



Niagara Falls, New York, USA
September 20th – 21st, 2011



The Conference & Event Center Niagara Falls
101 Old Falls Street
Niagara Falls, NY, USA

Why Is the Conference Important to You?

After suffering from global, national and regional recessions all at the same time, we are now experiencing the beginning stages of a global recovery. There is not a single country in the world that is not experiencing this effect. As a result, your business strategy must be adjusted to seize the opportunity, and to ensure that you are prepared to ride the wave of an economic recovery and success.

This event will provide the very latest information on opportunities for trade, investment, and business development. The US-China Business & Trade Development Conference will provide your business with matchmaking and networking opportunities with Chinese businesses in need of your product/service. You will receive the latest information on opportunities for export, trade, investment and business development. You will have opportunities to meet with Chinese businesspeople and economic development officials to discuss your interests in the Chinese market. Over 100 US businesses, economic development and government agency officials will also be in attendance.

How Will the Conference Help You Succeed?

Specifically, the Conference schedule will include:

- Matchmaking group sessions for business, trade, and investment
- Networking breakouts
- Showcase of products and services of sponsors
- Introduction of opportunities for trade, business development, and investment projects
- Presentations on business and trade development from private sector and government officials
- Business and trade information briefing and updates
- Panel discussions about issues including government regulations, taxation, financial transaction, and business practice
- Questions and answers

Matchmaker Session

During this session, you will have the opportunity to meet with business and economic development officials from China and the United States to discuss your interest in the Chinese market. When registering for the Conference, please indicate on the registration form the industry sector(s) with which you would like to meet. We will schedule your meeting accordingly and notify you of your appointment(s).

Who Will Be Presenting?

Leading authorities on global business/trade and investment, representatives of successful companies doing business with China, and leading government officials from the US and China will be featured speakers.

Who from the US and China Should Attend?

- Those interested in doing trade / business / investment or involved in developing global strategies in US and Chinese markets.
- Business / trade executives and leaders
- Firms looking for exporting/importing, investment projects
- International business marketing and sales managers / directors
- Manufacturers and suppliers
- Managers for purchasing, procurement, global sourcing
- Government economic development groups
- Chambers of commerce members

Approximately 200 businesses representing various industries and government officials in foreign trade and business development from the US and China are expected to attend the conference.

What Can You Expect?

- Meetings with government officials and key contacts in foreign business and trade development
- Direct meetings with importers who are looking to add products and
- Business-to-Business networking opportunities
- Finding opportunities and the right markets for your products/services
- How-to solutions to overseas trade and investment issues
- An update on top economic issues in the US and China markets.

- An overview and understanding of doing business and the regulations that impact exports or investments in US and China
- Business and trade strategies for China and US marketplaces
- Exposure to and discussions with business owners who are looking for investment in your area
- Lessons learned from experts with experience in developing a well-planned strategy for doing global business / trade and investment

What about Translation Services?

The Conference will provide simultaneous translation for the presentations, as well as translation services for the matchmaking meetings and discussions upon participant's request.

Participation fees*

Early registration (through August 12th, 2011): \$109 per person; when you register more than one person from your company, the fee is reduced to \$99 per person.

Regular registration (after August 12th, 2011): \$119 per person; when you register more than one person from your company, the fee is reduced to \$109.

Registration on the day of conference: \$129 per person

* *The participation fee includes the complete program, scheduled meals, coffee breaks, and printed materials.*

Conference Organizers

New York State Small Business Development Center
 United States Small Business Administration
 United States Department of Commerce
 Empire State Development

In Cooperation with

Buffalo SBDC at Buffalo State College
 Jamestown SBDC at Jamestown Community College
 Niagara SBDC at Niagara County Community College
 Rochester SBDC at College at Brockport
 New York State SBDC Beijing Office
 Buffalo Niagara Enterprise
 Erie County Industrial Development Agency
 Greater Niagara Manufacturing Association
 International Business Council of Greater Rochester
 Niagara County Department of Economic Development
 Niagara USA Chamber
 State University of New York
 T&S International Commerce & Culture Development Center
 World Trade Center Buffalo Niagara

Sponsorship

There are a limited number of sponsorship opportunities available for this event.

