



Kellogg
School of Management

GREATER CHINA BUSINESS CONFERENCE

from
the world's
FACTORY

to
the world's
INNOVATORS



2009 Conference Speakers

KEYNOTE SPEAKERS



Sara Yang Bosco

President
Emerson Electric Asia-Pacific

Sara Yang Bosco is president of Emerson Electric Asia-Pacific. Yang Bosco reports to Edward L. Monser, chief operating officer of Emerson, and is responsible for Emerson's corporate activities in the Asia-Pacific region.

Yang Bosco joined Emerson as general counsel, Asia-Pacific in 2005, where she was responsible for overseeing the company's legal affairs in the Asia-Pacific region, as well as providing legal counsel to divisions on corporate and commercial matters.

Prior to joining Emerson, Yang Bosco had a long history of supporting Emerson as external legal counsel, in her capacity as a partner with the Hong Kong offices of Baker & McKenzie and Perkins Coie respectively. Admitted to practice law in New York, Yang Bosco has practiced law in New York and Taipei.

Named as one of Asia's leading business lawyers practicing in China and in M&A in AsiaLaw's leading lawyers surveys since 2001 for four consecutive years, Yang Bosco brings over 20 years of legal experience, with a focus on mergers and acquisitions, cross-border investment, and joint ventures, particularly with respect to the PRC. A mid-westerer of Chinese descent, Yang Bosco is fluent in English, speaks and writes Mandarin Chinese.

Yang Bosco holds a bachelor of arts from the University of Notre Dame and a juris doctorate from Indiana University, Bloomington. She is a member of the New York State Bar Association. Based in Hong Kong, Yang Bosco is married with two children.



Michael Barbalas

President
American Chamber of Commerce – China

Michael Barbalas is the President of the American Chamber of Commerce in China with over 1,200 member companies and 2,700 individual members. He previously served on the board of the American Chamber of Commerce in Shanghai and was Vice Chairman in 2005.

Prior to joining AmCham, he was Managing Director, Andrew Telecommunications (China) Co. Ltd., from 1997 to 2006. Under his leadership

the company grew to be the largest and a leading manufacturing and R&D site for Andrew Corporation globally. He previously worked in management positions in Tianjin, China for Management Technologies International, and in Hong Kong for Friends of China Foundation. He holds a B.S degree in Chemistry from Rose-Hulman Institute of Technology and earned his Ph.D. in Chemistry from Cornell University. Michael reads and speaks Chinese.

Michael is a frequent speaker on operational excellence, leadership development and foreign investment in China. He has been interviewed on programs by China's Central TV. He currently also serves on the board of Soochow University. From 2001 – 2003 he chaired the Shanghai Manufacturers Business Council with executives of over 140 US manufacturers. He has a keen interest in cross-cultural aspects of management and leadership development.



PANEL ONE: MARKETING: THE INS AND OUTS OF CHINA

Rapid economic growth is bringing a wide variety of goods within reach of a growing number of consumers. As China's economy grows, building a successful business in China becomes a priority for many multinationals. These companies must begin to focus their marketing efforts to Chinese consumers and customers in innovative ways. Likewise, the Chinese companies that are entering the world stage must learn to market outside of China. This panel will explore best practices on marketing to China's consumers and customers, the "localization" of marketing strategies, and building Chinese brands globally.

MODERATOR



Angela Y. Lee

Mechthild Esser Nemmers Professor of Marketing
Kellogg School of Management, Northwestern University

Angela Y. Lee joined the marketing faculty at the Kellogg School in 1995 and was named Mechthild Esser Nemmers Professor of Marketing in 2007.

Professor Lee is a consumer psychologist. Her expertise is in consumer learning, emotions and goals. Her research focuses on consumer motivation and affect, cross-cultural consumer psychology, and nonconscious influences of memory on judgment and choice. Her publications appear in both marketing and psychology journals and she is the co-editor of *Kellogg on China* (Northwestern University Press, 2004). She was the recipient of the 2006 Stanley Reiter Best Paper Award for her research on self-regulation and persuasion, and the 2002 Otto Klineberg Award for the best paper on international and intercultural relations. She currently serves on the editorial boards of the *Journal of Consumer Research* (Associate Editor), *Journal of Marketing Research*, *Journal of Consumer Psychology*, and the *International Journal of Internet Marketing and Advertising*.

At the Kellogg School, she teaches Marketing Research in the MBA program, and has served as the faculty advisor of the Global Initiatives in Management class for China, Japan and South Africa. She also teaches a doctoral seminar in Consumer Behavior.

Professor Lee is a native of Hong Kong where she worked as a fund raising consultant for nonprofit organizations before entering academia. She received her BBA in Marketing and Travel Industry Management from the University of Hawaii, an MPhil in Economics from the University of Hong Kong, and a PhD in Marketing from the University of Toronto.

