



February 10, 2009 at The China Institute- 8:30 am to 12 noon

The Ox represents opportunity for those who are methodical, persistent, and confident. Janet Carmosky, CEO of The China Business Network and veteran manager and consultant for foreign-invested businesses in China, presents her map of the Chinese business and consumer landscape, so marketing executives can make the most of their China ventures.

Two participants will receive a copy of "On The Frontlines: Doing Business in China" <http://www.chinadoingbusiness.com/> a DVD set featuring 150 interviews with international business leaders in China, moderated by senior writers from *The Atlantic* (James Fallows) and *The New York Times* (Joe Nocera). The DVD's director, Bob Schapiro will be on hand to pick the two winners, and to present all participants with a code allowing them to purchase the DVD's at a discount to list price \$199.

8:30-9:00 Coffee and Breakfast, compliments of Huson International Media

9:00-10:30 Basic China Business Literacy

- Why and how the Chinese do business, and how they perceive the prospect of doing business with us
- The roles of government, industry, consumers and media
- Fundamentals of Chinese business landscape: demographics, regional differences, competitive forces

10:30-11:00 Psychology of the Chinese Decision Maker

- Core values of Chinese culture and Chinese business culture
- Understanding the different economic roles - and management behavior - of privately held, state-funded, and foreign invested businesses in China
- Messaging and channel strategy guidelines

11:00- 12:00 The State of the Art in Branding, Advertising and Media Relations in China

- Case studies from three brands doing it right in China, reviewing messaging, platforms, channels, and resources for sales growth and brand-building in China



JANET CARMOSKY is a career China business specialist, fluent in both Mandarin and Cantonese, she has resided in Xi'an, Hong Kong, Shanghai from 1985 to 2003, and has managed import-export, sourcing, and buying agency programs.

Her positions in China have included Director of Burson-Marsteller, Director of Operations for chinadotcom, General Manager of Richina Fashion Retail, and Senior Manager of Coopers & Lybrand Strategy Consulting. Her past and current clients for China strategy and implementation include: Office Depot, Wella AG, Bacardi, Marriott, Continental Airlines, Wal*Mart, Corning, Waste Management, Sony, Citroen, Alcatel, Unilever, and Givenchy. She has been published in the Harvard Business Review (Chinese edition) as well in various Economist publications.

She is currently CEO of **THE CHINA BUSINESS NETWORK**, an online and offline professional community where everyone who has and/or needs China business skills can find each other and be found, for business development, learning, and general industry networking.

Full members of The Network gain a hosted profile that's easy to edit, share, and upload content. Hosted at thechinabusinessnetwork.com/yourname, you can send, receive, and track your profile shares. Full members can search the entire community for needed or complimentary resources. Finally, every member gains valuable search engine visibility because we register your profile and export your required fields to search engines.

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Created in January 2003 by Deborah Malone, **The Internationalist** was launched to connect the people and ideas in international advertising, marketing and media. Today **The Internationalist** has become a trusted source for international best practices, and is dedicated to the business needs and challenges of international marketing professionals as they participate in multinational branding and campaign building. **The Internationalist** is now IN PRINT, ONLINE and IN- PERSON- all to better serve the needs of this community.

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