


Asia-Pacific Management Consulting GmbH
SWISS CHINA DAY

– 24 March 2015 in Zurich / Switzerland –

From 8:30 Registration with Coffee and Tea

09:00 – 10:00 New Developments, Opportunities and Risks for European Companies in China

- Current Growth and Branch/Industry Perspectives in China
- Important new laws/regulations and their impacts on European companies in China
- Shanghai Free Trade Pilot Zone (FTPZ) and the opening up of service industries; Opportunities for Banks, Insurance and Leasing companies to establish foothold in China
- International and domestic cash pooling at Shanghai FTPZ
- Business risks of recent developments (labour costs; fighting against corruption; restrictions on pollution and energy intensive industries; declining real estate prices; pressure to reduce over-capacity; fast increasing bad debts, bankruptcies and fraud cases from customers, etc).
- Major concerns of European companies in doing business in China and their development

10:00 – 11:00 Select the correct Legal Form and Entity in China

- Why and when do you need your own legal entity in China (legal reason, tax reason...)?
- Representative Office vs Service Company vs Trading Company; Trading vs Production Company; WFOE vs Joint-Venture; Ltd vs Co. Ltd
- Founding and changing procedures, official and unofficial limitations, experience values

11:00 – 11:15 Coffee Break

11:15 – 12:15 Win the “war of talents” in China

- Recent developments of the “war for talents” in China
- How to hire, motivate and retain the best talents in China?
- Do’s and Don’ts with Chinese and Expatriates; Optimization of expatriates packages for China to reduce tax and/or to prevent social insurances in China

12:15 – 13:15 Lunch

13:15 – 13:45 Recent Developments in the protection of IP rights in China

- Current statistics and experience with Trade Marks, Invention Patents, Utility Model Patents (Gebrauchsmuster), Design Patents (Geschmacksmuster) and Copyrights in China
- Latest developments and court decisions
- How to protect your IP rights in China: Effective measures; Experience with infringement proceedings in China: Success Rates of European Companies against Chinese

13:45 – 15:15 M&A in China

- When does it make sense to purchase minority or majority shares in Chinese companies?
- Current Best-Practice in M&A: From the search of targets, signing of MoU, Due Diligence, Contract and Price Negotiation until Signing and Closing –Do’s and Don’ts
- Experience Report: 2 years after a >100 Mio US\$ acquisition in China

15:15 – 15:30 Coffee Break

15:30 – 16:30 Structuring of Tax and Financing of Investment in China

- Taxation, investment regulations and financing in China: An overview
- Recent changes in tax laws in China and their implications
- Tax optimization for European mother company and the Chinese subsidiaries (Withholding tax, Transfer Pricing, Customs, Import VAT and export VAT rebate)

16:30 – 17:00 Q&A and Discussion

We offer individual appointments with our China experts before, during and after the seminars. Please use the enclosed Fax Answer Sheet for scheduling an appointment with us.

Seminar Registration Swiss China Day 2015

Asia-Pacific Management Consulting GmbH

Switzerland Branch

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Event: Swiss China Day 2015
Date: 24 March 2015
Venue: The Central Plaza Hotel, Central 1, 8001 Zurich
Target Audience: The seminar is designed for leaders and high-level decision makers in companies with subsidiaries in China, or for those who aspire to open one up.

The number of participants is limited due to the premises. A reservation at your earliest convenience is advised. We reserve the right to decline registrations (especially from consultants, tax advisors, lawyers, etc.) in our sole discretion.

- I would like to register for the „Swiss China Day 2015” on 24 March 2015 with ____ person(s).
- I would like to request an appointment with APMC after the event.

The participation fee is CHF 550,- or EURO 490,- per person, including lunch, soft drinks and seminar documents. You will receive an invoice as confirmation for your attendance. The seminar fee is payable in full upon receipt of invoice.

Please inform us, if you won't be able to attend the seminar despite your registration. A cancellation is free of charge until 18 March 2015; afterwards the full fee will be payable.

Name: _____ Position: _____	Name: _____ Position: _____	Name: _____ Position: _____
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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 “Swiss China Day”. Nevertheless, I am interested in the services of APMC:

- Our country focus:**
- | | |
|-----------------------------|--------------------------------------|
| <input type="radio"/> China | <input type="radio"/> India |
| <input type="radio"/> Japan | <input type="radio"/> Southeast Asia |
| <input type="radio"/> Korea | <input type="radio"/> _____ |

- 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.