PANELISTS



Donald H. Bullock (KSM '93)

Vice President and General Manager – General Products Division
Eaton Corporation

Donald H. Bullock Jr. is Vice President and General Manager of Eaton Corporation's General Products Division. Eaton is a global \$12.4 billion diversified industrial manufacturer. Prior to this role, Don was the Corporate Vice President of Asia Pacific for Eaton Corporation from 2003 to 2006. Previously, he was Eaton's Vice President of Information Technology and Chief Information Officer. He served in the position of CIO from 2000 through 2002. During this period, he was also responsible for E-business initiatives across Eaton.



Don joined Eaton as a Director of Finance in 1998. Prior to joining the company, he spent six years with CSC Index, a general management consulting firm. He has also held manufacturing and marketing management positions with Procter & Gamble, Henkle KGaA and Vulcan Materials Company.

Bullock has a bachelor's degree in chemical engineering from Auburn University and a master's in business administration from the Kellogg School at Northwestern University. He also currently serves as a Board Member for the Centers for Families and Children in Cleveland, Ohio.



David Chen (KSM '03)

Director of Marketing, MedSphere Corporation

Mr. Chen is currently the director of marketing at MedSphere Corporation. He was mostly the acting CFO of Shanghai Sunway Biotech Corporation. At Sunway, David was in charge of overall company strategy development, venture finance and business development. Prior to that, David had over 10 years of experience with international pharmaceutical companies such as Bayer Biotechnology and Eli Lilly and Company. He is experienced in pharmaceutical R&D, strategic planning, payer marketing, business development and biotech finance. Mr. Chen received his MBA from the Kellogg School of Management in Northwestern University. He also has his Master of Sciences from Rutgers University.



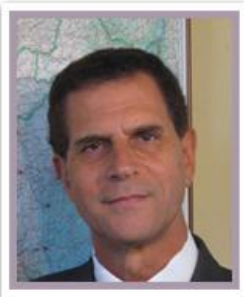
David Nealis

President, Blue Bridge Inc.

David Courtland Nealis is the President of Blue Bridge Inc., an International Business Consultancy with a focus on China.

Mr. Nealis has been a Public Speaker on "How to Optimize US Companies Operations in China." Xinhua News has quoted him on Chinese Strategy and he has been a guest speaker on Hawaii Public Radio regarding Chinese business & technology issues.

With more than 17 years experience in Asia and the USA; Mr. Nealis served as the Commercial Representative of Trade and Investment Development for the City of Xian, a product buyer for a USA based Dot Com company, and the marketing director for a Hong Kong based electronics manufacture.



Gary Wolfson

Managing Director, GEP Capital Group, Inc.

Gary Wolfson is the Director of GEP Capital Group, LLC, a private investment firm focusing on private Chinese companies that qualify for listing on US stock exchanges and is headquartered in Beijing.

From 2002-2007, Wolfson was the Chairman & CEO of Genesis Technology Group, a Shanghai-based financial advisory firm that merged with a Shandong Province



pharmaceutical enterprise on October 1, 2007. The company now operates as Genesis Pharmaceuticals.

Wolfson was also the past President of China operations for a US public company, which manufactured bio-metric readers in Chengdu, Sichuan Province. He was responsible for factory operations with 3,000 employees and a distribution network in China, the U.S., and Southeast Asia.

Wolfson was the founder of Pacific Rim Consultants, a Sino-Western consultancy, which represented Fortune 500 and similar companies in China. Amongst PRC clients were Hewlett-Packard, China International Travel Service, Goodyear, Carlson Hospitality, Motorola China, Nanjing Valley, Kansas City Power & Light, Eaton, Pepsico, Wal-Mart, Walt Disney Foundation and others.

PANEL TWO: CHINA'S FINANCE & INVESTMENT ENVIRONMENT: A NEW ERA

As the investment market in China is becoming more open to diversified investment instruments, speakers from the financial industries will discuss the impact of new legislations, investment trends, new instruments and the impact of post-Olympics nationalism. This panel will discuss the next wave in Chinese capital markets, the timeline and impact of gradually allowing foreign control in China's banking industry, as well as whether Shanghai is primed to take over Hong Kong's position as the financial capital of Asia.

MODERATOR



Wan Wongsunwai

Assistant Professor of Accounting Information & Management
Kellogg School of Management, Northwestern University

Wan Wongsunwai is an Assistant Professor in the Accounting Information and Management department. His research interests include financial reporting quality, corporate governance, entrepreneurship and private equity. Wan received his Doctor of Business Administration degree from Harvard Business School.

Prior to obtaining his doctoral degree and joining Kellogg, Wan worked as a financial analyst with ABN AMRO Bank, and he was ranked by Reuters as one of the Top 10 analysts in Hong Kong and China covering software and information technology. Prior to that, he was a senior manager with PricewaterhouseCoopers in Hong Kong, where he had responsibility for professional staff recruitment, training, deployment, and promotion, and where he also managed his own portfolio of audit and due diligence clients.

