



Wharton China

Business Forum 2007

Global Progression: Envisioning China's New Landscape

The Wharton China Business Forum [WCBF] is the first student-run global business forum with a dedicated focus on China's economic development. The missions of WCBF since our founding have been to provide participants from Penn and all around the world with a Forum for in-depth discussions and crucial insider perspective on key issues and prospective trends in China. While our focus is China, we also aim to understand China's role in the global business environment, especially in today's rapidly changing world.

Speaker Package

DATE: Saturday March 24th, 2007
LOCATION: Loews Hotel Philadelphia
AUDIENCE PROFILE: MBA Students
Graduate Students
Undergraduates
Business Professionals
Academic Professionals
Wharton/Penn Faculty
EXPECTED ATTENDEES: 400

Through participation of leading professional and distinguished experts, the Wharton China Business Forum aspires to illuminate China's rapidly changing economic landscape, including various opportunities and risks that arise as China matures in the global business arena. This year's conference highlights China's changing financial, social, and political climate to foster dialogue on subject areas that are highly pertinent in this stage of growth. Eminent guest speakers from various companies and organization will share their valuable perspectives on how the world is helping to develop China's role on the international stage.



Why

Speak?

The annual conference brings together people with experience and knowledge of the highest caliber, where you can:

- Share your insight and expertise with hundreds of motivated students and other conference attendees eager to begin their careers in China.
- Inspire the next generation of business leaders that want to understand China's market and exchange ideas on issues pertaining to both the China and global economies.
- Meet business professionals who have a firsthand understanding of the intricacies of doing business in China, as well as scholars and policy makers who have insights to China's future.
- Recruit the best and brightest minds from leading universities who are interested in working in Asia.
- Gain company exposure and market to a diverse audience.

Through the Wharton China Business Forum, you will have the opportunity to interact with current and future business leaders who are interested in breaking into the Chinese markets.

Past Speakers

RODNEY WARD

Chairman: UBS Asia

WEI CHRISTIANSON

Former Chairman: Citigroup Global Markets Asia

CHARLES HOLLIDAY JR.

Chairman, CEO: Dupont

DEEPAK ADVANI

Senior Vice President, CMO: Lenovo

Past Sponsors

BANK OF AMERICA

HSBC

UPS

SINA.COM

ASIA OPTICAL GROUP

KNOWLEDGE AT WHARTON

Panel Topics

Financial Reform

As China's economy marches boldly forward, weaknesses within its financial infrastructure are becoming ever so apparent. These issues include non-performing loans, inefficiencies in state-controlled sectors, and heavy reliance on trade and foreign investment. This panel aims to facilitate discussions on the necessary reforms needed to guide China's economy toward a more prosperous future.

Innovation and Technology

With an expanding economy and a government that has placed strong emphasis on science, China has emerged in recent years as a world leader in innovation and technology. Recently, there have been continuous domestic advances in agricultural science, medicine, artificial intelligence, and alternative energy. This panel aims to highlight the struggles and successes of firms in China's high-tech sector and the factors that shape these developments.

Affluent Classes and Luxury

With the growing affluence of consumers in China, new business opportunities are constantly created in the luxury goods and services market. This panel aims to present the pressing business issues of discerning consumer trends, structuring product marketing and advertising, and developing brand image to create the ultimate consumer experience in the drive towards product differentiation.

