



# China Trade & Technology Mission 2004

October 24 to November 9



## Why join CME/PBB's China Trade & Technology Mission 2004?

CME and PBB have a combined 40 years of extensive business experience in Asia, with a focus on China, and can provide immediate access to a proven network of key Chinese and Canadian government contacts. Whether it's sourcing products, gaining a unique insight into modern Chinese manufacturing technology, meeting buyers or potential business partners for joint ventures, the China Trade & Technology Mission 2004 is sure to put you on the fast track to success.

### One-on-one meetings with potential business partners

- Unique opportunity to meet buyers, suppliers, distributors and manufacturers - strategically selected from across China for one-on-one discussions.
- Expert translators will be provided at each location throughout the Mission.

### Leverage CME/PBB's network of key contacts

- Gain immediate access to CME/PBB's network of established government and industry contacts.

### Tour leading-edge Chinese manufacturing companies

- Go 'behind the scenes' with CME's unique Innovation Insights program to witness advanced manufacturing processes and the application of best practices in an international setting.

### Attend premier Chinese events

- V.I.P. passes to attend two of China's premier events.
- The **Canton Fair** - China's largest trade fair. A comprehensive, multi-functional event attracts senior level business people from all over the world.
- The **10+1 China-Asean Expo** promotes importing and exporting establishing a platform for trade between China and the world.

### Access business expertise in trade, travel, logistics and more

- PBB's knowledge of integrated global logistics solutions and Access China Program, provides additional resources from market research, corporate law, translation, insurance and more.
- CME is Canada's leading business network and the undisputed champion of business issues in Canada, with over 2,500 members representing 75% of Canada's manufacturing output and 90% of Canada's exports.

### Realizing new business opportunities in China

- An inside look at the powerful economic reality of today's China, with a view to promoting new business partnerships, access a new market or expand existing trade networks.
- Meet key industry contacts and high-level government officials in each city to build personal and professional relationships that are critical to succeeding in China.

For more information or to register, call 1-800-268-9684 ext. 249

[www.pbb.com/china/mission2004/](http://www.pbb.com/china/mission2004/)

## Cost-effective business travel

- 15-day, 6-city tour of the country is the most cost-effective way of traveling to China on business.
- Cost savings on deluxe travel, accommodations, meals, entertainment, International airfare, domestic inter-city travel and executive coach transportation in each city.

## Proven leadership

- CME/PBB have a proven track record, partnering to lead four previous successful Trade Missions to China.
- Past Participants have made valuable business contacts, initiated new agreements and joint ventures.

*"The Trade Mission really helped to ease the burden of entering the Chinese market and I would be confident and enthusiastic in participating in future PBB Trade Missions."*

Isabel Alexander, President, Phancorp Inc. (2002 Mission Participant)

*"Manufacturers have their hands full remaining current, improving what they do, and driving waste out of their operations to achieve competitive pricing levels. By providing opportunities for manufacturers to see the world first-hand, this format also provides the opportunity for each to safely test and exchange reactions to the new ideas among fellow travelers. And that's gold. It's truly Canadians helping Canadians learn from the world."*

David Hogg, President, High Performance Manufacturing Consortium (2003 Innovation Insight Program Participant)

**As an expression of interest or to secure your place on the Mission, please complete this form and fax to 905-568-8155. A deposit fee will be required to secure your seat, which will be applied towards your total Mission fee.**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Full Address: \_\_\_\_\_  
\_\_\_\_\_

Tel.: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

For further Mission details and costs, please call 1-800-268-9684 ext. 249.

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