



**CHINA IS
BUYING...**

MADE IN



AMERICA

**WEDNESDAY
FEBRUARY 29, 2012
9:00 A.M. - 3:00 P.M.**

**NEPA ALLIANCE
PITTSTON, PA**

Are you presently selling to China? If not, what is holding you back?

This workshop is designed to give you an update on what works and what doesn't work in today's rapidly changing Chinese business landscape.

Dr. James Chan, Ph. D., President of Asia Marketing and Management, a Philadelphia based consultancy, will present the "Seven Steps to Selling American Made Products & Services to China." Since 1981, Dr. Chan has advised over 100 U.S. companies on how to sell to the China market; has seen changes in business attitudes and conditions in China over the last 30 years and learned how Chinese businesses and executives have become more business savvy.

Ms. Jodie Greene, International Sales Manager, M & L Trucking Services, Inc., will explain what a shipper and consignee must do to reduce their risks with air and ocean shipments to China. She will review some of the common mistakes made and will reveal some of the major problems U.S. businesses experience with shipping to and from China.

Made in America
Workshop Registration

Contact Person _____

Organization _____

Address _____

Phone _____ Email _____

Please list attendees

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

Cost: \$40.00 per person.
Space is limited to 30 attendees.

_____ Number Attending
_____ Amount of Check Enclosed

Lunch and refreshments are provided

For details visit www.nepa-alliance.org
Or call Michael Horvath at
570.655.5581 or 866.758.1929

Make checks payable to: **NEPA Alliance**
1151 Oak Street, Pittston, PA 18640
To pay by credit card, please call.
Please RSVP by February 24, 2012.

Agenda

9:00 a.m. - Noon **Seven Steps to Sell U.S. Made Products and Services to China**

1. Creating a company profile acceptable to Chinese culture
2. Creating the proper list of Chinese customers
3. Saying the right things to prospective buyers
4. Pricing your products and services
5. Preparing for your trip to China
6. Selecting and supporting your Chinese agents and customers
7. Monitoring your China sales and competition

Noon Lunch

1:00 - 3:00 p.m. **Logistic Advice on Shipping to and from China**

Afternoon Consulting Sessions 1:00 - 3:00 p.m.

Dr. Chan is available for one-on-one, private consulting sessions with Northeastern Pennsylvania companies that want to discuss specific concerns, issues or problems in marketing their products and services to China.

Companies wishing to consult privately with Dr. Chan will be charged \$125 for a 30 minute consultation. Consultations will be limited to six sessions and will be reserved on a first come, first served basis.

To register for a private meeting with Dr. Chan, please contact Michael Horvath at 570.655.5581.

Location Information



NEPA Alliance

1151 Oak Street, Pittston, PA 18640
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