

Entering China - Compliance Bridge

17th October 2014 (Friday) 1:00PM - 5:00PM
Regal Kowloon Hotel, 71 Mody Road, Tsim Sha Tsui, Hong Kong

As of 2014, China is the world's second-largest economy by both nominal total GDP and purchasing power. China has become the world's largest exporter and importer of goods. Taking advantage of this vast market, most western brands, retailers and licensors are rushing to China in capturing their market share. Yet most of the adventurers are confused with the complicated system of regulations and rule making in China.

In view of such a huge demand of updated information, Centre Testing International (CTI) who has worked with various provincial and local authorities in China for years in organizing an international conference, "Entering China - Compliance Bridge" for all brands, retailers and licensors executives, directors and senior managers.

Program Rundown:

Opening Speech

Mr. Sangem Hsu President of CTI Group
Dr. Richard Vuylsteke President of American Chamber of Commerce

First Panel Discussion

Topic: Challenges of Doing Business in China
Mr. Colin Browne VP and Managing Director Sourcing – VF Asia Ltd
Chairman of the Apparel and Footwear Committee – American Chamber of Commerce
Mr. John Tong Chairman of HK Toys Council
Additional speakers to be advised

Second Panel Discussion

Topic: Product Compliance Enforcement in China
China Inspection and Quarantine Bureau Official
Administration for Industry and Commerce Official
Market Supervision Administration Bureau Official

Third Panel Discussion

Topic: Solutions to China Compliance.
CTI Group

For more information, please contact:

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Registration

<http://www.cti-cert.com.hk/conference>

Before 31 th JUL	USD \$200
1 st AUG - 30 th SEP	USD \$350
After 1 st OCT	USD \$500

Organizer: Supporting Organization:



香港玩具協會
Hong Kong Toys



Knitwear Innovation & Design Society
毛織創新及設計協會



HONG KONG WOOLLEN & SYNTHETIC KNITTING
MANUFACTURERS' ASSOCIATION LIMITED
香港羊毛化纖針織業廠商會

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“Managing Compliance Risk in China”
- Mr. Sangem Hsu
President of CTI Group

Mr. Sangem Hsu is the president of CTI Group whom had been working in DNV as top management executive for many years. Mr. Hsu had wide scope of product testing, safety certification and factory auditing professional knowledge in the field of consumer electronics, textile, chemical, food and maritime industry.



“China’s Road to World-class Compliance, Trade Facilitation and Ease of Doing Business”
- Dr. Richard Vuylsteke
President of American Chamber of Commerce

Richard R. Vuylsteke has been president of AmCham Hong Kong since February 2008. For nine years, prior to his current position, he served as president of AmCham Taipei, Taiwan’s largest and most active foreign business organization. At both chambers Richard was tasked with overall responsibility for chamber operations, including programmatic, briefing, advocacy, and other membership and community services.

Richard has spent more than 40 years in Asia and China-related fields of study and employment. He has been a Fulbright Scholar in India, a research fellow at Harvard Law School, assistant director of an Asia-Pacific think tank, and special assistant to the president of the East-West Center. For 12 years, he taught courses in Asian history and social, political & legal philosophy, primarily at the University of Hawaii.

During more than two decades of residence in Taiwan, Richard taught for 4 years at the U.S. Foreign Service Institute School, served 12 years as senior editor of an English-language magazine focused on Taiwan, and wrote extensively for publications based in Taiwan, Hong Kong, and the United States. He also spent one year at Taipei American School writing a history of the 50-year-old institution (Ties That Bind, published in February 2000).

Richard earned M.A. and Ph.D. degrees from the University of Hawaii, specializing in Western and Chinese political philosophy.



“It’s an exciting time for retail in China. For any brand to truly be global it needs to have a presence in this challenging market. Understanding how to operate in this complex environment will become increasingly important and will need to become a core competency”

- Mr. Colin Browne
VP and Managing Director Sourcing – VF Asia Ltd
Chairman of the Apparel and Footwear Committee – American Chamber of Commerce

Colin was born and educated in the UK but has spent most of his professional career in Asia. He is currently based in Hong Kong from where he manages sourcing for the VF group’s stable of brands. Colin began his career in the UK but in 1988 he left the UK and joined Reebok in South Korea. During the 1990’s Colin moved in quick succession from Korea to Thailand and then onto China, Philippines and Thailand where he pioneered Reebok’s Footwear and Apparel sourcing. In 1997 joined a Thai manufacturing group as COO where he focused on restructuring the group following the Asian crises. In 2002 Colin was appointed as CEO of Pentland Asia with a specific focus on establishing both sourcing and sales/distribution for Lacoste, Speedo, Berghaus and Ellesse. In 2007 Colin was promoted to the Pentland Executive Board. In early 2010 Colin left Pentland and spent a year with the Li & Fung Group. He joined VF in 2011. Colin is the Chairman of the AmCham Apparel and Footwear Committee



“Big Opportunities, Big Challenges.”
- Mr. John Tong
Chairman of HK Toys Council
Managing Director of Wong Hau Plastic Works & Trading Co.

Mr John Tong holds both Chairman of the Hong Kong Toys Council and General Committee Member of the Federation of Hong Kong Industries. He is a member of Hong Kong Trade Development Council Toys Advisory Committee. Mr Tong is a third generation family business owner at Wong Hau Plastic Works & Trading Co., Ltd, a toy company established some 60 years ago which specializes in trading, OEM, ODM, and OBM manufacturing export worldwide. In 2012, Mr Tong launched a division specifically aimed at the Chinese domestic market and owns multiple licenses from International brands. Wong Hau Plastic Works & Trading Co, Ltd. supplies Toys’R’Us, WalMart, Target, CanTire, and other leading toy retailers worldwide.