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and the American Learning Network present...

The 2013 Conference on Doing Business in China

MAY 30-31, 2013
Georgetown University
Washington, DC

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Pre-eminent experts lead an interactive learning experience that provides access to trade specialists, in-depth coverage of best practices, real-world case studies, and hands-on business strategy development for doing business in China.

Don't miss these renowned speakers:



James Bacchus
Chair, Greenberg
Traurig, and Former
World Trade
Organization
Chief Judge



Len Jui
Partner,
KPMG China

Hotel cutoff date: 4/30/2013

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A first-time interactive conference that provides in-depth insights, best practice solutions, and hands-on training for doing business in China. Don't miss it!

As China's business world continues to evolve, new frontiers of opportunity for our own industry expand every day. For U.S. companies to achieve success in this new market area, it's critical to have a keen understanding of the latest legal, regulatory, tax, accounting and cultural issues that will confront them.

The new **2013 Conference on Doing Business in China** is expressly designed to provide the most current strategic solutions, expert insights and best practices for doing business in China. This intensive and interactive 1 ½ day seminar features renowned speakers, hands-on business strategy development, access to trade specialists, and group interaction.

This is your opportunity to take a deeper look at the ins and outs of doing business there, understand the key issues, and soak up a one-of-a-kind learning experience that will help position you and your firm as experts for doing business in China.

Network with the Best and Brightest

This premiere event offers a high level, interactive experience where you get to mingle with speakers and peers already doing business in China. Share ideas, expand your expertise and grow your career network as you enhance skills and increase your value to clients.

Hot Topics

- China economic development and the accounting profession
- Cultural lessons for doing business in China
- U.S.- China trade update, recent tax and accounting changes
- Treasury systems, financing and payments strategy
- Protect and enforce your rights in China

Who Should Attend

Mid-to-senior level executives in finance, business and industry, and public accounting as well as attorneys, consultants and finance professionals who want to learn more about the practical ways of doing business in China. Those dealing with international business issues, including those practicing international tax, should also attend.



American Learning Network, LLC (ALN) is a Washington DC-based training and consulting group that brings the best of U.S.-sourced executive management solutions and education consulting services to international markets. ALN has three lines of business: ALN Corporate (americanlearningnetwork.com), ALN Scholastic, and ALN Ventures.

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Keynote Speakers



James Bacchus chairs Greenberg Traurig's Global Practice Group and is a leader in the firm's overall worldwide practice. His emphasis is on international business, including trade, investment, finance and sustainable growth. In particular, Bacchus offers legal and strategic advice to worldwide clients based on his unique experience with the many issues relating to the global World Trade Organization rules for trade and commerce.

He is a former chief judge on the highest international tribunal of world trade, a former Member of the U.S. Congress, and a former Special Assistant to the United States Trade Representative in the Executive Office of the President.

Bacchus works worldwide for the firm's clients on international business of all kinds, and is also engaged in numerous additional efforts to address shared global concerns. He is among the B20 global business leaders selected to advise the G20 heads of state on the international economy; serves on the global Commission on Trade and Investment Policy of the International Chamber of Commerce; and chairs the Global Agenda Council on Governance for Sustainability of the Davos-based World Economic Forum.



Len Jui is currently the head of Public Policy and Regulatory Affairs, and partner of Quality and Risk Management at KPMG. Len joined KPMG, LLP China as a partner in the Department of Professional Practice/Capital Market Group in October 2008 after working in the KPMG-US national office. Prior to joining KPMG, Len was an Associate Chief

Accountant in the Office of the Chief Accountant at the SEC in Washington DC where he focused in areas of international accounting and auditing standards and international audit regulation.

Len is an Asian Representative of Global Public Policy Committee, which focuses on public policy issues for the six global accounting networks. He also served as China's Technical Advisor to the International Auditing and Assurance Board.

At the SEC, Len served as the U.S. representative on several working committees of the International Organization of Securities Commission, and worked closely with securities regulators around the world, including the Australian Investment and Securities Commission, China Securities Regulatory Commission, Hong Kong Securities and Futures Commission, Japan Financial Services Authority, and the European Commission. While at IOSCO, Len served as its observer on the International Forum of Independent Audit Regulators. He also worked closely with the staff of IAASB and PCAOB on audit standards and was a member of the IAASB Consultative Advisory Group.

Washington, DC



The extraordinary Georgetown Hotel & Conference Center offers a secluded, distraction-free environment in the heart of the city's Georgetown district. Just minutes from popular DC attractions, monuments, museums and the Smithsonian, it offers excellent accommodations and relaxing dining experiences after a busy day of sessions.

Conference Agenda

**FIELDS
OF STUDY**

**A-ACCOUNTING
T-TAX**

**AU-AUDITING
SKA-SPECIALIZED KNOWLEDGE AND APPLICATION**

F-FINANCE

Topics and speakers are subject to change

THURSDAY, MAY 30 / MAIN CONFERENCE / DAY ONE

7:30 am - 8:00 am
8:00 am - 8:15 am

Registration & Continental Breakfast Welcome and Seminar Overview

Gordon Cherry, Senior Manager, International Relations, AICPA, New York, NY
Henry Tam, CEO, American Learning Network, Washington DC
Thomas Louthan, Vice President, American Learning Network, Washington, DC

8:15 am - 9:15 am

1 China Economic Development and the Accounting Profession A, AU

Len Jui, Partner, Quality Control and Risk Management, KPMG, LLP, Beijing, China
Jessie Wong, CPA, Ph.D., Director, Public Policy and Regulatory Affairs, Quality and Risk Management, KPMG, LLP, Beijing, China

Len Jui and Jessie Wong will:

- Discuss China's economic development – past, present and future
- Look at China's trade, global economic influence, domestic consumption and foreign investments
- Teach keys to succeeding in china, success stories and future outlook
- Give an overview of China's accounting profession
- Share China's accounting regulatory and standard-setting framework, audit licensing requirements and audit policies

9:15 am - 10:30 am

2 Navigating International Expansion in China SKA

Sally Shanks, CPA, Vice President, Controller, Merkle Inc., Columbia, MD
Brian O'Grady, International Finance Manager, Merkle Inc., Columbia, MD
Navigating the operational expansion pressures and technical requirements of doing business in China are unique and can be challenging. Come hear a case study of how Merkle Inc. has successfully balanced risks and opportunities in its global expansion.

10:30 am - 11:00 am
11:00 am - 12:00 pm

Networking Break

3 Investing in China, Part I: What to Expect SKA

Michael Burke, Partner, Arnall Golden Gregory, Washington, DC
Jing Vivatrat, COO, American Learning Network, Washington, DC
Learn about the best practices for a global growth strategy that includes a significant presence in China. Speakers will provide insights on the risks and benefits of entering the Chinese market, conducting market research and due diligence, building business alliances, navigating valuation issues, finding the right China structure for your operations, and minimizing the risks to your global operations related to doing business in China.

12:00 pm - 12:55 pm
1:00 pm - 2:00 pm

Lunch

4 Keynote: Can China Revive America's Economy? SKA

James Bacchus, Chair, Greenberg Traurig Global Practice Group and Former World Trade Organization Chief Judge, Orlando, FL
James Bacchus will focus in his remarks on the mutual need in China and the United States for a constructive and cooperative commercial relationship between the two countries. He will address barriers to foreign trade and foreign investment in both countries, and explain how current and contemplated international rules can assist each country in securing market access for trade and investment in the other. As the former chief judge for the World Trade Organization, he will, in particular, discuss how WTO rules and WTO dispute settlement can be helpful in building a mutually beneficial bilateral relationship between China and the United States.

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2:10 pm - 3:40 pm

5 Cultural Lessons SKA

Moderator: Henry Tam, CEO, American Learning Network, Washington, D.C.

Panel: Len Jui, Partner, Quality Control and Risk Management, KPMG, LLP, Beijing, China

Jessie Wong, CPA, Ph.D., Director, Public Policy and Regulatory Affairs, Quality and Risk Management, KPMG, LLP, Beijing, China

Chris Cooper, Partner, Americas Leader of the Deloitte Chinese Services Group, Deloitte & Touche LLP, San Jose, CA

Part I: Business Etiquette & Negotiating in China

This session will address the nuances of Chinese business relationships, the nature of "guanxi," and the interpretation, meaning behind actions (or inaction) in a business setting.

