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**CHINA BUSINESS UPDATE
Presents**

*The 8th Annual International Conference on
Doing Automotive Business in China*

China's Post-WTO Automobile Sales, Distribution and the Aftermarket

-- Challenges and Opportunities

- U** Attend a unique, workshop-style two-day conference to discuss the world's fastest growing automobile market and aftermarket
- U** Learn about latest policy issues pertaining to your business operations in post-WTO China: investment, financing, insurance, sales & distribution, etc.
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- * GMAC
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- * Launch Tech
- * Michelin
- * People's Insurance
- * Guangzhou-Honda
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Time: April 23-25, 2003

Venue: Four Seasons Hotel, Shanghai

*Plus: Executive Tour on April 25 of Local OE & Supplier Manufacturers
Training: Collision, Insurance Claims and Parts Supply in the US & China*

During

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Find out about attendee evaluations of our first seven conferences held in Detroit, Beijing, Shanghai and Frankfurt!

China's Post-WTO Automobile Sales, Distribution and the Aftermarket

Wednesday-Thursday, April 23-25, 2003, Four Seasons Hotel Shanghai

DAY ONE: WEDNESDAY, APRIL 23, 2003

07:30 **Breakfast & Registration**

08:20 **Chairman's Opening Remarks**

08:30 **PANEL I.**
POLICIES AND REGULATIONS PERTAINING TO CHINA'S AUTOMOTIVE SERVICE TRADES

Wayne W.J. Xing, Ph.D., Editor/Publisher
 China Business Update

Zhang Zhiyong, Director, Foreign Investment
 Taxation, State Administration of Taxation

Wang Qingjiang, Director, Trade Development,
 Shanghai Foreign Economic & Trade Commission

09:45 **Questions & Answers**

10:15 **Refreshment Break**

10:30 **PANEL II.**
MODES OF SALES & DISTRIBUTION AND THE CHALLENGE OF AFTERSALES SERVICE (I)

Zeng Jialin, Director, Sales & Marketing Strategy
 Shanghai-Volkswagen Automobile Sales Corp.

Bernard Delmas, President
 Nihon Michelin Tire Co./Michelin Research Asia

Zhang Baolin, President
 Chang'an Automobile Sales Corp.

11:45 **Questions & Answers**

12:15 **Luncheon for Delegates and Speakers Sponsored by Valeo**

13:30 **PANEL III.**
CHINA'S AUTO PARTS MARKET AND SERVICE PARTS OPERATIONS

Luo Jinling, President
 Oriental Automotive Magazines Agency Co., Ltd.

Klaus Thunig, General Manager
 Bosch Trading (Shanghai) Co., Ltd.

Lear Li, Manager, Sales & Marketing
 Shanghai Delphi International Battery Co., Ltd.

14:45 **Questions & Answers**

15:15 **Refreshment Break**

15:30

PANEL IV.

COUNTERFEITS AND THE PROTECTION OF INTELLECTUAL PROPERTY RIGHTS

Qian Zhongqiu, Director, Shanghai Bureau of Quality & Technology Supervision and Inspection

Andrew Bonnell, Director, AC Delco China

Xing Dongsheng, Director, Dept. of Trade Mark
 Shanghai Bureau of Industry and Commerce

Bill Thompson, Sr. Managing Director
 Pinkerton China & IP Services, Greater China

16:45

Questions & Answers

17:15

End of Day One

18:00-20:00

Cocktail Reception

DAY TWO: THURSDAY, APRIL 24, 2003

07:30

Breakfast & Registration

08:20

Chairman's Recap of Day One

08:30

PANEL V.

MODES OF SALES & DISTRIBUTION AND THE CHALLENGE OF AFTERSALES SERVICE (II)

Li Chunrong, Vice President
 Dongfeng Yueda-Kia Automobile Co., Ltd.

Jiang Ping, Vice President
 Guangzhou-Honda Automobile Co., Ltd.

Zhao Zengjun, Director of Sales & Marketing
 Audi China

09:45

Questions & Answers

10:15

Refreshment Break

10:30

PANEL VI.

THE MAINTENANCE, REPAIR AND GARAGE EQUIPMENT MARKET: SIZE AND POTENTIAL

Kang Wenzhong, President, China Automotive Maintenance and Repair Trade Association

Clarence Grosdidier, President, AutoPro

Tian Guohua, Secretary General
 China Auto Maintenance Equipment Association

Louis Liu, President
 Shenzhen Launch Tech Co., Ltd.

