

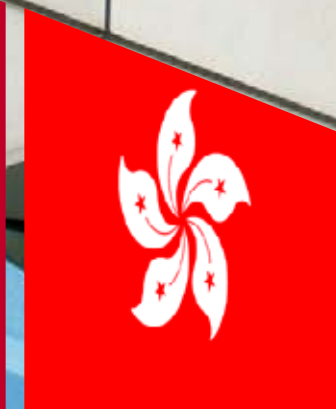
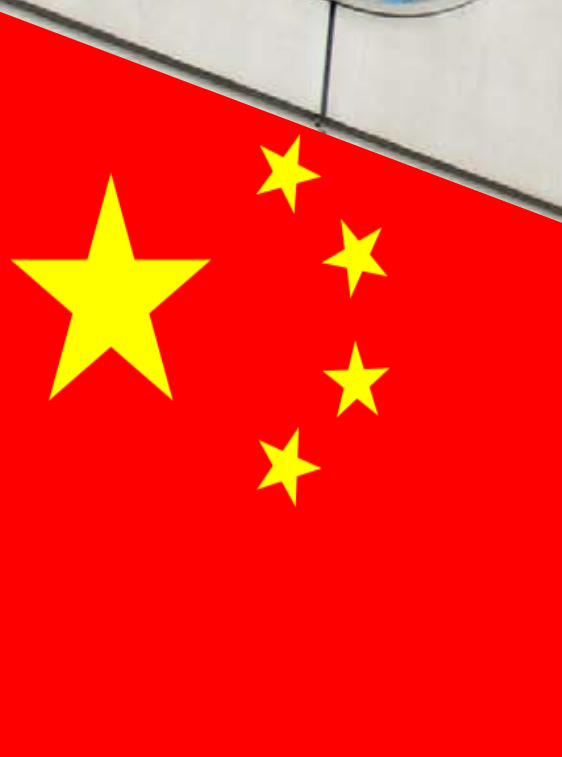
CHINA INSIGHTS TODAY

ON FAIRS

ISSUE 1

JAN-MAR 2008

Your absolute
reference edition with
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China Insights Today
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An Ancient Civilization

A heart breaking culture

A modern world

A super power

A wonderful nation

...MEET

CHINA
Welcomes you



WHERE...

An Ancient Civilization
A Heart breaking culture
A Modern World
A Super Power
A Wonderful Nation

...Meet



CHINA

Welcomes You

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China Insights Today



WOMEN 中國婦女
OF CHINA

NEW
CONCEPT **Mandarin**



欧盟项目孵化中心 (成都)
EU Project Incubation Centre (Chengdu)

transport
logistic China



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



中国国际家居博览会
CHINA INTERNATIONAL HOUSING AND FURNISHING EXPOSITION

KNOWLEDGE MANAGEMENT RESEARCH CENTRE



hnpO 华博联合™



Dex
多人行电子展

第11届中国国际服装服饰交易会
THE 11TH CHINA INTERNATIONAL FASHION TRADE FAIR

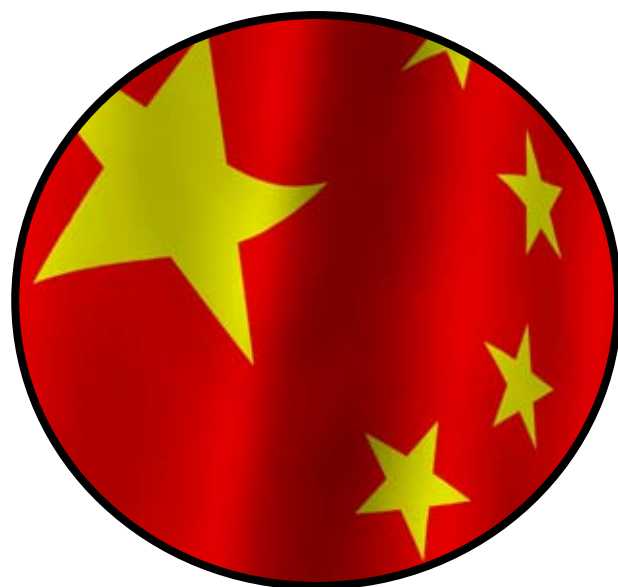


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Instituto Superior de Economia e Gestão
UNIVERSIDADE TÉCNICA DE LISBOA



China Insights Today



January 2008

We are happy you decide to read the Inaugural Issue of Supplement CHINA INSIGHTS TODAY on FAIRS, a publication by China Insights Today.

China Insights Today on Fairs is a quarterly publication that keeps you updated on Fairs in Mainland China, Hong Kong, Macau and Taiwan, offering information on the most important fairs in each sector. Top fairs in China represent an excellent opportunity not only to buy and sell products, but also to develop your personal social network or guanxi with Chinese CEOs, Government Representatives, Directors of Chambers of Commerce, Directors of Business Associations and Technology Parks and more key players in the business arena in China.

Additionally, if you are a Fair or Exhibition organiser, China Insights Today on Fairs is an excellent opportunity to promote your Fair or Exhibition in China among our readers. Our target audience are CEOs, Presidents and Directors of Chambers of Commerce around the world, Presidents and Directors of Bilateral Chambers of Commerce of China and other countries, Directors of Business Associations, Academics, Government Representatives, Directors of Research Centers and Technology Parks and more.