Real Estate Growth and Regulation

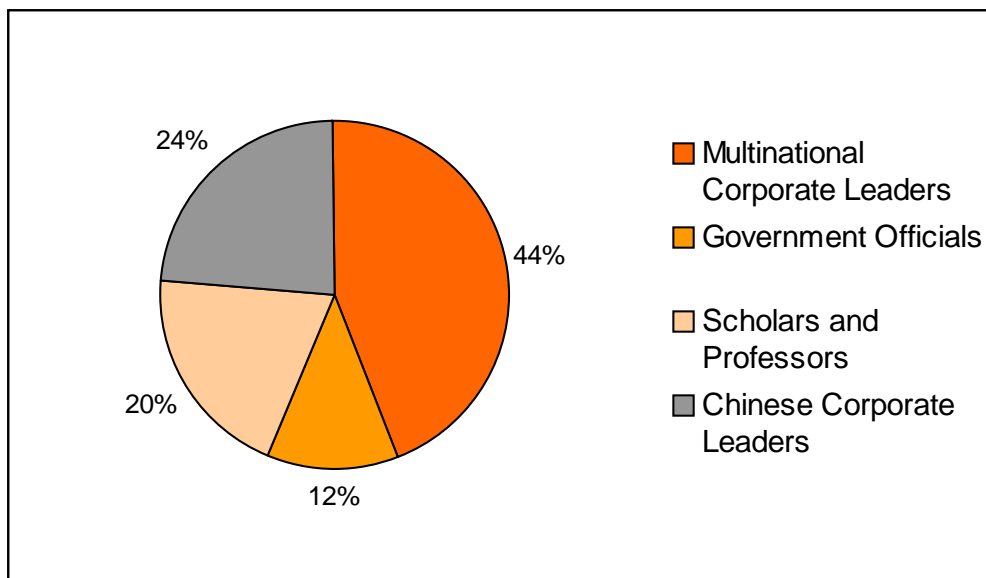
The recent fervor regarding China's real estate market has caught the eyes of audiences around the world. Many speculations have formed over whether this rapid inflow of interest and investment should be considered a natural and beneficial growth phase or a potentially harmful bubble for China. These trends, concerns, and relevant regulatory actions will be the focus of this discussion panel.

Past Participants' Profile

Demographics

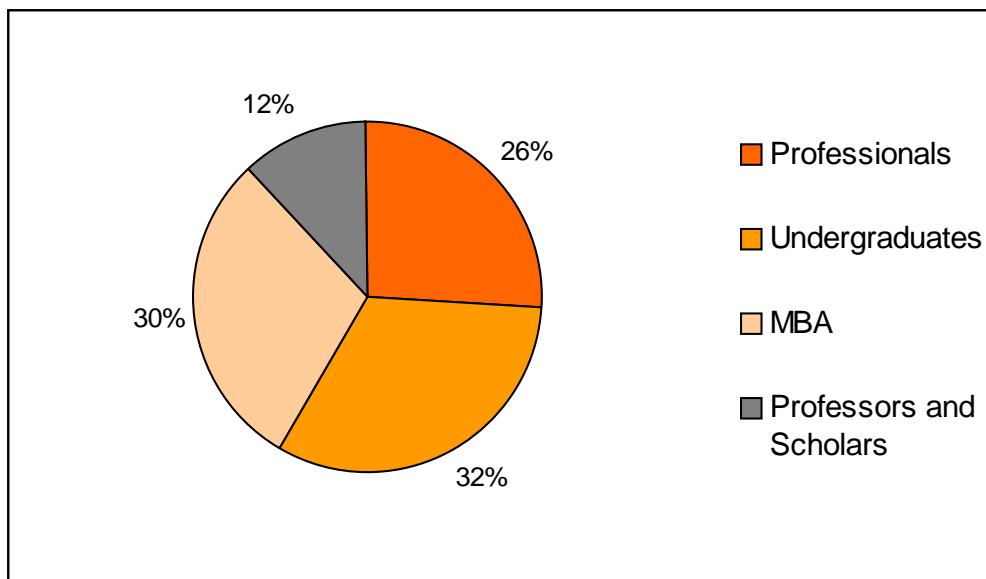
Wharton China Business Forum 2006

Speakers Profile



Total Speakers: 22

Overall Participant Profile



Total Participants Estimate: 400

Additional Information

SPEAKER DEPARTMENT

If you would like any additional information, please visit our website at <http://www.whartonchina.com>, or contact us via the following:

MINNIE CUI
Vice President, Speaker Department
Contact Number: +1 (908) 240-2528
Email: cui2@wharton.upenn.edu

We encourage you to contact us if you have any queries or requests. Our speaker committee representatives are here to serve you! We look forward to hearing from you soon.