11:45

Questions & Answers

12:15

Luncheon for Sponsored by Michelin

China's Post-WTO Automobile Sales, Distribution and the Aftermarket

Wednesday-Thursday April 23-25, 2003 Four Seasons Hotel Shanghai

13:30

PANEL VII.

AUTO FINANCING: PROSPECTS FOR BANKS AND NON-BANK FINANCIAL INSTITUTIONS

Christian Weidemann, Director, Financial Services
GM China Operations

Chen Mingzhong, Vice GM, Personal Finance,
Industrial & Commercial Bank of China, Shanghai

Wu Botao, Vice President

Beijing Yafun Automobiles Chain Store Co., Ltd.

14:45

Questions & Answers

15:15

Refreshment Break

15:30

PANEL VIII.

AUTOMOBILE INSURANCE AND COLLISION REPAIRS: STANDARDIZING THE MARKET

Fang Zhongyou, Chief Engineer, Auto Insurance
People's Insurance Company of China

Karen Fierst, President

KerenOr Consultants

16:30

Questions & Answers

17:00

End of Conference Program

Program Subject to Change Without Prior Notice

DAY THREE: FRIDAY, APRIL 25, 2003

08:00

Bus Leaves Hotel for Full-Day Executive Tour of OE and Parts Manufacturers

08:00-13:00

Training Course (separate program)
Collision, Insurance Claims and Parts Supply in the US & China
(Contact conference@cbuauto.com for details)

ABOUT THE CONFERENCE ORGANIZER

China Business Update is an information and consulting firm affiliated to Gnix Transpacific Co., Ltd., a US company incorporated in the Commonwealth of Massachusetts. In addition to three electronic newsletters, *CBU-AutoEnews* (weekly), *CBU-Auto* (weekly) and *CBU-Autostats* (monthly) distributed worldwide, **China Business Update** publishes annual reports, directories and collections of automotive policies, laws and regulations on the world's largest emerging auto market. Our latest publications include the following:

China's Automobile Industry Annual Report & Long-Term Forecast, 2002

CBU Directory of Chinese Vehicle, Motorcycle, Component and Parts Manufacturers, 2002, with CD

China's Automotive Policies, Laws and Regulations, 2002

CBU ANNUAL INTERNATIONAL CONFERENCES 1996-2002

1st Annual Conference

Negotiating & Operating an Automotive Joint Venture in China

October 17-18, 1996
Hyatt Regency Hotel
Detroit, Michigan, USA



2nd Annual Conference

Running an Automotive Venture in China

October 16-17, 1997
Hyatt Regency Hotel
Detroit, Michigan, USA



3rd Annual Conference

Automotive Sourcing in China

June 18-19, 1998
CATIC Plaza Hotel
Beijing, China



4th Annual Conference

China's Automotive Parts Industry: Challenges & Opportunities

June 17-18, 1999
Regal Int'l East Asia Hotel
Shanghai, China



5th Annual/Summit Conference

Globalization: China's Automobile Industry & the WTO

June 8-9, 2000
China World Hotel
Beijing, China



6th Annual Conference

Global Sourcing and China's Automobile Industry

December 10-11, 2001
Regal Int'l East Asia Hotel
Shanghai, China

7th Annual Conference

WTO and China's Automotive Market in the New Millennium

September 20, 2002
Marriott Hotel
Frankfurt, Germany



China's Post-WTO Automobile Sales, Distribution and the Aftermarket

Conference Speaker Profile



Bonnell, Andrew, is Director of AC Delco China. With 17 years of experience at GM in the aftermarket business, Mr. Bonnell has worked in the Middle East, Africa, Southeast Asia and China. Bonnell holds an MBA from the University of British Columbia.



Luo, Jinling, is President of Oriental Auto Magazines Agency Co., Ltd. With a BS degree, Mr. Luo worked at the Ministry of Water and Power until 1983 when he became Editor of *Automobile & Parts*, a weekly journal. He launched *AutoCar*, a monthly magazine, in 1993.



Chen, Mingzhong, is Deputy General Manager of Personal Finance of the Industrial and Commercial Bank of China, Shanghai Branch. He is also Director of ICBC Shanghai Branch's Consumer Loan Center. Chen holds an MBA from Hong Kong University.



