



WORLD TRADE CENTER ASSOCIATION

LOS ANGELES - LONG BEACH

## U.S. PRODUCT & LOGISTICS TRADE MISSIONS PEOPLES REPUBLIC OF CHINA

### Why China?

- Currently the world's 4<sup>th</sup> largest trading entity, China is forecasted to become the world's **largest economic center** by the year 2030.
- Despite the world economic downturn, China's economy grew 9% last year and is on pace to grow **over 9%** this year.
- With a population of 1.3 billion at 1/20th of U.S. labor cost, China represents an emerging and dynamic market.
- Since entering the WTO, the Chinese government has set a formal policy to encourage Chinese companies to invest in the U.S. primarily to reduce its trade surplus with the U.S. of over **USD \$83 billion**.
- The number of Chinese citizens with at least USD \$1M in financial assets totaled **236,000** in 2003, a **12%** increase from the previous year.
- Per capita income on average for China is USD \$4,000 per year. Yet in Beijing and Shanghai greater than **8%** of the population of approximately 37 million people earn over 1M RMB (~ **USD \$125,000**) per year. That is a population equaling the entire city of San Diego!
- **30.4%** of the Chinese population is in the highest 10% income bracket.
- In 2003, consumer expenditure in China totaled **USD \$483.3 billion** still significantly below consumer expenditure here in the U.S.
- In preparing for the Olympics in 2008, the Chinese government has committed **USD \$26 billion** for infrastructure development, including shopping malls, department stores, etc.

### Partners Sponsors

*Global Strategies Trading, LLC*

**Office of U.S Congresswoman Sanchez**



**Ascot Chase, Inc.**



## Sample Itinerary

Day 1	1630pm	Arrive at Shanghai Pudong Airport
	1800pm	Bus to hotel
	1900pm	Hotel check in
	2030pm	Dinner in hotel, meet with Ascot Chase staff
Day 2	730am	Breakfast in Hotel
	930am	Welcome Speech (Speaker to be announced), receive information package.
	1030am	Introduction to Chinese Market (Mark Lee and Lee Shrout)
	1200pm	Lunch in hotel
	1430pm	Visit Department Stores in Shanghai (Non-retail products, visit distributors)
	1830pm	Dinner in hotel
Day 3	730am	Breakfast in Hotel
	915am	Assemble in hotel conference room
	930am	Attend U.S. Product Exposition/meeting with buyers
	1230pm	Break and lunch
	1400pm	Attend U.S. Product Exposition/meeting with buyers
	1730pm	Break and Dinner
	1900pm	Night tour on Huangpu River
	2130pm	Back to hotel
Day 4	730am	Breakfast in Hotel
	915am	Assemble in hotel conference room
	930am	Shanghai (Review of events) (Lee Shrout)
	1000am	Follow-up meetings with buyers
	1200n	Check out from hotel
	1230pm	Lunch in hotel
	1400pm	Shanghai tour (Trade Zone)/Follow-up meetings with buyers
	1700pm	Bus to HongQiao Airport
	1930pm	Fly to Tianjin
	2130pm	Arrive in Tianjin
	2200pm	Bus to hotel
Day 5	800am	Breakfast in hotel
	915am	Visit to Tianjin Economic Development Zone
	1000am	Attend U.S. Product Exposition/meeting with buyers
	1230pm	Break and lunch
	1400pm	Attend U.S. Product Exposition/meeting with buyers
	1600pm	Bus to Beijing
	1900pm	Arrive hotel and check-in
	2000pm	Dinner and rest



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- Day 6 800am Breakfast in hotel  
915am Board tour bus – Great Wall of China or Summer Palace  
1300pm Break and lunch  
1500pm Meeting with Chinese Government Officials  
1900pm Welcome dinner  
2130pm Back to hotel
- Day 7 800am Breakfast in hotel  
930am Attend U.S. Product Exposition/meeting with buyers  
1230pm Break and lunch  
1400pm Attend U.S. Product Exposition/meeting with buyers  
1730pm Break and Dinner  
1930pm Night tour
- Day 8 800am Breakfast in hotel  
915am Follow up meetings with buyers/ Contract signing / Tour of the city  
1300pm Break and lunch  
1500pm Depart Beijing for U.S.A.



