

**China Day 2014  
6 May 2014 in Shanghai**

**08:30—09:00 Registration**

**09:00—09:30 Introduction**

Overview of latest social, economic and political developments as well as challenges and opportunities for German/Foreign companies in China

**09:30—10:30 Important new Laws and Regulations 2014 and their Impact**

- Important new laws (consumer protection, temporary workers, etc.)
- Free trade zone Shanghai
- Free trade agreement with the Switzerland

**10:30—10:45 Coffee break (and networking/socializing)**

**10:45—11:15 Current Best-Practice in HR**

- Search and selection of employees in China
- Employee development and training
- Loyalty management and employee retention program (with implementation examples)

**11:15—12:00 Current Challenges in Sales and Service in China**

- Current developments and challenges
- How to build a nationwide service and sales network in China cost effectively?
- Best-practice examples

**12:00—13:00 Lunch (and networking/socializing)**

**13:00—14:00 IT Security and Protection of Confidential Information and IP Rights in China  
(This was a speech delivered at CeBIT 2014)**

- How to protect your trade secrets and know-Hows in China?
- IT Security in China: Common Problems and Solutions
- Protect your IP Rights in China

**14:00—15:00 M&A in China (This was a speech delivered at Hannover Trade Fair)**

- Why/When to do acquisition?
- From identifying the targets, MoU, due diligence, contract and price negotiation to signing and closing: Do's and Don'ts, Tip/Hint and Tricks
- Experience report of a 100 Mio US\$ acquisition in China from the first meeting to signing/closing to Post Merger Integration (PMI) measures and Retention Program for Key Employees

**15:00—15:30 Coffee break (and networking/socializing)**

**15:30—16:30 Sales of Patents, Technologies and Company to Chinese?**

- When does such a sale make sense?
- Do's and Don'ts, Tips and Tricks in negotiations with Chinese buyers
- Practical examples and experience report

**16:30—17:00 Q&A and discussion**

Note: The seminar is going to be held in English language.

**Reply “China Day 2014”**

**Event:** “China Day 2014”  
**Date:** 6 May 2014  
**Venue:** Renaissance Shanghai Zhongshan Park Hotel / 上海龙之梦万丽大酒店  
No. 1018 Changning Rd, Shanghai 200042 / 200042上海市市长宁区长宁路1018号

**Audience:** The seminar is designed for leaders and high-level decision makers in companies with subsidiary in China, or for those who aspire to open one up.

The number of participants is limited due to the premises. Therefore a reservation at your earliest convenience is advised.

- I would like to register for the “China Day 2014” with \_\_\_\_ person(s).
- I would like to request an appointment with APMC after the event.

The participation fee is 500 RMB per person, including lunch, soft drinks and the documents for the seminar. After registration we will contact you to inform you whether your application can be confirmed. We are able to issue a Chinese Fapiao for services.

Please inform us, if you won't be able to attend the seminar despite your registration. A cancellation is free of charge until 4 May 2014; afterwards the full fee will be payable. **No-Show Fee: If you registered for an event but can not attend, please do let us know in advance. No-shows who fail to cancel before the event will be charged with the full price.**

<b>Name:</b> _____ <b>Position:</b> _____	<b>Name:</b> _____ <b>Position:</b> _____	<b>Name:</b> _____ <b>Position:</b> _____
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**Company:** \_\_\_\_\_  
**Street:** \_\_\_\_\_  
**City, Zip code:** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_  
**Fax:** \_\_\_\_\_  
**E-Mail:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

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Unfortunately, I will not be able to participate at the “China Day 2014”. Nevertheless, I am interested in the services of APMC:

- Our country focus:**
- China
  - Japan
  - Korea
  - India
  - Southeast Asia
  - \_\_\_\_\_

- Please send me further information about your services.
- I would like to arrange a first informational interview free of charge. Please make contact with us.