Qian, Zhongqiu, is Director General of the Shanghai Municipal Bureau of Quality and Technical Supervision. The Bureau is in charge of fighting counterfeit products.



Delmas, Bernard, is President of Nihon Michelin Tire Co. and Michelin Research Asia Co., Ltd. With a BA and an MBA degree, Mr. Delmas joined Michelin in 1983 and has since worked in senior executive positions at both Michelin headquarters and affiliates.



Thompson, Bill, is Sr. Managing Director, Pinkertan China. Since 1984 Mr. Thompson has been heading the company's businesses in Korea, Japan, Taiwan, China and Hong Kong. Thompson is a graduate of Cornell University.



Fang, Zhongyou, is Chief Engineer of Automobile Insurance, People's Insurance Co. of China (PICC). With a BS in Ocean Navigation, Mr. Fang worked for six years at the Seamen's Union before moving into the insurance industry in 1995.



Thunig, Klaus, Ph.D. is General Manager of Bosch Trading (Shanghai) Co., Ltd.



Fierst, Karen, is President, KerenOr Consultants. Until 1998, Ms. Fierst was with the US Certified Automotive Parts Association. She is now an advisor to the Taiwan Auto Body Parts Association. Fierst has a BS in Consumer Studies.



Tian, Guohua, is Secretary General of China Auto Maintenance Equipment Industry Association. With a BA degree, Tian spent his entire career at the Ministry of Communications in areas of auto maintenance, test, diagnosis technology and equipment.



Grosdidier, Clarence, is MD and founder of AutoPro, an independent service company in China. Earlier, Mr. Grosdidier was MD of Michelin China Car & Light Truck Tire Business Unit from 1993 to 1999. He has a BA in economics and an MA in International Trade.



Wang, Qingjiang, is Director of Trade Development, Shanghai Foreign Economic & Trade Commission. With a BA degree in Engineering, Mr. Wang has worked in numerous teaching and research positions in the textiles, electronics and automation industries.



Jiang, Ping, is Vice President of Guangzhou-Honda. With a BS and MS degree in Engineering, Mr. Jiang entered Guangzhou-Peugeot in 1986. He became president of Guangzhou Auto Industry's Parts Corp. in 1996 before taking up the current position in 2001.



Weidemann, Christian, is Director of Financial Services, GM China. Mr. Weidemann joined GMAC in 1990. He was working in several positions in Poland and the UK before being relocated to China late last year. Weidemann holds an MA in Economics.



Kang, Wenzhong, is Director of China Automobile Maintenance and Repair Association. With a BA in Transportation Engineering, Kang spent his working career at the Ministry of Communications responsible for research, vehicle transportation and manufacture.



Wu, Botao, is Vice President of Beijing Yafun Automobiles Chain Store Co., Ltd. Mr. Wu graduated in 1991 with a BA degree in transportation engineering. After working as government administrator for five years, Wu entered Yafun in 1996.



Li, Chunrong, is Vice President of Marketing at Dongfeng Yueda-Kia Automobile Co., Ltd. Prior to his current position, Mr. Li worked as Director of Quality Control and Planning in the Purchasing Dept. of Dongfeng Motor Corp. as well as secretary to the president.



Xing, Dongsheng, is Director of the Department of Trade Mark, Shanghai Bureau of Industry and Commerce.



Li, Lear, is Sales & Marketing Manager of Shanghai Delphi International Battery Co., Ltd. Mr. Li joined SDIBC after working for Johnson Controls (Shanghai) as area sales manager. Li holds an MA degree in Philosophy.



Zhang, Baolin, is Vice President of Chang'an Auto Group. A veteran with Chang'an, Zhang worked as general managers of the Group's two affiliated companies before taking up the current position in charge of sales & marketing at China's leading mini-vehicle manufacturer.



Liu, Louis, is co-founder of Shenzhen Launch Tech Co., Ltd., a public listed company in Hong Kong. Mr. Liu is chairman of the board in charge of strategic planning and management, business development, strategic alliance and the building of a global sales and marketing network.



Zhang, Zhiyong, is Director, Department of Foreign Investment Taxation under the State Administration of Taxation. A graduate of Beijing University of Foreign Languages, Mr. Zhang has worked over the past 18 years on policy and administration of foreign related taxes.

Zhao, Zengjun, is Director of Sales and Marketing, Audi China.