DONT MISS THE EXCELLENT OPPORTUNITY

TO BE LISTED IN THE NEXT ISSUE OF CHINA INSIGHTS TODAY SUPPLEMENT

In collaboration with CHINA INSIGHTS TODAY, THE GATEWAY TO CHINA and WORLD ALLIANCE Inc, we offer also innovative services that will help you to be successful in China: our quarterly magazine "China Insights Today", our series of "Executive Seminars on Business in China", "The First Europe-China Conference on Collaboration, Spain 2008", "The Red Gate Corner" and "Who is Who in China". They aim to be THE WORLD MATCHING POINT for academics, companies and institutions interested in developing contacts with EU-China Companies, Technology Parks, Research Centers, Universities, Institutions, and more. Through our services The Red Gate Corner and Who is Who in China, respectively, we can help you find the right partner in China and develop your "guanxi" or social network in China. Additionally we can help Chinese companies and institutions to find the perfect partner in EU. *The Gateway to China!*

We offer the following services

- China Insights Today, a quarterly magazine on Business, Culture, Entertainment, Trade, Information Technologies, Society, Tourism, Trade and Universities in China
- China Insights Today Supplement

Collections: a sectorial collection on Fairs, Casino, Banking and Finance, Fashion, Hotels&Spas and Tourism in China; and a regional collection focused on the bilateral relations of China and other countries and regions: EU, Arab World, Australia, India, Japan, Portugal, Russian, UK and USA.

- Executive Seminars on Business in China
- The First European Conference on Europe-China Collaboration (Spain, 2008)
- The Red Gate Corner
- Who is Who in China

As Special Launch Offer, we offer logo advertise in our coming China Insights Today Supplement on Fairs for just 500 euros while we offer special prices for "highlighted" section in our supplement with prices ranging from 500 - 2000 euros. Last but not least dont miss the great opportunity to put your logo in our site <http://www.chinainsightstoday.com>, for only 2008 euros per year.

For more information on the supplement China Insights Today on Fairs, please contact our Marketing Director, Miss Katerina Wu at info@chinainsightstoday.com or give us a phonecall (Hong Kong Office) +852 8170 38 08 or visit our website www.chinainsightstoday.com

<http://www.chinainsightstoday.com>

2008 International Electronic Equipments and Electronic Components (China) Fair

Period: June 19-21, 2008

Place: Shenzhen Convention & Exhibition Center

Exhibition area: 80,000m²

[Approver]

Ministry of Science and Technology of the People's Republic of China

[Sponsors]

Chinese Institute of Electronics (CIE)

Shenzhen E-Dowell Industrial Co., Ltd

[Co-organizers]

China semiconductor Association

American SMT Association Office

Taiwan Electronic Connectors Association

Taiwan Electrical And Electronic Manufacturers' Association

SMT Profession Committee of Shenzhen Association of Processing & Trading Enterprises

[Organizers]

Shenzhen E-Dowell Industrial Co., Ltd



Organizing Committee

Shenzhen E-Dowell Industry Co., Ltd

TEL: (86) 755-83502448、8350241

FAX: (86) 755-83502435、

HongKong E-dowell Exhibition Co., Ltd

HK TEL:00852-23419810 23419820

HK FAX:00852-23419820

URL: <http://www.e99999.com>

After ten years unremitting endeavors, Dowell has held fifteen times of electronic exhibition with success which provides brilliant stage for great number of enterprises to publicize their images and promote products. During the period from 1997 to 2006, the exhibition area has been expanded to 60,000 square meters from initial 3,000 square meters, the amount of exhibitor is up to 900. We expect the total area of 2008 exhibition should cover 80,000 square meters and nearly 5000 booths we can have.

In order to provide full-scale service to purchasers, the big database transaction website was established in 2002 (www.e99999.com). The clients who attended the 16th exhibition in 2008 have the right to hold a big-size transaction database by free of charge within one year. Till now, Dowell has a lot of online clients, such as WKK, Suneast, Philips, HP, NSK, Qingdao Sanying. The successful establishment of Dowell e-business online symbolises the essential improvement of purchaser service.

From the latest purchaser database we can learn that more than 200 enterprises which ranked in 500 top international corporation have visited and purchased from Dowell's exhibition, such as IBM, Epson, HP, Philips, SEI, Siemens, Ericsson, GM, GE, Samsung, Panasonic, Sanyo, etc. There were more than 200 people in Huawei, Foxconn, BYD and ZTE attended in Dowell exhibition.

The world famous enterprises had taken part in Dowell exhibition are: Philips, HP, Sumitomo Electronic, NSK, Hongren, Saki, Panasonic, ASM, Speedline, Universal, Komax, Schceuniger, EFD, Henkel, HAKKO, Victrex, Union, Epson, etc. 85% of 100 top domestic electronic components enterprises is our exhibitors, WKK, BOC, SHARP, Winifed, AmericaTech, JQS, Yee-fung, Kingcarrier, Nousstar, TOLO, JT, Suneast, EFI, AUTOSPL, GiantShiang, Huguwinners, Visdanfo, Unlight, KST, KSS, Surface, Sunleader, NEG, DaxinaST, Hans laser, HongFa, Sunny-optics, Kince, etc.

