

Chinese Investments in California- The Challenges Ahead

In 2013, China's investment in the U.S. doubled, reaching a record high of \$14 billion. Chinese firms investing overseas are increasingly buying businesses with technology, brands and know-how as they move up the value chain and counter falling margins at home.

Due to the lack of globalization training and strong industry associations, many Chinese firms with aggressive overseas ambitions are facing a steep learning curve. Chinese firms not only have to learn how to enter foreign markets successfully, but also to operate and prosper in these foreign markets. Business abroad involves more than merely economic interaction between the enterprise and the government: it normally entails significant cultural and political interaction as well. This is particularly challenging for Chinese firms in the US because their operating environment at home can be very different.

The China Business Studies Initiative at the University of San Francisco was started to provide valuable insight for Chinese firms looking to invest in America as well as to assist Chinese firms more successful in integrating with, learning from, and contributing to the U.S. market.

The April 26, 2014 conference will focus on issues facing Chinese firms in the US market, especially in the State of California. Among the key points discussed are cultural and language barriers between U.S. and Chinese businesses, negotiations with U.S. target company employees and unions, intellectual property rights and litigation. We will also covered topics including foreign investment approvals, financing options, public relations considerations for Chinese investors, and legal considerations for investing in the United States. The focus of the conference is not on industry-specific knowledge, but rather insights to assist Chinese firms to enter, operate and prosper in the US markets successfully.

Topics:

1. Why Select the USA: Perspectives on Investing and Operating in California
2. Opportunities for Global Firms to Compete in the U.S. Economy
3. Bringing Global Talent to the U.S
4. Using Service Providers to Support your Investment into the United States

April 26, 2014 Saturday 1:00PM to 4:30PM

LOCATION: McLaren Hall, University of San Francisco, 2130 Fulton St., San Francisco, CA 94117

To register: https://securelb.imodules.com/s/1307/2col_b_social.aspx?sid=1307&gid=1&pgid=1781&cid=3953



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