

Workshop Agenda

- 8:00 – 8:30 Registration: BCIT Downtown Campus—Atrium Room 825
Refreshments & Muffins, Cookies
- 8:30 – 8:40 **Welcome & Confucius Institute Introduction**
Jim Reichert, Vice President Research & International, BCIT
Council Member, Confucius Institute Headquarter
- 8:40 – 8:55 **BC Canada Pavilion, Beijing 2008 Introduction**
Michael Nicholas, Manager - Beijing Business Program
BC Olympic Games Secretariat
- 8:55 – 9:25 **Developing a China Strategy**
Yuen Pau Woo, President and Co-CEO
Asia Pacific Foundation of Canada
- 9:25 – 10:25 Part A: **Market Analysis and Developing a Strategic Plan**
Facilitator: Lawrence Gu, Dean
Confucius Institute at BCIT
- Panelists: David Fung, CEO
ACDEG Group
- Alban Lo, General Manager
Global Transaction Banking – Trade Finance
Bank of Nova Scotia
- 10:25 – 10:40 Coffee Break *****
- 10:40 – 12:00 Part B: **Market Entry and Building Local Knowledge**
Facilitator: Yuen Pau Woo, President and Co-CEO
Asia Pacific Foundation of Canada
- Panelists: Harry Sutherland, Producer
Long Tale Productions
- John Gruetzner, Executive Vice President
Intercedent International, Beijing
- 12:00 – 13:30 **Luncheon**
- 12:15 – 12:20 Michael Nicholas, Manager - Beijing Business Program
BC Olympic Games Secretariat
- 12:20 – 13:10 **Luncheon Keynote Speech**
John Gruetzner, Executive Vice President
Intercedent International, Beijing
- 13:10 – 13:30 Networking