

REGISTRATION

Please register no later than Tuesday 22nd, October 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
Web site: <http://www.sccc.ch/geneva/>

ENTRANCE FEE:

Members	CHF 30.00
Non-members	CHF 60.00

Payment to be made to:
PostFinance
Swift: POFICHBEXXX
Account name: Chambre de commerce Suisse-Chine
Account No. : 12-28916-1
IBAN: CH65 0900 0000 1202 8916 1.

Company: Name:

Additional person(s):

Address:

Tel: Fax:

E-mail:

- Member of Swiss-Chinese Chamber of Commerce Geneva
- Non-member (for membership and more, visit www.sccc.ch/geneva)
- Media

Place & Date: Signature:

INVITATION

Swiss-Chinese Chamber of Commerce Geneva Chapter (SCCC)

China - a Fascinating Country and a Challenging Market

Mr Josef M. MUELLER

President of SCCC, Geneva Chapter
Executive in Residence IMD Lausanne
Former Head of Nestlé in the Greater China Region

The Trade Policy of China and its Implica- tion for Foreign Investors

Mr HUANG Rengang

Minister Counsellor of the Permanent Mission of China to the World
Trade Organization

Tuesday, 28th October 2008

17:30 – 20:00

Hôtel Bristol

10, rue du Mont-Blanc

CH- 1211 Genève 1

Tél. : 022 716 57 70

(5 minutes walking from the train station Cornavin or TPG line 8, stop
Mont-Blanc)

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THE SPEAKERS

Mr. Josef M. MUELLER

President of Swiss-Chinese Chamber of Commerce, Geneva Chapter,
Executive in Residence IMD Lausanne
Former Head of Nestlé in the Greater China Region

He joined the Nestlé Group in Switzerland in 1972 and spent his entire professional career on important international assignments including some 19 years at different intervals in the Greater China Region where in mid 1998, he took over the responsibilities as Head of Nestlé in the Greater China Region. As planned, he took his well deserved retirement from the Nestlé Group at the end of November 2007 when Nestlé in the greater China Region employed over 13'000 permanent staff and operated 21 factories and one R&D Centre (2nd one to open in 2008). He also was nominated as Consultant to the Yunnan and Shaanxi Provincial Governments and was Vice President of the Beijing Association of Enterprises with Foreign Investment.

Mr. Mueller will share some of his first-hand experience of successfully pioneering and developing a sustainable, profitable and growing business in China.

Mr. HUANG Rengang

Minister Counsellor of the Permanent Mission of China to the World Trade Organization. He has years of experience in international trade negotiations, including the ongoing WTO Doha Round. Before, he worked for the Ministry of Foreign Trade and Economic Cooperation of China, and took part in the formulation of foreign investment and trade policies of China.

The theme of his presentation will focus on the evolution of China's trade policies since its accession to the WTO since 2002 and various implications of such development for foreign investors who intend to do business with or within China. The presentation will highlight some of the experiences and lessons from both government and business perspectives so as to help the audience better understand the trade and investment climate of China.

PROGRAMME

17:30 Registration

18:00 **China - a Fascinating Country and a Challenging Market**
Mr. Josef M. MUELLER

(As already presented at "28th Annual General Meeting" of SCCC in Zurich on June 3rd 2008)

18:30 **The Trade Policy of China and its Implication for Foreign Investors**
Mr. HUANG Rengang

19:00 **Questions & Answers**

19:30 **Cocktail**

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