international exhibitions in China each year. With the largest scale in Asia, appropriate design and ever-perfecting supporting facilities, the Canton Fair (Pazhou) Complex and Canton Fair (Liuhua) Complex operated by CFTC is attracting more and more domestic and overseas Exhibition organizations.

THE SPEAKERS

Mr. XU Bing

Born in Jiangsu Province in 1965, Mr XU received MBA from University of International Business & Economics. He was Deputy Section Chief of Import & Export Department, Ministry of Foreign Trade and Economic Corporation of People's Republic of China (MOFTEC); Division Director of the General Office of MOFTEC; Secretary to Minister of MOFTEC and Associate Director and Assistant General Manager of Ng Fung Hong Co., Ltd, China Resources (Holdings) Co. Ltd. From May 2002, he is the Vice Secretary General of Chinese Export Commodities Fair, Vice Chairman of China Foreign Trade Centre and Deputy General Manager of China Foreign Trade Centre

Mr. Thierry GALLADE

Born in Switzerland in 1970, for the last 5 years, Mr.Thierry Gallade has been in charge of establishing partnership with Chinese producers and acted as purchase and sales manager for an import-export Swiss company. He has traveled many times to China to visit new potential partners (plants), conclude partnerships, negotiate quantities, prices and services with active partners and attend to fairs/exhibitions.

After years of various experiences with Chinese interlocutors, his humble conclusion, in regards of cultural differences and thoughts, is that sensitivity, consideration and respect are a must. His presentation will simply try to help you to gain some time by pointing out some useful pre-considerations when you tend to select and conclude a partnership with a Chinese supplier.

PROGRAMME

16:30 Registration

17:00 **Welcome**

Mr. Philippe KNUPFER

President a.i., Swiss-Chinese Chamber of Commerce
for Frenchspeaking Switzerland

Mr. WANG Heliang

Economic and Commercial Counsellor
Chinese Embassy in Switzerland

17:10 **Introduction of the Canton Fair**

Mr. XU Bing

Deputy Secretary General
China Import and Export Fair

Followed by a multimedia presentation

18:00 **How To Increase the Chance to Find a Reliable Partner in China?**

Mr. Thierry GALLADE

Purchase and sales manager

18:15 **Questions & Answers**

18:30 **Cocktail**

*After the presentations, you are cordially invited for cocktails.
The speakers will be available for informal discussions.*

The cocktail is offered by:

