

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 perspectives on key issues and trends in China. While our focus is China, we also aim to understand China's role in today's global business environment, especially in our rapidly changing world.

### **Sponsorship Package**

**DATE:** Saturday, March 24, 2007

**LOCATION:** Loews Philadelphia Hotel

**AUDIENCE PROFILE:** Business Professionals  
MBA Students  
Graduate Students  
Undergraduates  
Academic Professionals  
Wharton/Penn Faculty

**EXPECTED ATTENDEES:** 400

Through participation of leading professionals and distinguished experts, the Wharton China Business Forum 2007 aspires to illuminate China's rapidly changing economics 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 organizations will share valuable perspectives on how the world is helping to develop China's role on the international stage.



# Why Sponsor WCBF 2007?

## Where Else Can You...

1. Reach a highly selective and relevant audience profile that is:
  - Highly educated and affluent
  - Very international
  - Highly interested in a career or business opportunities in Greater China and Asia, and thus your company
2. Publicize your company or organization in a perfect promotional setting where the audience specially comes to hear more about your company in the Chinese and Asian business scene as a whole.
3. Gain instant international corporate exposure to analysts and CEOs from all over the globe and the greater Wharton community.
4. Have an excellent recruitment opportunity of business graduates of the highest caliber from the top business school in the world.
5. Relish a unique marketing means for your company.
6. Establish a strong and beneficial relationship with the Wharton School and the University of Pennsylvania, for corporate, publicity, recruitment and other benefits in both the short and long runs.
7. Simultaneously establish a good corporate image not only in the business world, but also in the fields of education and community contribution.
8. Enjoy tax benefits for contributing to a non-profit educational organization.

### Past Speakers

**RODNEY WARD**

Chairman: UBS Asia

**WEI CHRISTIANSON**

Chairman: Citigroup Global Markets Asia

**CHARLES HOLLIDAY JR.**

Chairman, CEO: Dupont

**DEEPAK ADVANI**

Senior Vice President, CMO: Lenovo

### Past Sponsors

ASIA OPTICAL GROUP

BANK OF AMERICA

HSBC

SINA.COM

UBS

UPS

## Panel Topics

### **Financial Reform**

As China's economy marches boldly forward, weaknesses in 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.

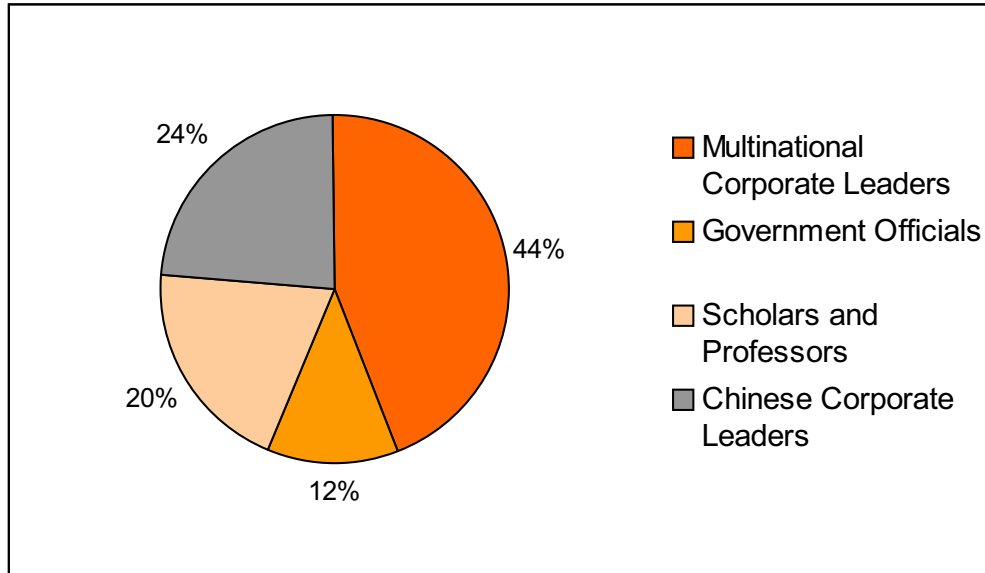
### **Real Estate Growth and Regulation**

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.