PANELISTS



Peter Guang Chen

CPA, Attorney
Partner, Deloitte Tax LLP
International Tax Group | China Services Group | Head, China Tax Desk,
Eastern USA

Peter is a Partner in the International Tax Group in the NYC office of Deloitte Tax LLP and heads the China Tax Desk in New York. Peter is experienced in advising multinational corporations on their inbound and outbound transactions. In particular Peter specializes in companies with operations in China on various China and US



tax, regulatory and business issues, assisting in the structuring of mergers, acquisitions and the reorganizations of multinationals in the greater China region. Peter has represented companies and individuals to resolve tax disputes, controversies with tax authorities in China and the US. He directed a World Bank financed consulting contract to provide tax and transfer pricing advice and course development to the Ministry of Finance of China.

Peter received a BS in Accounting & Economics and a MBA in Taxation from New York University; Juris Doctor (JD) from Fordham University Law School; and Master of Law (LLM) in Taxation from New York University Law School. Peter is both a Certified Public Accountant and an Attorney.

Peter's professional memberships and licenses include: AICPA, NYSSCPA (New York State Society of Certified Public Accountants), ABA (American Bar Association); licensed as a CPA and Attorney in both New York and New Jersey; admitted to practice before the United States Tax Court, the United States District Courts in New York and New Jersey. Peter is the Chair of the International Tax Committee of the NY State of CPAs (NYSSCPA) for the term: June 2007 through May 2009. Peter is on the board of trustees of the New Jersey Cultural Trust for a term through Dec 2008, and the Chair of its Audit Committee, and member of the Executive and Finance Committees.

Peter writes and speaks on China tax issues and international tax issues for magazines/journals and organizations. He is the co-author of a new book on China taxation (China Taxation: Law, Practice & Planning, published by Thomson | Sweet & Maxwell Division, in December 2006, with the latest Update #5 issued and released in October 2008).



Robert Kinsella (KSM '76)

President and CEO
Kinsella Group, Inc.

Robert Kinsella founded Kinsella Group in 1988. Over the past 25 years he has developed a broad range of experience in acquisitions, sales, capital sourcing and turnaround management consulting.

Mr. Kinsella began his professional career with a Fortune 500 company, negotiating both product and company acquisitions. He has acquired, built and sold businesses for his own account, in the process gaining significant operational knowledge of the automotive component, marine component, heavy duty truck component and printing industries, as well as gaining knowledge in industrial processes involving casting, metal forming, printing, and industrial and consumer product light assembly and product sourcing from Asia.

He has acquired for his own account or others, companies in these industries: auto and truck components; specialty printing; OTC pharmaceutical and medical devices; promotional products; direct mail; and other industries. He successfully exited companies acquired for his own account.

He has served on 5 separate occasions in the capacity of President or CEO with primary operating responsibility for manufacturing businesses; served on 8 Boards of Directors; and has led over 75 M&A or financial consulting engagements.

Mr. Kinsella has travelled to Asia over 30 times, and developed significant, active contact networks in the primary industrialized areas of China.

He has extensive experience in the successful sale of profitable growing businesses as well as challenged enterprises.



He has successfully led acquisition search initiatives for middle-market, privately held clients, divisional searches for billion-dollar-plus publicly traded clients, and Chinese SOE's, publicly traded and privately owned clients.

He speaks frequently at trade association events and financial seminars and is a member of the Executives Club of Chicago, and the Board of Directors of the Chicago China Economic Development Center.

Mr. Kinsella has a Master of Management degree from the J. L. Kellogg Graduate School of Management, Northwestern University, and a Bachelor of Science degree with majors in Economics and Finance from the University of Missouri. He is a U.S. Navy veteran, a golfer and private pilot.



Thomas J. Toy (KSM '79)

Managing Director
PacRim Venture Partners

A twenty year venture capitalist, Thomas J. Toy is Co-founder and Managing Director of PacRim Venture Partners, a Menlo Park technology venture capital firm. Founded in 1999, PacRim focuses on early stage diversified IT and clean technology companies. PacRim raised funds from the US and China; it seeks to assist its portfolio companies with worldwide growth. Mr. Toy is also a Partner with SmartForest Ventures, PacRim's sister-fund based in Portland, Oregon.

From 1987 to 1999, Mr. Toy was at Technology Funding, a \$300 million venture capital firm focused on information technology, clean technology and life sciences companies. While at Technology Funding, Mr. Toy was a Partner, Managing Director of the firm's investment group and chairperson of the firm's investment committee.

