

Future export strategy forum



China's exporters are going through a challenging transformation, facing escalating costs and adapting to changing buyer markets. Entrepreneurs are wondering how they can develop sustainable international trade businesses in the face of these trends.

In 2013, Global Sources will explore the future development of China's export industry through a series of export strategy forums held in 16 major sourcing hubs throughout China. These are exclusive events featuring leading exporters, international marketing veterans, industry experts and government officials.

The first two events will be held in Fuzhou and Shantou.

Fuzhou

Time: 14:00 – 17:00, January 22nd, 2013

Venue: Zhangzhou Room, Shangri-La Hotel, Fuzhou, Fujian

Keynote speeches:

- **Enterprise development in China's post-manufacturing era**
By Craig Pepples, President of Corporate Affairs of Global Source, Publisher of *Chief Executive China*
- **Intellectual property issues in overseas markets & compliance with quality standards**
By Steve Dickinson, expert in international law
- **Buyers' sourcing behavior in Latin America**
By CWCC

Shantou

Time: 14:00 – 17:00, January 24th, 2013

Venue: Golden Palace Room B, Golden Gulf Hotel, Shantou, Guangdong

Keynote speeches:

- **Enterprise development in China's post-manufacturing era**
By Craig Pepples, President of Corporate Affairs of Global Source, Publisher of *Chief Executive China*
- **Intellectual property issues in overseas market & compliance with quality standards**
By Steve Dickinson, expert in international law
- **The sourcing and quality control process, from the buyer perspective**
By Renaud Anjoran, founder of Sofeast Ltd (quality assurance agency)

More forums are on the way. For more details, please call us at 00852 755 8828 2856, or e-mail us at csm@globalsources.com. We look forward to exploring new export strategies with you.

