

What's the Topic?

The seminar is designed for companies exploring the possibility of buying, selling, outsourcing, setting up operations or investing in China. Executives from several companies with successful operations in China will describe their experience of doing business in China. There will also be presentations from various trade agencies outlining the support available for Irish companies doing business in China.

Why China? Land of Challenges and Opportunities

China has developed one of the most powerful economies in the world. The scale of market opportunities are vast and the Peoples Republic of China presents challenges and opportunities in virtually every imaginable sector. China has progressed beyond the manufacturing center of the world, to become one of the more innovative and progressive suppliers of global products. Chinese brands are emerging and challenging Global leaders in almost every product sector.

Since accession to the World Trade Organisation, China has developed a more open economy. It is no longer just a source for cheap and cheerful components. With the government actively encouraging Foreign Direct Investment, global companies are flocking to China to take advantage of the virtually inexhaustible supply of cheap labour, competitive operating costs, modern infrastructure and high quality graduates. Many international companies are also setting up Research & Development laboratories and developing new products for world markets, not just Asia. China is now the engine of growth for the world economy and Irish companies must rise to the challenge of embracing this as an opportunity, and not just perceive it as a threat.

The aim of this seminar is to share insights from people and companies who are successfully doing business in China. Our speakers will talk about how to become a part of this phenomena. Topics covered will include selling into China for Small Medium enterprises, outsourcing to China, setting up operations in China and resources available to Irish SME's. There will also be introductions to opportunities for working with non-traditional partners such as the World Bank and Educational establishments.

Company Speakers

Mr Michael O'Donovan
Managing Director
Audit Diagnostics Ltd

Audit Diagnostics is a diagnostic manufacturing company based in Cork, supplying over 90 countries world-wide. It manufactures a range of clinical chemistry diagnostic reagents together with Point of Care Analysers. It also markets a range of fully automated clinical chemistry analysers to the world market.

Audit Diagnostics first entered the Chinese market over 5 years ago to investigate the possibility of selling its products into this market place. Over the 5 year period Audit have successfully built up a network of partners in China currently supplying 16 companies with a number of products on an OEM basis and have recently signed 4 exclusive agreements for the distribution of its own branded products in the Chinese market.

In 2004 Audit Diagnostics established its own office in Beijing which will be further increased with the addition of 4 more people to provide, Sales, Marketing & Technical support to its customer base in China.

Prior to forming Audit Diagnostics in 1993, Michael worked in the Diagnostic distribution in Ireland for a period of 15 years, in Technical Support, Sales & Marketing and Management.

Mr Stuart Kelly
Vice President Sales
and Services
Mobile Tornado Ltd

Mobile Tornado develops integrated voice and data solutions that are accelerating the deployment of data services over current wireless networks and devices. The flagship IPRS™ (IP Radio Service) technology enables instantaneous two-way radio communication with unlimited international and roaming capabilities over 2.5-3G networks. An additional product, the MT Platform™, enables integrating voice into existing mobile Internet applications. During the recent Trade Mission, to China. Mobile Tornado signed a distribution agreement with Alcatel China.

Stuart Kelly is VP Sales & Alliances for Mobile Tornado since May 2004. Previously Stuart was co-founder and VP Sales & Marketing of Irish billing software company, Openet Telecom (www.openet-telecom.com). Prior to Openet, Stuart spent 9 years in the US working for several high profile software companies including Retix Corporation, ftp software, and ISR Global Telecom. Stuart is a graduate of Trinity College Dublin with a B.A. in engineering and mathematics.

Mr Frank Carroll
Managing Director
Alfrank Designs Ltd

Alfrank Designs was established in 1984 by Mr Frank Carroll and Mr Alfred Cochrane. The company designs and manufactures a wide range of contemporary furniture products for the domestic and exports markets. Alfrank have built up a strong network of stockists in the UK and maintained widespread distribution despite fierce competition from lower cost imports.

In 2001, Frank recognised that the severity of the competitive threat was not going to abate and that improving Alfrank's competitiveness was crucial for the company's survival. The company initially looked to China to outsource components. This led to building business relationships with factories in China, which allowed Alfrank to design for a wider mix of materials than its production capability in Dublin would permit and at lower cost. Over the last two year Alfrank has developed it's ability to manage a global supply chain and now employ staff in China to manage sourcing operations.

Chairman

Mr Robin O'Sullivan
Deputy Chairman
Chambers of Commerce of
Ireland

**Trade Agency &
Other Speakers**

Alan Hobbs
Enterprise Ireland
Director – China

Louise Tobin
International Education
Officer, UCC

Joe Breslin
Communications &
Consultancy Services,
Enterprise Ireland

Kraken Yu
CEO, Cornerstone
International

Donal O' Callaghan
Chairman, Ireland China
Association

Pat Ledwidge
Director of Services –
Community & Enterprise,
Cork City Council

Date, Venue

Thursday 24th March

Maryborough House Hotel,
Douglas, Cork

Who Should Attend?

Managing Directors, Sales / Marketing Managers, Export Managers, Purchasing Managers and Supply Chain Managers will all benefit from hearing experienced executives and trade experts share their experiences and views on these topics.

Registration begins at 9am. The seminar will begin at 9.30am and finish at approximately 1.30pm.

Tea / coffee and refreshments will be served during the morning. Lunch after the seminar will provide a networking opportunity.

Attendance Fee

The seminar fee is €60 per person (including lunch). Please make cheques payable to the Irish Exporters Association.

