

# ASIA CONNECTIONS 2010

International Conference

## Profitable Collaborations In Asia

21. September 2010  
Sant Cugat de Vallés  
Barcelona, Spain



### Asia Connections 2010 Conference – Frequently Asked Questions (FAQs)

#### 1. What Is The Purpose Of This Conference?

Business is built on relationships and an accurate understanding of ground realities (as opposed to media hype and assumptions). If you develop a network of people that can reliably offer knowledge and capabilities in these areas, your ability to do business improves dramatically.

The purpose of this conference is to introduce you to people, companies, and organizations that will allow you to profit from the rise of India and China in the coming years.

You will meet people from across America, Europe, and from China and India. You will have the opportunity to share experiences and to learn from the successes and failures of other executives.

And most importantly, you will meet people who can show you how to profit using one or more of the following options:

1. Expand your sales by entering the Indian and Chinese markets.
2. Reduce operating costs through outsourcing.
3. Increase sales volume from your existing clients by offering more value through Chinese or Indian collaboration partners.

#### 2. Who Is Invited To Attend?

Invitations are being sent to CEOs, CFOs, COOs, and CIOs of companies in diverse industries. Invitees are large enough to invest in a global collaboration (if required), yet close enough to their operations to understand the impact of their decisions.

#### 3. How Many People And Companies Do You Anticipate Will Attend?

We are planning to host over 500 attendees and will close the invitations at 650. This translates into 250-350 companies represented at the conference.

#### **4. Why Is This Advertised As “The World’s Largest Interactive Conference?”**

In most conferences, each attendee fends for themselves. They are responsible for making business connections. They make their own notes during speeches. They think of their own questions. And so on.

In this conference, each attendee is assigned to a breakout group of up to 15 others, each from different companies. After a speaker has completed their talk, each group comes together to share notes, discuss salient points, and to note questions for the speaker.

The group’s summary and questions are then forwarded to both the speaker and to the conference’s Presidential Panel. After the final keynote speech, the speakers and other members of the Presidential Panel will hold an open panel discussion. Questions for the panel will come from the questions that each group submitted during the breakout sessions.

Following the conference, specialized, more in-depth workshops will be held. These will be hosted either by speakers or by other specialists. These workshops will allow attendees to work with a different set of attendees (i.e. not the same people from the breakout groups) to discuss topics of mutual relevance.

In the evening, there will be an opportunity to establish stronger relationships during the evening social. Here, each attendee will be able to connect with other executives to discuss global experiences, impressions from the conference, and other mutually-interesting topics.

The day after the conference, speakers and panelists will be available for one-on-one meetings. At these sessions, you will have the opportunity to ask specific questions and to establish direct contact with experts that will benefit you in areas that are of concern to you.

Roughly 5 weeks after the conference, attendees have the option to participate in a guided tour of India and China. During this tour, attendees will be introduced to government officials and business executives in China and India. They will see world-class outsourcing facilities. They will learn about the history and culture of 6 of the hottest markets in the world. And they will have an opportunity to establish working relationships that can deliver the financial results being sought.

#### **5. What Are The Costs And Benefits?**

The regular conference ticket is €450 + 18% VAT, for a total of €531. Tickets purchased before July 31, 2010 will be offered at 25% discount (€337.5 + €60.75 VAT = €398.25). Additional discounts are available to members of collaborative networks.

Global collaborations can offer benefits of hundreds of thousands or even millions, depending on the way you use them. Attendees that take advantage of the Asia Connections 2010 Comprehensive Package will have a clear roadmap showing measurable benefits of at least €500,000.

### **6. What Is The Asia Connections 2010 Comprehensive Package?**

Before the conference, a team of analysts will work with you to identify opportunities for you to reduce your costs, expand your markets, and enhance your value proposition to your existing customers. This Offshore Collaborations Requirements Assessment (OCRA) will give you a clear roadmap that outlines how you can get the maximum benefit from India and China with the least risk and expense.

During the conference, you will be able to use the OCRA results to focus your attention so you get the maximum benefit from each person you meet or listen to. The business connections you make will be targeted. The results you receive from the conference will be magnified.

After the conference, you will join the India-China tour, you will be able to customize the tour to implement one or more roadmap steps from the OCRA.

### **7. How Do I Get More Information On The Comprehensive Package?**

We can organize to get you in touch with a senior consultant that will walk you through the details and answer your questions.