All the above enterprises can be found in the purchaser's column at Dowell Electronic Trade Web:



Our electronic exhibition which was listed as one of the largest and mostly supported fair by China Ministry of Information Industry, Ministry of Science and Technology of PRC, Chinese Institute of Electronics (CIE), Shenzhen People's Government in March of 2002. The Electronic fair organized by E-dowell was classified as one of "the top-ten exhi-

bitions of shenzhen". In Nov, 2005, DEX electronic exhibition was awarded the prize of "the best representative of 25-year development in Shenzhen city".

One of the biggest exhibition specialized in International Electronic Equipments and Electronic Components (China) Fair. (The exhibition area 80,000 square meters)

Note: If you want to know more about our exhibition, please log in the Dowell electronic trade website:



The most professional electronic exhibition

Ranges of Exhibition

Electronic Equipment

1. Kinds of electronic equipments of producing, processing, shaping, maintenance assembling,

encapsulation equipments, electronic tools, test equipments, etc.

2. PCB, SMT

3. Industrial automation, instruments and meters

4. Semiconductor processing fixture

5. Painting equipment

Electronic Components

1. Kinds of electronic raw materials, electronic chemicals, etc.

2. Kinds of electronic components

(1): Capacitor, resistance, potentiometer, inductor, winding;

(2): Magnetic materials and parts; electro acoustic parts;

(3): Printed plate board, hybrid integrated circuit;

(4): Electronic transformer, mini-motors, power, battery;

(5):Electronic ceramic parts,piezoelctronic
cryctal,electronic tubes;

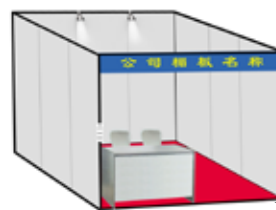
(6):Socket connectors,linker,switches,
photonics cables;

(7):Control relay,sense organ,transducer;

(8):IC,diode,triodes,multipolar tubes;

(9):Frequency elements

3.Others



Fire light Lintel
One table

One socket

220v/10A

Exhibition

board

Advertisement on the exhibition catalogue

Film for advertisement should be at the size of
210mm X 285mm supplied by the exhibitors

Special Exhibition Hall

► SMT,PCB,Instrument and Meter

► Verious ESD,Cleaning and Purifying
Products

► Resistance and capacitors - Electro
acoustic parts

► Cables,Switches and Connectors;

Simultaneously Hold:

**2008 International Photoelectric
Display Exhibition**

Cover		First page	
Back Cover		Color, full page	
Inside Cover	RMB9,000	Color, half page	
Inside Back Cover	RMB7,000	Black white	
Ticket	1,000RMB	Arch door	
Bal- loon	RMB 2,800	Ground balloon	

TIME SCHEDULE

Show Time 9:00--17:00,June 19 to 20,2008
9:00—16:00,June 21,2008

Preparation Time
9:00—17:00 June 16 to 17,2008

9:00--22:00 June 18 th ,2008

Move Out

16:00--22:00, June 21 , 2008

Exhibition Charge

Exhibition Charge: At least 18 square meters for
open area

Type	3x3 9 m ² booth	Open area	Deco- ration charge
Interna- tional		USD200/ m ²	
Local			RMB25/ m ²

Standard booth: One table, two chairs, one
socket, and one waste bin

BANK ACCOUNT

Please complete the contract, clear the pay-
ment issue within one week and fax the bank
invoice to Dowell.

Shenzhen Dowell Industry Co., Ltd

Bank Name: Industrial and Commercial Bank,
Shenzhen Bay Branch

Account No.: 4000 0277 1920 0016 455

BENEFITS OF PARTICIPATION

Invitation to buyers

We will solve the big problem that the visitor
and the exhibitor cannot meet their require-
ments on exhibition and only go back with
disappointment and depression.

**1. To put over 80% of our strength in orga-
nizing professional buyers**

After seven years' hard work of accumulation, Dowell Company is bearing a huge database of buyers. More than 500,000 of visiting tickets will be mailed, sent out and presented as a gift. Professional purchaser will be invited for visiting and ordering.

2.To establish an information service department to organize visitors

In the view of collecting detailed information of purchasers, Dowell established the information service department in August, 2001. Through variable channels, relevant industrial experts will be invited to our exhibition and this behavior will greatly improve our service quality

3.Communication before commence

Make a brochure of all the detailed information of exhibitors, such as products, booth number, contacting way, etc. to reduce the blindness of purchasing. Send them in large quantity to clients before exhibition commence.

4. Invite pertinent purchases for relevant industry

A detailed information letter should be required to fill out for buyers whom the exhibitors expect to meet with on exhibition

II.After-Exhibition Service

1.Detailed information of visitors will be downloaded from our website to exhibitors, it's free of charge.

2.All the exhibitors who will take part in 2008 Dowell Electronic Exhibition can get a large-scale database on our website by free of charge till may 2009.

III.Advertisement

Many ways of advertising will be used to publicize Dowell exhibition.

1.Newspaper: China Electronic Paper, Shenzhen Special Zone Paper, Guangzhou Daily Paper, Yangcheng Evening Paper, Hong Kong Business Paper, South Metropolitan Paper, etc.

2.Professional Media: International Electronic Business, Communication Yellow Page, EDN Electricity Design Technology, Modern SMT Information, International Photoelectricity Display Technology, International Cable & Connector, Electricity Quality, Huicong Business Informa-

tion, World Electricity Product & Technology, SMT Techniques & Facility, etc.