Part II: China's Changing Demographics: The New Middle Class Consumer

This session will address China's growth drivers, demographic shift and improving wealth distribution for China's emerging middle class, services sector growth and consumer credit.

Networking Break

3:40 pm - 4:00 pm

4:00 pm - 5:00 pm

6 Protect and Enforce Your Rights in China SKA

Moderator: Jody Haller Drake, Partner, Sughrue Mion, PLLC, Washington, DC

Panel: Poh Chua, Chief Legal Counsel, Zhejiang Geely Holding Group Co., Ltd., Hangzhou, China

Eric Fingerhut, Member, Trademark Practice Group Leader, Dykema Gossett, PLLC, Washington, DC

This panel will share best practices for protecting your brands and other intellectual property in China, specifically focusing on:

- Selecting good names for the Chinese market
- Trademark registration and Customs recordation tactics
- Policing and enforcing against infringements/understanding the Chinese court system
- Best practices for battling counterfeiting
- Eastern/Western culture gap and its influence on IP protection

Networking Reception

5:30 pm - 6:30 pm

FRIDAY, MAY 31 / MAIN CONFERENCE/ DAY TWO

7:30 am - 8:30 am

8:30 am - 9:30 am

Registration & Continental Breakfast

7 Treasury Systems, Financing & Payments Strategy A, F

Steve Pastrick, Director, Public Policy and Advocacy, SIFMA, Washington, DC

Brad Hardy, Senior Vice President, Global Banking, Wells Fargo, New York, NY

This interactive panel will cover:

- Cash and liquidity management in China
- Structuring a cash management system in China
- Best practices and other strategies for managing international treasury operations
- Challenges of operating in China and management of foreign exchange exposure
- Structuring your financial management function: controls, cash management, accounting and financial reporting, compliance

9:30 am - 10:30 am

8 U.S. - China Trade Update SKA

Moderator: Clifford Gibbons, President, Gibbons & Company, Washington, DC
Panel: Craig Allen, Deputy Assistant Secretary for Asia, U.S. Department of Commerce, International Trade Administration, Washington, DC
David Kornbluth, American Learning Network, Washington, DC

This panel will provide an overview of U.S. resources and programs designed to help your client or company operate in China. Highlights include:

- Describing the various types of support that U.S. government entities based in China can offer American businesses in areas of government relations, product promotions, market research and trade tours
- Identifying the major government entities in China that interact with foreign businesses, and the process by which issues may be raised, addressed and resolved
- Developing a "China strategy" that will put American businesses in a proactive and competitive position for the future

10:30 am - 10:45 am

10:45 am - 12:00 pm

Networking Break

9 Investing in China, Part II: Recent Tax and Accounting Changes A, T

Moderator: Michael Burke, Partner, Arnall Golden Gregory, Washington, DC
Panel: Sandy Chu, Partner, National Leader, China Business Group, Grant Thornton, New York, NY

Alan Granwell, Partner, DLA Piper US LLP, Washington, DC

This session will examine recent tax and accounting changes in China and how they affect foreign investment and cross-border transactions. Also discussed will be how to "translate" books and records kept under IFRS as applicable in China into U.S. GAAP (and vice versa).

12:00 pm

Conference Adjourns

Conference Staff

ALN

Thomas Louthan, Vice President, American Learning Network, Washington, DC

Henry Tam, CEO, American Learning Network, Washington, DC

AICPA

Gordon Cherry, Senior Manager, International Relations, Global Alliances, New York, NY

Keri Cross, Planner, Meetings & Conferences-Operations, Durham, NC

Kiera Speed, Project Manager, Meetings & Conferences – Program Development, Durham, NC

Additional Resource: Workshop on Export Tax Benefits – Webcast Series

Jointly developed by the AICPA and Export Assist, Inc., this Webcast Series shows how export tax benefits can increase bottom line profitability, reduce costs and generate low-cost working capital. Learn about the Interest Charge Domestic International Sales Corporation (IC-DISC) and how to successfully navigate the complexities of the IC-DISC regulations in order to capitalize on its dividend and deferral opportunities. Plus, experts will discuss how the new tax legislation affects the treatment of these IC-DISC dividends.