Mr. Toy's current portfolio companies include: UTStarcom (NASDAQ: UTSI), Solarfun Power Holdings (NASDAQ: SOLF), White Electronic Designs (NASDAQ: WEDC) and several private companies in the US and China. Past portfolio companies include SunPower (NASDAQ: SPWR), LifeCell (NASDAQ: LIFC) and SyStemix (NASDAQ: STMX).

Mr. Toy graduated from Northwestern University with BA and MBA degrees.

PANEL THREE: BUILDING A BUSINESS IN CHINA

With China's increasing popularity, interesting culture and growing economy, it is no wonder that many of the world's top businesspersons and entrepreneurs are looking to the China markets for new opportunities. This panel will discuss how to establish and build a successful business in China – whether it be a Chinese, U.S. or other foreign company. In addition, this panel will explore the challenges of starting a business in China, whether it is a new branch of a Fortune 500 company or a start-up established by several MBA graduates. For those already in China, what are the next steps? For those newcomers, what is the next wave of opportunities and the current environment for entrepreneurship in China?

MODERATOR



Benjamin Jones

Associate Professor of Management and Strategy
Kellogg School of Management, Northwestern University

Benjamin F. Jones is an Associate Professor of Management and Strategy at the Kellogg School of Management, Northwestern University. Professor Jones's research considers obstacles to growth in developing countries, with recent work considering subjects such as national leadership, higher education, and climate change. He further studies the forces that drive technological progress in advanced economies, with recent work examining the relationship between age and creativity and the role of collaboration in innovation.

His publications have appeared in leading academic journals such as the Review of Economic Studies, Quarterly Journal of Economics, and Science, and have been profiled in media outlets such as CNN, the Economist, and the Freakonomics blog of the New York Times.

PANELISTS



Jeff Day (KSM '83)

Founder, International Leverage Group
Other Group Companies : TLS by Design and Preferred Quality China

Jeff Day is a seasoned international Entrepreneur and Intrapreneur who has started and/or had P&L responsibility for businesses in Automotive, Furniture, Materials, Energy and Quality Services industries for companies ranging from his privately held start-ups to Fortune 50 firms.

During his time at Kellogg, Jeff interned with Toshiba Corp. in Japan and contributed a chapter on Japanese marketing in Philip Kotler's The New Competition. After graduation, Jeff joined GE where he started businesses in Argentina and Brazil, served as brand manager of Soft White lighting and helped divest GE's NiCad business.

Leaving GE, Jeff commercialized a new magnetic material technology for GM; and after raising \$40M+ to acquire this business in 1993, but failing to win the bid, Jeff was promoted to be one of the youngest executives in GM, managing operations in Argentina and Brazil, serving on Boards in Venezuela, Japan, South Korea and China and greenfielding a plant India.



Today, International Leverage focuses on helping mid-market clients buy-from, sell-to and partner-with China, establishing JV's and Wholly Owned Foreign Enterprises (WOFE's) as well. In early 2008, IL launched a Quality Engineering and Lean Manufacturing practice in China, helping develop the local suppliers of mid-large US firms.

A Vanderbilt University undergrad, Jeff attended the Kellogg School with concentrations in Marketing, Policy and Operations.



Dan Harris

Founding Member
Harris & Moure

Dan Harris is a founding member of Harris & Moure, a Seattle-based boutique law firm that focuses on international law. Dan received his B.A from Grinnell College and his J.D. from Indiana University, magna cum laude. Dan is a co-author of the multiple award-winning China Law Blog. Most of Dan's practice consists of teaming up with Harris & Moure attorneys in Shanghai/Qingdao on legal matters for North American clients.



Shi Han

Founder and Managing partner
ChinaLine, LLC

Shi Han is the founder and managing partner of ChinaLine, LLC, a Chicago-based management consulting firm that supports US companies in developing strategic relationships with Chinese manufacturers. He advised leading multinationals in the Midwest and eastern states of the U.S. such as Illinois Tool Works, The Marmon Group, Spectrum Brands, Eastman Kodak, and Bausch & Lomb in the areas of strategic acquisition and supply chain strategy. He led the effort in formalizing some of the business structures in China that were groundbreaking at the time and establishing competitive China supply chains that generated cost savings in the millions of dollars.

He was formerly a lecturer and research fellow at Peking University's Department of World Economy and Center of Soviet and Eastern European Studies, and a research fellow at the J. F. Kennedy School of Government at Harvard University. He is the author of several books on comparative economic systems, modeling the behavior of business firms and measuring their economic performance in the centrally planned, labor-managed and increasingly market-driven, transitional environment. Some of his research works on corporate development in transition economies and international management was funded by the Ford Foundation and the US Department of Education.

As an expert on international management, Mr. Han is featured by news media such as Voice of America in Washington DC and Crain's Chicago Business in Chicago. He speaks at national and international conferences regularly, lectures at leading universities in the US and China and was referenced in Marquis' Who's Who in the East.