3.TV Station, Broadcasting Station- Guangdong TV Station, Shenzhen TV Station, Dongguan TV Station, Shenzhen Broadcasting Station.

4.Website: Alibaba, Huicong Electricity Business, Stock on line, Made-in-China, ec21.com, Polestar Electric Power & Telecom, China SMT information, Electronic Components Purchase,globalspec, 5117.com, Orient Electronic Integrated Business, Saige information, Huaqiang Electronic World, Global Source, globalspec.com, etc.

5.Swift message of exhibition: introduce the process of exhibition, issue the requirements of exhibitors, sent invitation tickets to purchasers.

6.Advertisement outdoors: ads on main avenue, bus ads .

High Level Professional Forum and Convention

During the exhibition period, high level forum will be held by industrial specialists whom organized by sponsors.

Free Service

1. Purchaser data will be offered to exhibitors
2. The clients who attended the 16th exhibition in 2008 have the right to hold a big-size transaction database by free of charge within one year.
3. The basic information of exhibitors will be printed on Exhibition Express and sent out together with tickets three months before the exhibition open.
4. The latest market information will be offered.
5. Exhibition news will be issued on Dowell's website.

Other Service

1. Design and maintain website information for clients online
2. Provide hotel & logistics information

China Insights Today




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1st World Summit on China Business, Economy, Culture, Trade, IT

Macao, September 2008



To be in the 21st century is to be in China

www.macaosummit2008.com
info@chinainsightstoday.com




1st European Conference on Europe-China Collaboration

Barcelona 28-30 May 2008



A star alliance..

CLICK FOR MORE INFO

China: Facts, Figures, Business, Economy
Doing Business and Investing in China
China Culture
Beachhead Markets to China - HongKong, Macau, Singapore and Taiwan
Marketing Strategies for the China's Market
Negotiating in China
Business Etiquette
China Regions



Doing Business in China
China's Economy
Investing in China
Overseas Chinese Networks and Chinese Market Entry
Beachhead Markets to China - HongKong, Macau, Singapore and Taiwan
Understanding China
Tourism and Culture
Information Technologies
China - World Collaboration





CÂMARA DE COMÉRCIO E INDÚSTRIA LUSO CHINESA

Empresas . Negócios . Estratégias . P. R. China, Hong Kong e Macau vs Portugal



THE PORTUGUESE- CHINESE CHAMBER OF COMMERCE AND INDUSTRY (CCIL-C)

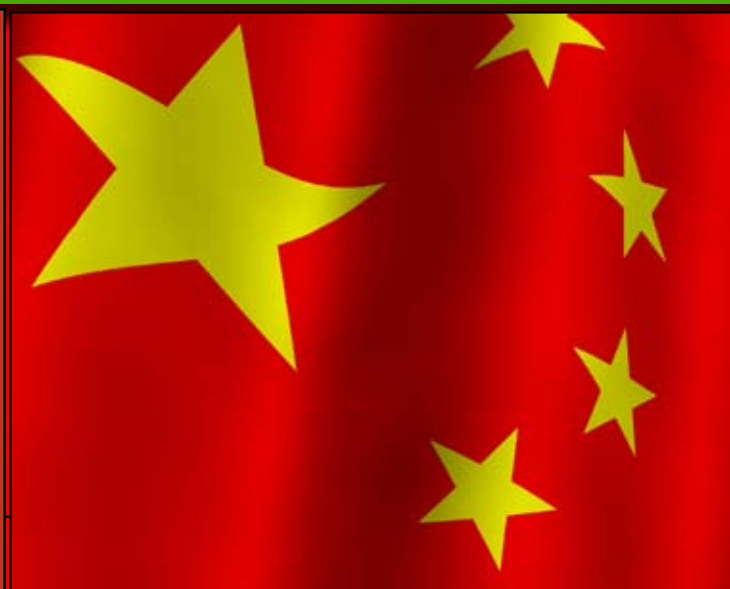
The Portuguese-Chinese Chamber of Commerce and Industry (CCIL-C) was officially established in 1978 and was the first Portuguese institution that, in a systematic and persistent way, developed the economic and business relationship between Portugal, China and institutions and companies of both countries.

Activities

CCIL-C renders to its members a wide scope of services, which enables them to develop business activities with China, Hong Kong and Macau. CCIL-C provides information services: import-export business opportunities, expos and exhibitions, regulations and laws, prepares tailor-made market research and surveys, feasibility studies, assist bilateral delegations and meetings, realize legal assistance registration of companies, direct marketing, promotional and PR activities, as well as interpretations and translations.