How to Register

Just complete the attached registration form and return by post, fax or email to:

Eithne Cairney

Events Manager

Irish Exporters Association

28 Merrion Square, Dublin 2

tel: + 353 - 1 - 661 2182

fax: + 353 - 1 - 661 2315

Email: ecairney@irishexporters.ie

Web: www.irishexporters.ie

Registration Form

1. Registration Details

Name _____
Title _____
Company Name _____
Address _____

Industry Sector _____
Telephone _____
Facsimile _____
Email _____

2. Other Executives attending from your company

Name _____
Title _____
Email _____

Name _____
Title _____
Email _____

3. Method of Payment

Seminar and lunch fee €60 per person

I enclose a cheque marked payable to
the **Irish Exporters Association** in the
amount of € _____

I wish to pay by credit card

Visa _____
Mastercard _____

Card Number _____
Expiry Date _____
Authorisation code (last 3 digits on back of card) _____

Name on Card _____
Signature _____

Please return this form together with payment to

Eithne Cairney

Events Manager

Irish Exporters Association

28 Merrion Square, Dublin 2

tel: + 353 1 661 2182 fax: + 353 1 661 2315

Email: ecairney@irishexporters.ie

Web: www.irishexporters.ie

4. Cancellation Policy

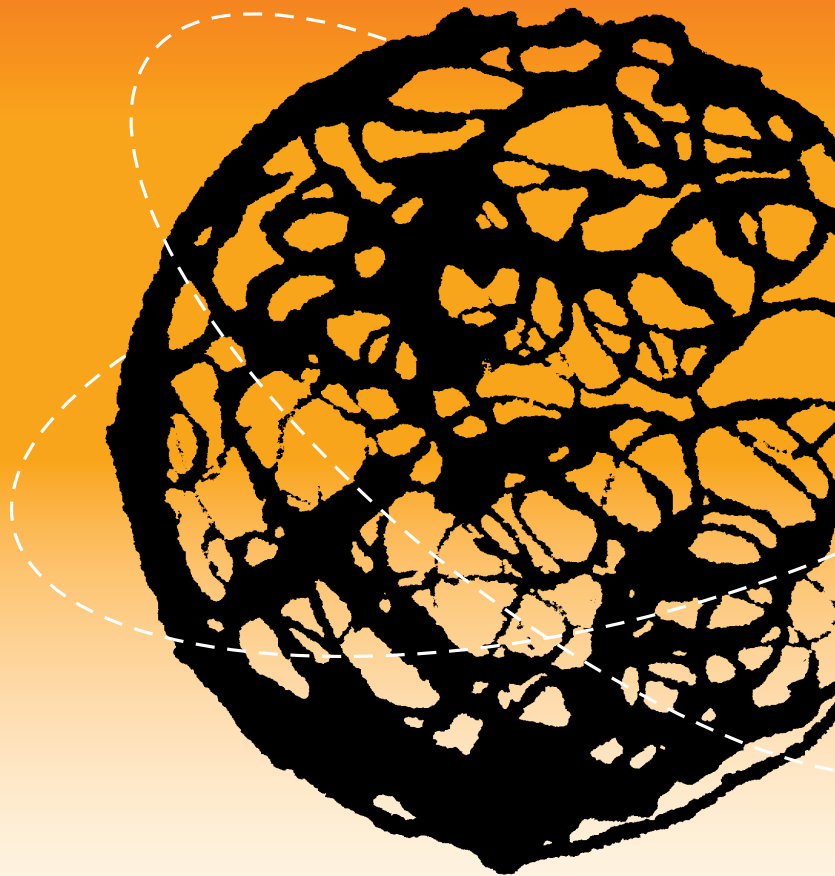
14 days prior 80% refund, 7-14 days prior 50%
refund. No refund thereafter.

Competitiveness through China – Seminar Schedule

Date, Venue	Selling in China	China Trade Supports and Linkages	Opening & Closing Addresses
<p>Thursday, March 24th 2005 Maryborough House Douglas Cork</p> <p>Registration from 9am</p> <p>Seminar Starts 9.30am</p> <p>Chairman</p> <p>Robin O'Sullivan Deputy President Chambers of Commerce of Ireland</p>	<p>Michael O'Donovan Managing Director Audit Diagnostics Ltd. www.auditdiagnostics.ie</p> <p>Stuart Kelly VP Sales & Service Mobile Tornado Ltd www.mobiletornado.com</p> <p>Sourcing in China</p> <p>Frank Carroll Managing Director Alfrank Designs Ltd www.alfrank.ie</p> <p>Coffee & Networking</p>	<p>Enterprise Ireland Supports and Target Sectors</p> <p>Alan Hobbs Enterprise Ireland Director – China</p> <p>UCC Joint Degrees & Placements</p> <p>Louise Tobin International Education Officer, UCC</p> <p>Ireland China Association</p> <p>Donal O' Callaghan Chairman, Ireland China Association</p> <p>World Bank, Funding & Opportunities</p> <p>Joe Breslin Communications & Consultancy Services, Enterprise Ireland</p> <p>IEA B2B Case Study Guangzhou</p> <p>Kraken Yu CEO , Cornerstone International Ltd</p> <p>Q & A – Discussion</p> <p>Twinning Cork with Shanghai</p> <p>Pat Ledwidge Director of Sevices – Community & Enterprise, CCC.</p>	<p>Opening Addresses</p> <p>His Excellency Ambassador Sha Hailin of The People's Republic of China to Ireland</p> <p>Closing Addresses</p> <p>Mr. Michael Ahern, T.D The Minister for Trade and Commerce</p> <p>Lunch & Networking</p>



中国



Competitiveness through China

A seminar exploring the challenges and opportunities of trading with China

Hosted by Enterprise Ireland in collaboration with:
Chambers of Commerce of Ireland • Irish Exporters Association - Asia Trade Forum • Ireland China Association

Thursday 24th March 2005, Maryborough House Hotel, Douglas, Cork