AICPA/Export Assist Inc. Workshop on Export Tax Benefits – Session 1 / Tuesday, May 14, 2 pm - 4 pm

Joseph G. Englert, Export Assist, Inc., San Francisco, CA, Neal J. Block, Baker & McKenzie LLP, Chicago, IL, David Wain, WTP Advisors, Minneapolis, MN

AICPA/Export Assist Inc. Workshop on Export Tax Benefits – Session 2 / Tuesday, May 21, 2 pm - 4 pm

Joseph G. Englert, Export Assist, Inc., San Francisco, CA, Neal J. Block, Baker & McKenzie LLP, Chicago, IL, David Wain, WTP Advisors, Minneapolis, MN

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RECOMMENDED CPE CREDIT 12

This conference was prepared in accordance with the Joint AICPA/NASBA Statement on Standards for Continuing Professional Education (CPE) Programs effective on January 1, 2002. The recommended CPE Credits are in accordance with these standards; however, your individual state board is the final authority on the acceptance of programs for CPE credit.

CONFERENCE FEE

Registration fees are determined by current membership status in the AICPA. Please indicate member number on the registration form to obtain the correct discount. Conference fee includes all sessions, conference materials, continental breakfasts, refreshment breaks, luncheons and a reception.

GROUP REGISTRATION

Registration for 2 or more individuals at the same time may qualify for group discounts; additional savings may be available for groups of 10 or more. For more information please call the AICPA Service Center at 888.777.7077 (9AM-6PM ET). **Program Code: DBC13**

DRESS CODE Business Casual

CANCELLATION POLICY

You may cancel without penalty if written cancellation requests are received by April 15, 2013. Due to financial obligations incurred by the AICPA, a credit voucher less 50% of the registration fee will be issued for written requests received by May 9, 2013. No refunds or credits will be issued on cancellation requests received on or after May 10, 2013. For further information, call the AICPA Service Center at **888.777.7077**.

HOTEL AND GROUND TRANSPORTATION INFORMATION

Contact the hotel directly to obtain their policy on reservations, deposits and cancellations. Rooms will be assigned on a space-available basis only. To receive our special group rates mention that you will be attending the **AICPA 2013 Conference on Doing Business in China**.

Georgetown University

Hotel Phone: 202.687.3200

Hotel & Conference Center

Hotel Reservations: 202.687.3200 or 888.902.1606

3800 Reservoir Road Northwest

Hotel Room Rate: \$159 single/double*

Washington, DC 20057

Hotel Reservation Cutoff Date: April 30, 2013

*Attendees **must** reference: AICPA Doing Business in China Conference to get group rate.

Hotel Parking: \$25 per day/parking is limited

AIRLINE INFORMATION

The AICPA has a special agreement with Maupin Travel, Inc. of North Carolina to assist you with your travel arrangements. This travel agency may be reached at 1.800.345.5540. If you prefer to make your own travel plans, be sure to mention the participating airline's reference number to take advantage of deeply discounted Zone Fares. Discounts are valid for round trip registered AICPA Meetings or Conference attendees only.

American Airlines 800.433.1790

Index #22047

Delta Airlines

800.328.1111

Refer to Meeting ID #NMF8G

*Zone Fares do not require a Saturday night stay over. These fares are available on all flights but are inventory controlled.

Some restrictions may apply.

For up-to-date airline information regarding special travel discounts, please visit cpa2biz.com/conferences.

Due to recent airline industry fare restructuring, the AICPA cannot guarantee that group travel agreements will be in effect at the time you are making your travel arrangements. Please contact the airline and/or your travel agency for the latest applicable discounts and arrangements.

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Hertz Car Rental – AICPA Member Discounts: Call 800.654.2240. Ref. Code CV#021H0020. Airline and car rental discounts are available only when you or your travel agent book through the 800 number. We strongly advise you to confirm your conference registration and hotel reservation prior to making your travel plans.

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Don't miss the opportunity to present and sell your organization's services and products to thousands of CPAs and financial professionals at AICPA conferences. For detailed information on conference exhibit and sponsorship opportunities, please send your email to exhibit@aicpa.org.

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The 2013 Conference on Doing Business in China

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 Yes No (if yes, you will be contacted)

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\$1,100

\$1,475

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MAY 30-31 - WASHINGTON DC (DBC13)

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Regular Registration

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