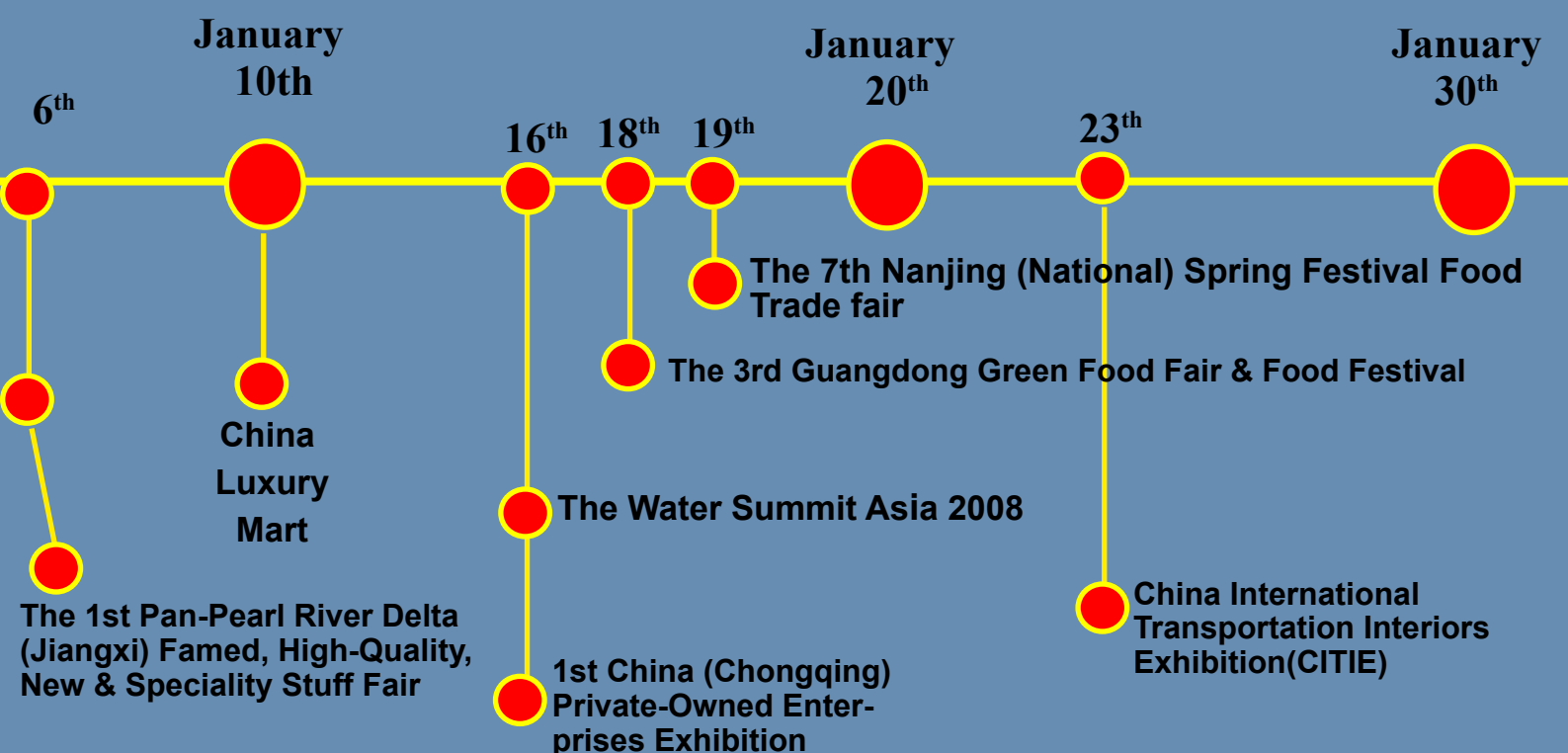
Camara Comércio e Indústria Luso Chinesa

ccil.c@mail.telepac.pt



FAIRS CHINA

JANUARY-MARCH 2008



China Luxury Mart

Date: 10 January 2008

City: Shanghai

Web: www.biztradeshows.com/trade-events/china-luxury-mart.html

The 1st Pan-Pearl River Delta (Jiangxi) Famed, High-Quality, New & Speciality Stuff Fair

Date: 6-13 January 2008

City: Nanchang

Web: www.sunbowexpo.com/index-1.asp

The Water Summit Asia 2008

Date: 16 January 2008 - 18 January 2008

City: Beijing

Web: www.uninetintelligence.com/events.htm

The 1st China (Chongqing) Private-Owned Enterprises Exhibition

Date: 16 January-2 February 2008

City: Chongqing

Web: www.cqcec.com

The 3rd Guangdong (Shenzhen) Green Food Fair & Food Festival

Date: 18-29 January 2008

City: Shenzhen

Web: www.lubohui.com.cn

The 7th Nanjing (National) Spring Festival Food Trade fair

Date: 19-24 January 2008

City: Nanjing

Web: www.cqcec.com

China International Transportation Interiors Exhibition(CITIE)

Date: 23-25 January 2008, City: Shanghai, Web: www.biztradeshows.com/trade-events/citie.html

Talent Fair, Date: 2-3 February 2008, City: Suzhou, Web: www.gdfdc.com/zh/

China (Suzhou) International Bus&Coach Exhibition 2008

Date: 3-5 February 2008, City: Suzhou, Web: www.cuauto.com.cn/Zlzs/News_Content.asp?id=6660

CEE Wenzhou China, Date: 12-15 February 2008, City: Wenzhou, Web: www.donnor.com/cee/fair/jiben.asp

China Trade Silk Fair, Date: 23-25 February 2008, City: Shanghai, Web: www.chinasilkfair.com/

ISPO China, Date: 24 February 2008 - 26 February 2008, City: Beijing, Web: www.ispochina.com



5th China Air Cargo Summit 2008 Date: 26-27 March 2008, City: Guangzhou, Web: www.aircargosummit.org

