



**WORLD TRADE CENTER
DELAWARE**
In partnership with
U.S. Commercial Service



“DOING BUSINESS IN CHINA”

SPEAKER:



Dr. James Chan
President
Asia Marketing and Management (AMM)



International Business Seminar

WHEN:

**Thursday
March 11, 2010**
8:00 -10:00 am

WHERE:

Delaware Biotech Institute
Conference Room
15 Innovation Way
Newark, DE 19711

COST:

**\$25 - WTC Delaware Members
\$40 - Non Members**

James Chan, Ph.D. is president of Asia Marketing and Management (AMM), a Philadelphia-based consultancy specialized in coaching U.S. firms and mentoring executives on exporting American-made products and services to China and Asia and on personal entrepreneurship.

Dr. Chan will elaborate on such important issues to the region as piracy, the mindset of a typical Chinese business person, export promotion, hiring and using agents and distributors, pricing, and much more.

Since he founded his practice in 1983, Dr. Chan has advised more than 100 U.S. companies in expanding their businesses globally. His clients include Kodak, Lucent Technologies, 3Com, Nationwide Insurance, Kingsbury, Vulcan Spring & Mfg. Co., the University of Pennsylvania, American Management Association, and other U.S. professional and trade associations.

An animated public speaker in English, Mandarin Chinese, and Cantonese, Dr. Chan was born in China in 1949, but brought up in Hong Kong, where he received his B.A. in Chinese geography in 1970. He received his M.A. in 1973 from the University of Chicago and his Ph.D. from the University of Michigan in 1977. Dr. Chan is the author of *Spare Room Tycoon*, a book on personal entrepreneurship.

To view his Asia marketing and management practice, go to:
<http://www.AsiaMarketingManagement.com>.

Advance registration is required.

Please register no later than Monday March 8th. Cancellations accepted thru noon on Wednesday March 10th. No-shows will be billed. Register Online (credit card) at www.wtcde.com OR fill out and mail with payment to WTC Delaware, 702 West Street, Wilmington, DE 19801, OR fill out and fax this form to 302-656-7956.

Yes, I will attend. WTC Delaware Member: \$25 Non-member: \$40

Name(s) _____

Company _____ Address: _____

Phone: _____ Fax: _____ E-mail: _____

Amt Encl. \$ _____

{00150400;1}