## Demographics

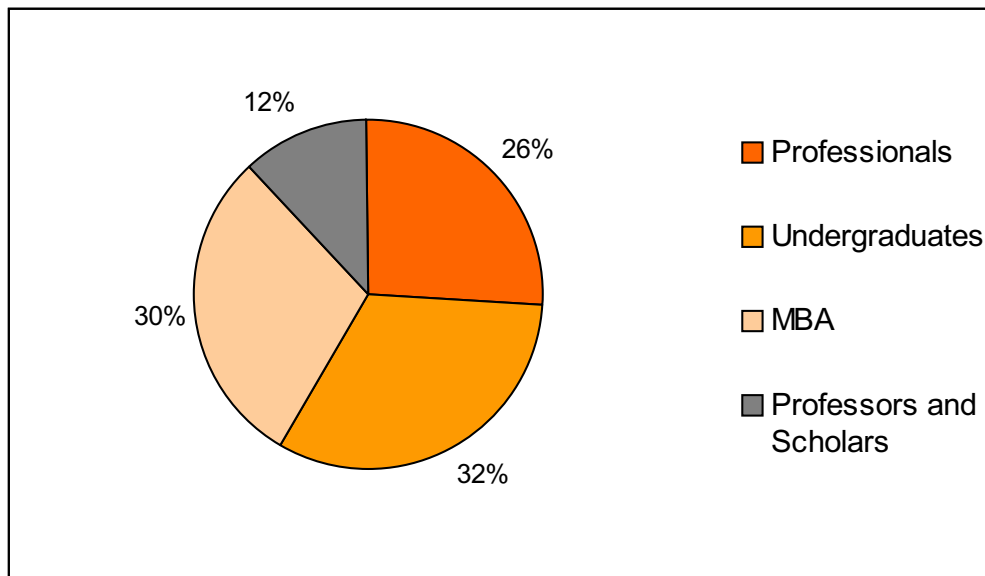
### Wharton China Business Forum 2006

Speakers Profile



Total Speakers: 22

Overall Participant Profile



Total Participants Estimate: 400

## Sponsorship Opportunities

### LUNCHEON KEYNOTE

**\$10,000**

*The Wharton China Business Forum Luncheon is the premier event of the Forum. This event will be held in the banquet hall of the Forum arena. The luncheon will feature an internationally renowned Keynote Speaker who will address all the Forum participants on issues such as China's rapid economic growth and upcoming business trends.*

- Exclusive Sponsorship
- Acknowledgement in WCBF Opening Address
- Acknowledgement and link on WCBF web site
- Corporate logo printed on Forum promotion materials
- Acknowledgement on Forum Banner placed above the stage in the conference hall
- Acknowledgement on Forum Banner placed in the luncheon banquet hall
- 10 invitations to company representatives to attend WCBF
- Top priority to your sales team to network and distribute promotional material
- One page advertisement in the Forum program
- Exhibit space at the Forum
- Unlimited Access to Attendee List

### CASE STUDY KEYNOTE

**\$10,000**

*The Case Study is an integral part of our Forum. This event will be held in the main conference hall, where our esteemed Keynote Speaker will address all the Forum participants. The Case Study deals with the Keynote Speaker's firm's current expansions in China, achievements and future plans. Previous Case Study Keynote Speakers include Malcolm Bricklin, CEO of Visionary Vehicles.*

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## 4 PANELS

**\$5,000 each**

*The 4 Panels deal with pertinent issues in the Chinese economy today. Each of the 4 panels invites 4 to 5 internationally renowned business professionals to be our Panel Speakers. Panel speakers will address the audience on the specific issues they have expertise in, and have a chance to engage in discussions with the audience.*

- Sponsorship for one of the four distinguished panels
  - Financial Reform
  - Innovation and Technology
  - Affluent Class and Luxury
  - Real Estate Growth and Regulation
- Internationally known Panel Speakers
- Acknowledgement of each panel's honorary sponsor on Forum promotion materials and program, with each panel under the heading of "Brought to you by: (Sponsor company's name)"
- Acknowledgement of each panel's honorary sponsor by respective Panel Moderators before the commencement of Panel discussions
- Acknowledgement on WCBF web site
- Acknowledgement on Forum Banner placed on designated walls within the Forum perimeter
- 4 invitations to company representatives to attend WCBF
- Half page advertisement in the Forum program
- Limited Access to Attendee List

## **CORPORATE RELATIONS DEPARTMENT**

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

### **VALERIE WONG**

Vice President, Corporate Relations  
Contact Number: +1 (267) 241-8338  
Email: [valeriew@wharton.upenn.edu](mailto:valeriew@wharton.upenn.edu)

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