2008 Asia CIO Summit, Date: 27-28 March 2008, City: Shanghai, Web: www.asiaciosummit.com

China (Ningbo) International Plastic Industrial Fair

Date: 26-28 February 2008, City: Ningbo, Web: www.51jms.com/News/49272.htm

Domotex Asia / ChinaFloor 2008, Date: 11-13 March 2008, City: Shanghai, Web: www.domotexasiachinafloor.com

CIEETE CHANGSHA -China International Education Exhibition Tour

Date: 11-12 March 2008, City: Changsa, Web: www.reliable.org.cn

China International Scientific Instrument and Laboratory Equipment Exhibition (CIS-ILE), Date: 12-14 March 2008, City: Beijing, Web: www.cisile.com.cn

Wine Culture China, Date: 16-18 March 2008, City: Beijing, Web: www.wineculturechina.com

Intertextile Beijing, Date: 27-29 March 2008, City: Beijing, Web: www.interstoff.com

First World Summit on China Business, Economy, Culture, Trade, IT

**To be in
the 21st
century
is to be
in China**

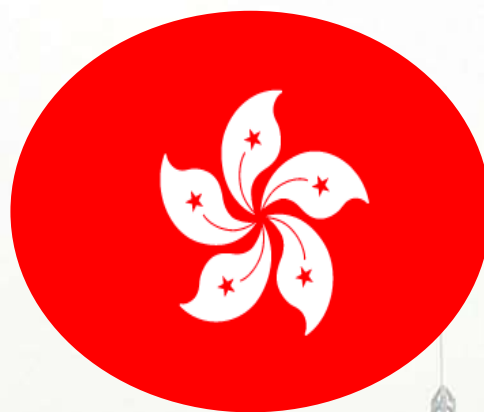
- ▶ **Doing Business in China**
- ▶ **China's Economy**
- ▶ **Investing in China**
- ▶ **Overseas Chinese Networks and Chinese Market Entry**
- ▶ **Beachhead Markets to China - HongKong, Macau, Singapore and Taiwan**
- ▶ **Understanding China**
- ▶ **Tourism and Culture**
- ▶ **Information Technologies**
- ▶ **China - World Collaboration**

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Sponsored by: China Insights Today Magazine, <http://www.chinainsightstoday.com>

FAIRS HONG KONG

January-March 2008



Hong Kong Toys & Games Fair

Date: 7-10 January 2008

City: Hong Kong

Web: <http://hktoyfair.tdctrade.com/>

Hong Kong International Stationery Fair

Date: 7-10 January 2008

City: Hong Kong

Web: <http://hkstationeryfair.tdctrade.com/>

Hong Kong Fashion Week for Fall/Winter

Date: 14-17 January 2008

City: Hong Kong

Web: <http://hkfashionweekfw.tdctrade.com/>

World Boutique, Hong Kong

Date: 14-17 January 2008

City: Hong Kong

Web: <http://worldboutiquehk.tdctrade.com/>

Valentine's Wedding Expo

Date: 15-17 February 2008

City: Hong Kong

Web: www.hka.com.hk

Education & Careers Expo

Date: 21-24 February 2008

City: Hong Kong

Web: <http://hkeducationexpo.tdctrade.com>

Hong Kong International Jewellery Show

Date: 7-8 March 2008

City: Hong Kong

Web: <http://hkjewellery.tdctrade.com>

Entertainment

Date: March 17-April 13 2008

City: Hong Kong

Web: <http://eexpohk.tdctrade.com/>

Hong Kong International Film & TV Market (FILMART)

Date: 17-20 March 2008

City: Hong Kong

Web: www.hkfilmart.com

Materials, Manufacturing And Technology

Date: 31 March-2 April 2008

City: Hong Kong

Web: www.aplf.com





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JP Li
CEO OF Global CEO Clubs
Director of CEO Clubs in China
Vice Chairman of Foundation for
Globalization Cooperation

As CEO of CEO Clubs in China, Mr. Li is focusing on developing new business opportunities, including consulting, familiarization with U.S. and China economic institutions and culture. CEO Clubs in China is under great support of US CEO Clubs, a non-profit organization with 30 year experience and over 5000 members. He concurrently serves as “central facilitator” on CEO International Business Services Program which is a unique program exploring business from a CEO’s perspective.

The Chief Executive Officers Club (www.ceoclubs.org) is a nonprofit organization which creates a nurturing environment for CEOs dedicated to improving the quality and profitability of their enterprises through shared experience and personal growth. Members must be CEOs of businesses which have above \$ 2,000,000 in annual sales. Our average club member has \$ 20,000,000 in annual sales. With an accommodation of 6000 members and 400 lifetime members, it is recommended as the biggest commercial club with the longest history.

Members of Global CEO Clubs include CEOs of enterprises registered in China and overseas enterprises representatives. Among the members, there are CEOs directors and non-executive directors, presidents and senior vice presidents, general managers and senior general managers. In addition, all the members must be CEOs of businesses which have above \$ 2,000,000 in annual sales.