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## Trade Mission Includes:

- Opportunity to exhibit products to over 400 Chinese distributors/purchasers at U.S. Product Expos in Shanghai, Beijing and Tianjin
- Pre-trade mission matching with Chinese companies
- Complete business itinerary and accommodations for meetings and negotiations
- Assistance in contract negotiations as requested
- Introductions to top rated local attorneys, accountants, consultants, shippers and insurers as requested
- Post-trade mission assistance with on-the-ground follow-up discussions finalizing contracts, payment of goods, shipping and insurance as requested
- Round-trip air
- Accommodations at top class hotels
- Airport transfer
- Ground transportation to meetings, planned activities and tours

## U.S. Product Expo Attendees

- Baisheng Restaurant Group Co., Ltd – operates more than 1,000 KFC and Pizza Huts
- Shanghai Lotus Supermarket Co., Ltd. – large retail enterprise with 13 locations
- Lekeduo Purchasing Center Development Group – represents large retail outlets
- France Auchan Stock Ltd. – operates large supermarkets
- Wal-Mart General Merchandise Group – largest retailer in the world
- Shanghai Baihong Business Trade Co., Ltd. – wholesale distributor
- Germany OBI Co. – 4<sup>th</sup> largest retail store operator in the world
- Biltema Sweden AB Shanghai – operates hardware stores with over 12,000 products
- Shanghai Central Lianhua Co., Ltd. – operates 35 large supermarkets
- Carrefour Supermarket Co., Ltd. – second largest retailer in the world
- Hualian Group – largest retail group in Mainland China
- Jinjiang Metro Cash & Carry Co, Ltd – operates 200 Cash & Carry marts worldwide
- Hymall Commercial Exchanging Group – operates 22 large scale supermarkets
- Hoyodo Commercial Plaza Co, Ltd – operates 30 general merchandise stores
- RunTai Group RT Mart – operates 23 supermarkets in China
- Shanghai TVSN Shopping Co, Ltd – international enterprise operating 3 retail stores
- Cuifeng Asia Co, Ltd B&Q – Largest retailer of decoration materials in Europe
- Hong Kong Lifeng Trade Co, Ltd – import and export of clothes in 40 countries
- QVC Company – home shopping network
- Markant AG Company – represents large and middle scale supermarkets and hardware
- Government Agencies - SME Economic Development Committee, Municipal & Economic Development Investment Committee, Foreign Economic Promotion Council, Trade Development Bureau, Foreign Investment Commission, Bureau of Economic Relations with Foreign Countries, Logistics & Distribution Development Bureau, Import & Export Development Center, International Purchasing Center and Mayors offices.



## **REGISTRATION FORM**

Please complete a separate registration form for each traveler.

<b>Registration:</b>	<u>Trade Mission Dates</u>	<u>Full Payment Deadline</u>
	Oct 17 – Oct 26, 2004	September 6, 2004
	Dec 5 – Dec 14, 2004	November 1, 2004
	Jan 30 – Feb 8, 2004	December 20, 2005

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### **TERMS AND CONDITIONS**

Registration price: Approx. \$2,350 per person (depending on upgrades, additions, etc.). **Payment deadlines are stated above (no exceptions).** Trade mission participants are strongly encouraged to purchase travel insurance by any reputable company.

All arrangements are subject to change without notice. Global Strategies Trading, LLC, World Trade Center Association of Los Angeles-Long Beach, Ascot Chase Group and Sino American Trade Development Association act solely as selling agents for suppliers and/or their agents act only in the capacity as agents for the participation in all matters concerning hotel accommodations and transportation, whether by air, bus, motor car, or by any other means, and as agents, hold themselves free from responsibility for any damage, harm or loss occasioned from any cause whatsoever.

Global Strategies Trading, LLC, World Trade Center Association of Los Angeles-Long Beach, Ascot Chase Group and Sino American Trade Development Association, and their agents will not be responsible for damage, expense or inconvenience caused by late buses or planes, changes in departures or schedules, strikes or any other like condition, nor will they be responsible for the loss of or damage to baggage or any of the participant's belongings. All prices quoted are based upon the current exchange rate of the U.S. dollar, tariffs and costs, effective seven days prior to Trade Mission departure. Prices, taxes, and schedules are subject to change.



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**PLEASE CHECK ONE OF THE FOLLOWING (√):**

- Trade Mission Oct 17 – Oct 26, 2004
- Trade Mission Dec 5 – Dec 14, 2004
- Trade Mission Jan 30 – Feb 8, 2005

**Signature Authorizing Terms & Payment**

\_\_\_\_\_

Print Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Date of Signing: \_\_\_\_\_

Special Preferences: \_\_\_\_\_

You may pay by wire transfer (please ask us for wire transfer information), check or money order made payable to (we apologize for any inconvenience but we do not accept credit cards):

**Global Strategies Trading, LLC**

**Reference: Trade Mission Date** \_\_\_\_\_

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FAX OR MAIL COMPLETED REGISTRATION FORM AND PAYMENT TO:

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