Sponsorship includes promotional elements of the Conference and receives the highest level of support from The US-China Business & Trade Development Planning Committee

Diamond Sponsor (only one available) Diamond sponsorship includes:

- 30 minute Presentation / Speech at the Conference
- Reserved seat on dais during conference
- Company / organization materials included in the Conference packet
- Banner display in main conference room
- Display Table at entrance to the conference room
- Recognition as Diamond sponsor in all printed materials, including logo
- 10 complimentary attendee registrations

Platinum Sponsor (only two available) Platinum Sponsorship includes:

- 10 minute speech at the Conference.
- Company / Organization materials included in the Conference packet
- Banner display in main conference room
- Display Table in the conference lobby
- Recognition as Platinum sponsor in all printed materials, including logo
- 6 Complimentary attendee registrations

Gold Sponsor (only three available) Gold Sponsorship includes:

- Banner display in conference room
- Display Table in the conference lobby
- Recognition as Gold sponsor in all printed materials
- 4 Complimentary attendee registrations

Silver Sponsors (only four available) Silver sponsorship includes:

- Banner display in main conference room
- Recognition as silver sponsor in all printed materials
- 2 Complimentary attendee registrations

To Become a Sponsor, please call Brian Goldstein at the NYS SBDC: 518-641-0609

Hotel reservations

The US-China Business & Trade Development Conference recommends the **Sheraton Hotel Niagara Falls**.
The hotel is next to the conference center.

Registered participants are encouraged to reserve their hotel rooms early. When you contact the hotel for reservations, please ask for the **US-China Business & Trade Development Conference Block** to receive preferred pricing on your room.

Hotel information:

Sheraton Niagara Falls
300 Third Street
Niagara Falls, NY 14303
Phone: (716) 278-2620

Contact Information

Mr. Jinshui Zhang (518) 641-0619 or jinshui.zhang@nyssbdc.org
Mr. Brian Goldstein (518) 641-0609 or brian.goldstein@nyssbdc.org
(518) 432-3858 (Fax)

Address: New York State SBDC Central Administration
State University Plaza
22 Corporate Woods Building
Albany, New York 12246

Website: www.nyssbdc.org

For the latest update, please visit our website: www.nyssbdc.org Conference Agenda will be online in June 2011.

US-China Business & Trade Development Conference
September 20th – 21st, 2011

CONFERENCE REGISTRATION

To register online with a credit card please go to: www.nyssbdc.org

To Register by Check, please fill out the form below and mail to the address shown.

Participant Information

- *All information required*

- () Yes, I want to register my company / agency for the
“US-China Business & Trade Development Conference”
- () Please indicate the number of people attending _____
- () Mr. Ms. Mrs. Dr. (select one)
- () First Name _____ Last Name _____
- () Title _____
- () Company _____
- () Mailing Address _____
- City _____ State _____ Zip _____
- Country _____
- Telephone _____
- Email _____
- () Additional participants: Names & Titles
- # _____

() Please identify the industry and any areas of special interest for you and your company by checking the appropriate box(s). Attach separate sheets or company information, if needed. A limited number of one-to-one appointments with Chinese and US business and economic development officials will be scheduled on a first come first served basis.

- | | |
|--|--|
| <input type="checkbox"/> Export / Import | <input type="checkbox"/> Distribution |
| <input type="checkbox"/> Electric / Electronics | <input type="checkbox"/> Environmental / Energy |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Construction |
| <input type="checkbox"/> Bio-Tech | <input type="checkbox"/> Agricultural / Food Processing |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Machinery |
| <input type="checkbox"/> Pharmaceutical / Medical | <input type="checkbox"/> Education |
| <input type="checkbox"/> Transportation | <input type="checkbox"/> Retailing / E-Commerce |
| <input type="checkbox"/> Service | <input type="checkbox"/> Wholly-owned overseas operation |
| <input type="checkbox"/> Joint venture / Co-production | <input type="checkbox"/> Outsourcing |
| <input type="checkbox"/> Local investment project | <input type="checkbox"/> OTHER, Please list _____ |

Payment Method

Amount enclosed \$ _____

() Check: Please make checks payable to: **Research Foundation of SUNY**

Mail to: **Mr. Jinshui Zhang**
New York State SBDC Central Administration
State University Plaza
22 Corporate Woods Building
Albany, New York 12246

*Cancellation Policy: *Through September 1st – Full refund (Less \$10 Administrative fee)*
September 2nd - - 19th – 50% refund (Less \$10 administrative fee)
After September 19th – No refund