Email: jpli@ceoclubs.org or ceo@globalceoclubs.com

Web: www.ceoclubs.org and www.globalceoclubs.com

FAIRS MACAO

JANUARY-MARCH 2008



**International Audio, Lighting
& Performance Entertainment
Expo (ALP 2008)**

Date: 27-29 February 2008

City: Macao

Web: www.audiolight-exhibition.com

**International Gaming & Enter-
tainment Expo**

Date: 27-29 February 2008

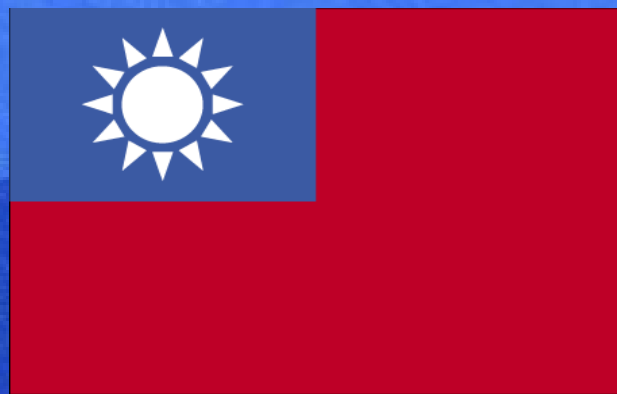
City: Macao

Web: www.gaming-exhibition.com



FAIRS Taiwan

January-March 2008



Nano Tech Taiwan

Date: 13-15 February 2008

City: Taipei

Web: www.biztradeshows.com/taiwan

Taipei Book Exhibition

Date: 13-18 February 2008

City: Taipei

Web: www.biztradeshows.com/taiwan

Taipei International Furniture Show

Date: 28 February - 2 March 2008

City: Taipei

Web: www.furnituretaipei.com

Taipei International Bakery Show

Date: 6-9 March 2008

City: Taipei

Web: www.biztradeshows.com/taiwan

Taiwan International Orchid Show (TIOS 2008)

Date: 8-16 March 2008

City: Taipei

Web: <http://2008.tios.com.tw>

Taipei International Cycle Show

Date: 13-16 March 2008

City: Taipei

Web: www.taipeicycle.com.tw

Taipei International Sporting Goods Show

Date: 13-16 March 2008

City: Taipei

Web: www.taispo.com.tw



Red Gate Corner

Red-gate@ChinaInsightsToday.com

INTERESTED IN DEVELOPING CONTACTS WITH...

一. Chinese Universities?

二. Taiwanese Technology
Parks
or Research Centers?

三. Hong Kong companies?

四. Macao Business Associations?

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CAN HELP YOU

THE RED GATE CORNER is a section of CHINA INSIGHTS TODAY. It aims to be the MATCHING POINT between academics, companies and institutions interested in developing contacts with EU-CHINA-HONG KONG-TAIWAN-MACAO. For example, if you are a Chinese academic and are interested in a research visit in an European University or in getting in touch with a UK researcher on Innovation management, we can publish information on your research interests, so that European academics interested in developing contacts with you, know about you. Please see below some examples of people interested in developing contacts in EU and China.

China Insights Today 

**Katerina Wu
Hong Kong Office
Marketing Director**

MAIL: info@chinainsightstoday.com

TEL: +852 8170 38 08

HTTP://www.chinainsightstoday.com



Your GateWay to China

We thought that offering a meeting point for Academics, Companies, Governments, Universities and other Institutions from European Union, Mainland China, Hong Kong (SAR), Taiwan province and Macao (SAR) would be an interesting idea to develop collaboration opportunities at academic, business and institutional level respectively as well as broadening our knowledge and insights about our cultures.

With this in mind, and in collaboration with CHINA INSIGHTS TODAY and WORLD ALLIANCE Inc, we offer innovative services that will help you to be successful in China: our quarterly magazine "China Insights Today", our series of "Executive Seminars on Business in China", "The First Europe-China Conference on Collaboration", "The Red Gate Corner" and "Who is Who in China". They aim to be THE WORLD MATCHING POINT for academics, companies and institutions interested in developing contacts with EU-China Companies, Technology Parks, Research Centers, Universities, Institutions, and more. Through the Red Gate Corner, we can help you find the right partner in China and develop your "guanxi" or social network in China. Additionally we can help Chinese companies and institutions to find the perfect partner in EU. The Gateway to China!

We offer the following services

- **China Insights Today**, a quarterly magazine on Business, Culture, Entertainment, Trade, Information Technologies, Society, Tourism, Trade and Universities in China
- **Executive Seminars on Business in China**
- **The First European Conference on Europe-China Collaboration** (Spain, 2008)
- **The Red Gate Corner**
- **Who is Who in China**

China Insights Today





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Executive Seminars on Business in China

Why China

China is not the only fast-growing emerging economy that is making waves around the world. China's current economic growth rate is approximately 9 percent annually, which is impressive economically. Its contribution to global GDP growth since 2000 has been almost twice as large as that of the next three biggest emerging economies (India, Brazil and Russia) combined. Some even refer to China as the mother of emerging markets and transition economies. Directly or indirectly, the Chinese economy has influenced interest rates, prices for raw materials and wages in the western established economies. Currently China is the most R&D intense of emerging market countries and is seventh of all countries in the world. Its economic power is exemplified by the fact that it is expected to be the fifth largest source of outward foreign direct investment during 2004- 2007. Working with Chinese firms has become a reality for a majority of managers in Western countries. With its high growth rate, the presence and impact of the Chinese economy will only become larger.

Objectives of the Seminars

The Executive Seminars on China Seires provides a meet-

ing point for policy makers, businessmen, professionals, academics, researchers and government officers related to Chinese issues, to disseminate information and to learn from each other's work.

