

## Trade Horizons China's Brightening Trade Landscape

Tuesday, August 4th 2015 | 1pm EST

### Programme

By some measures, China became the world's largest economy last year, representing 10% of all global trade. And though imports from China into the US outnumber exports by nearly a 4-to-1 ratio, the country is America's second largest trading partner and opportunities for US businesses in China have never been brighter. But China is far from one single, monolithic market. Different cities, different regions and different industries provide their own set of opportunities and challenges. In some locations, manufacturers now produce more complex, higher value goods and many Chinese consumers increasingly demand respected US goods and services. At the same time, the Chinese government has begun to break down some of the barriers – such as loose IP protection and high-tech tariffs – that previously depressed trade. This event will cover both macro trends and the important considerations US companies should study to implement a successful China export strategy.

Topics in our one-hour conference will include:

- **The Regions:** Opportunities and growth patterns in free trade zones, industry clusters and rising urban areas such as Shanghai, Shenzhen, Chengdu, Qingdao, and others.
- **B2B:** What the trend of Chinese manufacturers producing higher value products means for U.S. manufacturers and assemblers and the overall global supply chain.
- **B2C:** How the Chinese consumer class, lower taxes and duties, greater mobility and changes to the hukou regional registration system affect continuing demand for foreign consumer goods, foods, luxuries and more.
- **Hot New Markets:** Environment protection products and services, green building
- **Signposts:** How to navigate Chinese, regional and local rules, regulations, and bureaucracies.
- **Legal Protections:** A brightening, but still challenging, landscape for intellectual property and trademark protection in China.
- **Trade and Finance:** The impact of the evolving US-China Bilateral Investment Treaty, the Trans-Pacific Partnership, and the new Asia Infrastructure Investment Bank on US businesses.
- How to really understand Chinese customers and B2C and B2B markets.