Benefits for Attending This High-Level Conference



Dear Automotive Executive:

China Business Update is proud to present to you our 8th annual international conference, *China's Post-WTO Automobile Sales, Distribution and the Aftermarket*, to be held in Shanghai on April 23-24, 2003 during the year's largest auto and supplier trade show, **Auto Shanghai 2003** (April 21-27, 2003)

As always, our annual conference offers a rare opportunity for you to meet with leading automotive executives and discuss with them how to do business in the world's largest emerging auto market. As an attendee, you are guaranteed to receiving the following benefits:

- * Experience a unique, workshop-style two-day conference on automobile sales, distribution and aftermarket service in China;
- * Learn about latest policies/regulations in post-WTO China as the country enters into its 10th Five-Year Plan for development;
- * Enjoy insightful presentations of case studies of both vehicle and component joint ventures in China;
- * Find out perspectives from both sides of joint-ventures on issues of new product development, quality control and IPRs;
- * Meet with top Chinese executives who are most experienced in working with foreign partners;
- * Meet with expatriate executives who are veterans in the Chinese OE and aftermarket;
- * Learn about China's service parts, auto financing, insurance, maintenance and garage equipment, fuel and additives market;
- * Receive conference documentation which includes handbook materials on doing auto business in China, a value of \$595;
- * 50% discount on our latest edition of the *Directory of Chinese Vehicle, Motorcycle, Component & Parts Manufacturers*.

If you feel you have not been rewarded with the above at the end of the conference, **CBU** guarantees a 100% refund of your conference fees. As Conference Chair, I urge you to consider attending this high-level event.

Wayne W.J. Xing, Ph.D., Conference Chair

Attendee Evaluations of CBU's Previous Seven International Conferences Held in Detroit, Beijing, Shanghai and Frankfurt:

"I have been to many conferences on China. This one is the best." -- **Dana Corp.** *"Extremely satisfied!"* -- **Paccar International**
"Your conference consistently draws top Chinese automotive executives, a real gem among China conferences." -- **Delphi Automotive Systems**
"This is a fabulous, intensive and in-depth overview of joint venturing in China. Excellent organization!" -- **Michigan State Job Commission**
"Excellent! One of the best I have attended in any industry." -- **Trust Company of the West** *"It was worth the trip!"* -- **KS Kolben Schmidt GmbH**

FOUR EASY WAYS TO REGISTER

F FAX: (413) 253-2775, **G CALL:** (413) 253-5477

Email: confusa@cbuauto.com, conference@cbuauto.com

MAIL: P.O. Box 1368, Amherst, MA 01004-1368, USA, *or*
1G Guomen Bldg., 1 Zuoqiazhuang, Beijing 100028, China

Fax (010) 8451 2512, **Tel.** (010) 8451 2511

CONFERENCE FEES

Conference Only US\$1,195.00
Conference Plus Executive Tour US\$1,395.00
Training Course (April 25, separate program) .. US\$300.00
Early-bird Discount: \$100 off if paid by March 21, 2003
Group Rates: \$100 off for the 3rd and subsequent participants
CBU-Auto/-Autostats subscribers \$200 off, **MEMA** members: \$100 off
Conference fees cover the attendance of the conference, conference documentation, breakfast, luncheon, coffee/soda breaks and cocktail reception.

Payment must be received by April 11, 2003. Major credit cards (American Express, Visa or MasterCard) acceptable. Check payable to **China Business Update** in US dollars drawn on a bank in the US.

Cancellation Policy: Should you be unable to attend, a prompt refund will be made to you upon receipt of your written notice (fax acceptable) **ON or BEFORE April 4, 2003**. A \$195 non-refundable registration fee will be deducted from your payment. **NO refund will be made after April 4, 2003**. Substitutions are acceptable if requests are made **on or before April 11, 2003**.

If, for any reason, CBU decides to cancel this conference, we shall offer you a 100 % refund of the conference fees. **CBU** shall not, however, be held responsible for covering airfares, hotel or other costs incurred by registrants.

CONFERENCE HOTEL INFORMATION

Four Seasons Hotel (*Ssu Gee Gio Dien* in Chinese) is located in downtown Shanghai, close to the most popular shopping district around Nanjing and Huaihai Roads. With 439 spacious rooms and four exceptional dining choices, the Hotel offers the best of services for both business and leisure. Estimated taxi ride from the Hongqiao Airport is 25 minutes and from Pudong International Airport 50 minutes. Taxi fare is estimated at 40 or 180 *yuan* (\$6/\$25).

