

USF Conference: Chinese Investments in California: The Challenges Ahead 4/26/2014

1:30PM Keynote speakers

2:30PM PANEL 1: Strategy of going global? What is the macro environment? What about government, law, practices, commercial customs and culture?

Are you buying an Existing Business (M&A) or Starting a New Business (Greenfields)?

Before establishing a business or undertaking any business transactions in a foreign country, you should spend some time determining just how "different" things will really be.

The law, commercial customs and culture of the USA is drastically different from China. Investors to the US will need to research the particulars of the market — and the market for your products or offerings on how it suits America. It's important for the Chinese investors to understand the various US government structure, the local politics, commercial culture, as well as market conditions such as overall potential, competition and marketing channels before deciding on investing in the US.

A potential land mine for Chinese investors looking to do business overseas is the mistaken assumption that Chinese "Cost" of a product is somehow unique enough to sell itself no matter where or how. That's a potentially fatal mindset.

PANEL Leader: Professor Roger Chen

PANELISTS: Del Christensen, Bay Area Council; Russell Lowe, Former Assistant to Senator Feinstein; Yvonne Fu – Deloitte; Phil Wong – Bank of Communications; California China Office of Trade(?)

3:30PM PANEL II: Opportunities, Risks and Challenges of Doing Business in the US

Once in the USA, hooking up with competent advisers, locally based, is absolutely critical.

Due to the difficulties in complying with (or understanding) local laws and bureaucracy, seek out local guidance, business consultants, and talent you will need in the USA. It's imperative to obtain good, expert legal advice from experienced lawyer and accountant to ensure that you will be operating within the law. The Chinese investors are not only dealing with a different legal system, but a different language and culture as well.

PANEL Leader: Dr. Liping Zhang, Tsinghua Univ, School of Economics and Management,

PANELISTS: Darlene Chiu Bryant, Executive Director of ChinaSF; Dr. Jason Chang, Microsoft Channels/Medical; Charlotte Westfall, EVP, TIANYI Investment Group (lawyer), Wei Zhang, S&P Law, China