

China Brief 2010



An All-Day Seminar

By Dwight Nordstrom

Dwight Nordstrom



PRI chairman Dwight Nordstrom, has over 25 years in senior leadership positions in China – a GM at 8 factories, managed multiple engineering operations, sourcing engineers, etc. Mr. Nordstrom has coached over 15 General Managers and/or China presidents in his role as PRI Chairman.

Dwight Nordstrom is offering a one-day seminar providing insights into contemporary trends/issues and the most important aspects of the Chinese manufacturing industry and marketplace today.



The background of the slide features several large, red Chinese lanterns hanging from a wooden ceiling. The lanterns are decorated with gold calligraphy and tassels. The calligraphy includes characters such as '敬奉' (Respectful offering), '合家' (Whole family), '张美玲' (Zhang Meiling), '张幸联' (Zhang Xinlian), '张寿平' (Zhang Shouping), and '张寿普' (Zhang Shoupu). The lanterns are arranged in a cluster, with some in the foreground and others in the background, creating a sense of depth and traditional atmosphere.

Background

China Chinese and Western cultures have different ideas of how to communicate, build business relationships and solve problems. Problems arise when one or both sides do not know, understand, respect or pay attention to how the other side “sees” things. China’s enormous size, its aging population, consistent double-digit industry growth in the past two decades and ongoing healthcare reform have convinced even the most conservative industry analysts to offer optimistic views about China’s future.

There are success stories from all categories of players, whether they are foreign or local, large or small, newcomer or established, private or state-owned. However, to be one of the success stories require a thorough understanding of the sector, ability to face and tackle challenges, flexibility to deal with changes, and skills to maneuver through complex situations.

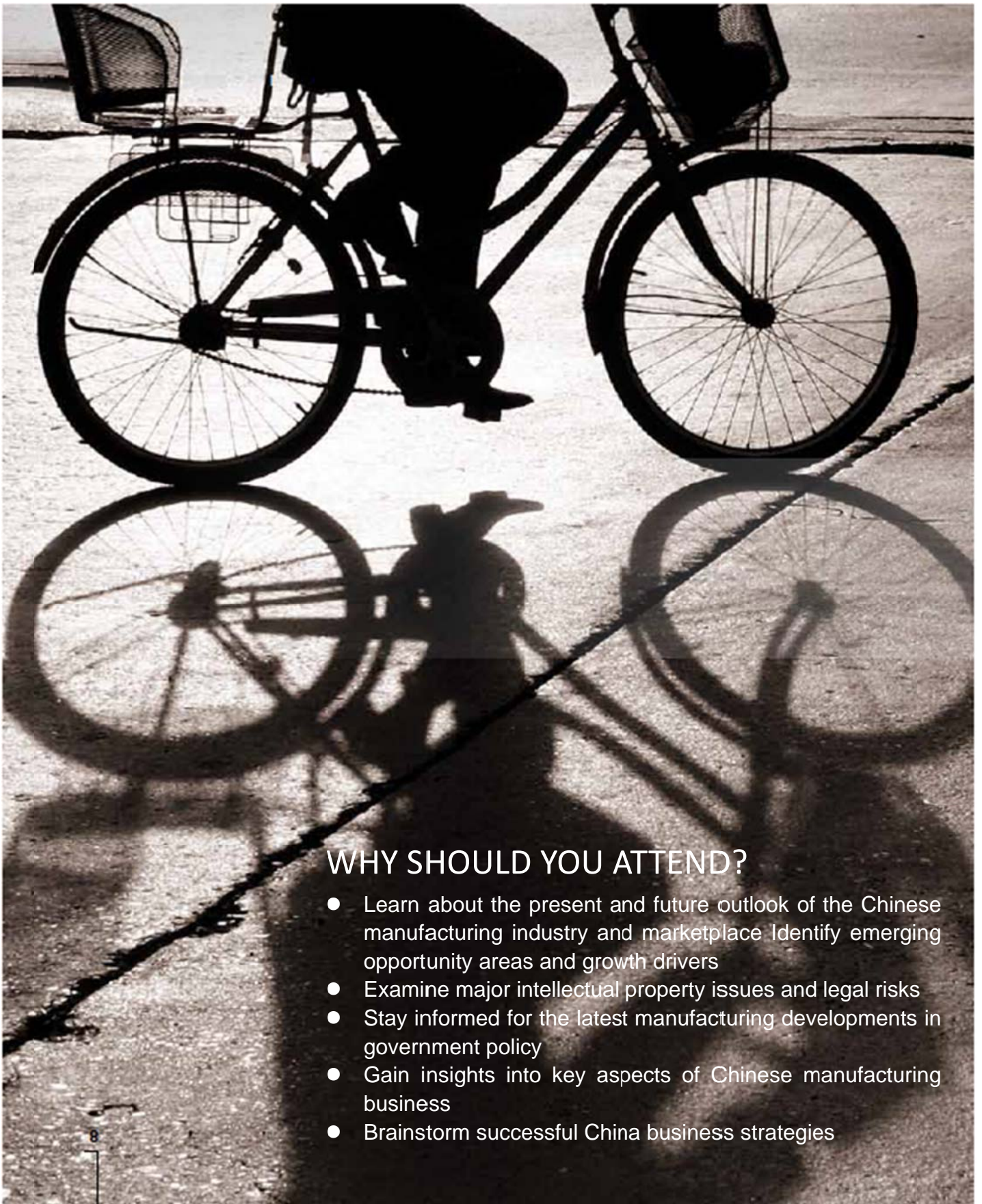
In China – do I need to recruit an MBA-graduate from the States, or is a local entrepreneur-type of person better qualified?

In China – do I need to have a nice ‘clean’ website that is a simple translation of the American website or an overhaul into a more ‘messy’ Chinese website?



WHO SHOULD ATTEND?

- Senior executives
- Strategic planning/business development/CI/market research executives
- Executives responsible for outsourcing
- R&D/licensing/regulatory executives
- Regional HQ executives
- Expatriate executives in China
- CRO executives
- Investment/VC professionals



WHY SHOULD YOU ATTEND?

- Learn about the present and future outlook of the Chinese manufacturing industry and marketplace Identify emerging opportunity areas and growth drivers
- Examine major intellectual property issues and legal risks
- Stay informed for the latest manufacturing developments in government policy
- Gain insights into key aspects of Chinese manufacturing business
- Brainstorm successful China business strategies



WHAT DOES THIS SEMINAR COVER?

- Contemporary trends, issues and challenges
- Future growth drivers, opportunities and outlook
- Intellectual property/patent related issues
- Pricing and reimbursement/health insurance system
- Manufacturing, marketing and distribution channel strategies
- Regulatory process for new manufacturing development and registration
- Considerations for developing successful China business strategies
- Rising global importance of China – sourcing and licensing opportunities



SUMMARY

- China is the place for markets/services/products
- China is for sourcing parts
- China is for sourcing engineers
- China is for manufacturing contracts

For more information please contact PRI on:

www.priusa.com

ryan.muir@priusa.com

T: +86(010)5830 1122 ext: 817

M: +86 135 2016 7304