Participants

- » Corporate heads of firms
- » Senior general managers
- » Managing directors
- » Board directors
- » Academics and researchers in the field both in universities and business schools
- » Information technology directors and managers
- » Quality managers and directors



Business on China

Doing Business and Investing in China
Chinese Banking System
How to organise a business meeting in China
Mistakes to avoid when doing business in China
Marketing Strategies for the Chinese Market
The Business Card in China
Negotiation in business in China

Culture on China

Business Etiquette in China
Chinese Culture and Business
How to organise a business meeting in China
Mistakes to avoid when doing business in China
Marketing Strategies for the Chinese Market
The Business Card in China
How to organise a business dinner in China

Sectoral Focus

The Chinese Economy
Beachhead Markets to China - Hong Kong, Macau, and Taiwan
Overseas Chinese Networks and Chinese Market Entry
Logistics

Sectoral Focus

Information Technologies in China
Chinese Firms Go Global:
Challenges and Opportunities
Tourism and Development in China
Leisure in Macao, Casinos Industry

Executive Seminars on Business in China

Calendar of Seminars

23 February 2008, Madrid, Spain

8 March 2008, Athens, Greece

5 April 2008, Barcelona, Spain

26 April 2008, Madrid, Spain

10 May 2008, Dubai, United Arab Emirates

17 May 2008, Oviedo, Spain

16 June 2008, London, UK

30 June 2008, Santorini, Greece

10 July 2008, Brussels, Belgium

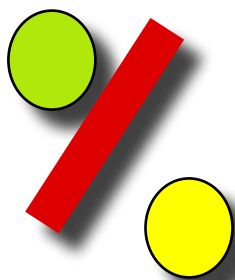
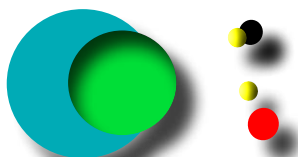
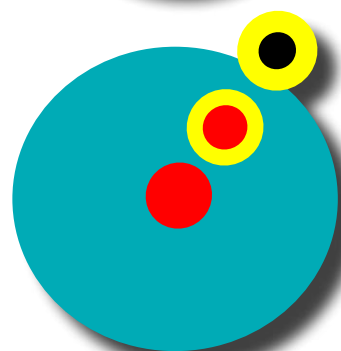
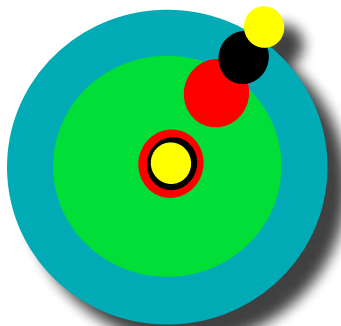
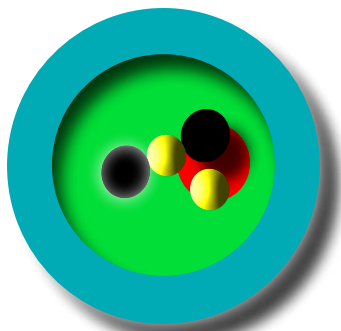
Program of the Basic Seminar

Hour	Topic
1	China: Facts, Figures, Business, Economy
2-3	Doing Business and Investing in China
4-5	China Culture
6-7	Beachhead Markets to China - Hong Kong, Macau, and Taiwan
8	Marketing Strategies for the Chinese Market
S	Special Session

All you need to know about China



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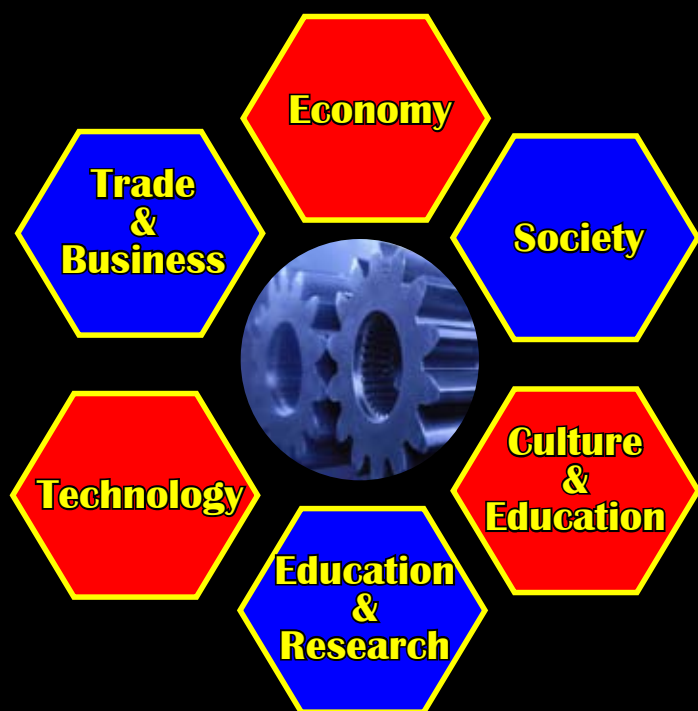


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Culture, Tourism, Education Partnerships

Information and Communication Technologies: EU-China Cooperation

Chinese Firms Go Global: Challenges and Opportunities

Important Dates:

25 January 2008: Submission of Abstracts ; 25 February 2008: Camera Ready Papers

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Information/Registration:

Katerina Wu ; info@chinainsightstoday.com

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