Address: 500 Weihai Road, Shanghai, 200041
Tel.: (86) (21) 6256-8888 **Fax:** (86) (21) 6287-1075
<http://www.fourseasons.com/shanghai>



Conference Room Rates (Single/Double):
Deluxe: \$180 Premier: \$210

Plus 15% local tax and service charge. These rates are valid two (2) days prior to and after the two-day meeting, subject to availability.

Reservation: Identify yourself as a **China Business Update** delegate when making reservation. **CBU** is happy to reserve a room for you upon receipt of your request. **Reservation cut-off date: March 25, 2003**. Thereafter, reservations will be taken on a space and rate availability basis. Reservations must be guaranteed by a credit card.

Special meal request: Please indicate on registration form.

Payment: Hotel accepts major credit cards. Conference attendees are responsible to pay for their rooms, taxes and incidental charges. All charges are to be paid by individual attendees upon check-out.

Cancellation/No Show Penalties: 7-5 days prior to arrival: ONE NIGHT CHARGE; 4 days prior to arrival: FULL STAY CHARGE.

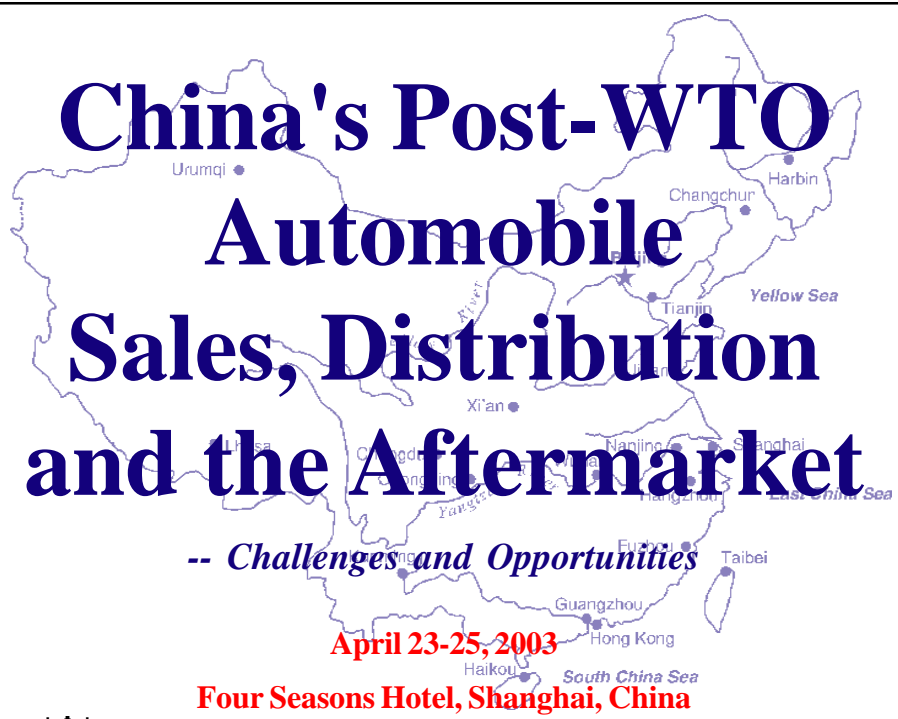
Pre-registration: Available on the evening of April 22, 2003. Check with the Hotel about pre-registration hours and location.

Remember: YOU NEED A VISA TO VISIT CHINA. *The easiest way is to get a tourist visa from the nearest Chinese embassy/consulate.*

WHO SHOULD ATTEND

- CEOs and CFOs of automotive OEMs and suppliers
- VPs, Directors, Managers for:
 - International operations
 - Asian business development
 - Global strategy planning
 - Production planning
 - Marketing and sales
 - Supply chain management
 - Corporate affairs
 - Human resources
- Corporate counsels
- Investment bankers
- Exporters and importers
- Attorneys in int'l law firms
- Government officials in charge of automotive affairs
- Academics and consultants specializing in the global automotive industry

China's Post-WTO Automobile Sales, Distribution and the Aftermarket



-- Challenges and Opportunities

April 23-25, 2003

Four Seasons Hotel, Shanghai, China



*Look inside for the many benefits
in attending this high-level event!
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Registration Form

Yes! Please register the following individual(s):
 Conference Only US\$1,195
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 Training Program (April 25, separate program) US\$300

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