



LOUDOUN VIRGINIA

ECONOMIC DEVELOPMENT
D.C.'s TECHNOLOGY CORRIDOR

Loudoun County Economic Development
Asia Mission – May 7 to May 20, 2016
Goyang City & Seoul, South Korea
Shunyi District & Beijing, China
Changdu, China
Changshu, China

Phyllis J. Randall, Chair of the Loudoun County Board of Supervisors

Walter (Buddy) Rizer, Executive Director of Economic Development for Loudoun County, VA

Robert (Bob) McCollar, Loudoun County International Business Development Manager

Please note:

Chair Phyllis Randall does not drink alcohol.

Buddy Rizer does not drink alcohol (but will sample the beer) and prefers vegetarian meals (but is looking forward to the duck). Thanks!

Saturday, May 7 (Day 1)

Travel

- Depart Washington Dulles (IAD) 12:35 pm via Flight UA803 (United)
1st Leg Destination: Washington, DC (IAD-Dulles) to Tokyo, Japan (NRT-Narita)
Chair Randall – Seat 24A
Rizer – Seat 25A

Sunday, May 8 (Day 2)

Travel

- Arrive Tokyo, Japan (NRT-Narita) Sunday, May 8, 3:30 pm

Depart Beijing, China (PEK-Capital) 4:20 pm departure, Flight OZ 334 (Asiana Airlines)
2nd Leg Destination: Beijing, China (NRT-Japan) to Seoul, Korea (ICN – Incheon)
Chair Randall – Seat 11A
Rizer – Seat 12A
- Arrive Seoul, Korea May 8, 7:20 pm
Goyang confirmed that it will provide Airport pick-up (welcome greeting) service at 7:20 p.m. on Sunday, May 8 for the Chair Randall and Buddy.
Mr. Gyu Hyung Choi, Team Leader, Goyang City Government, will be in charge of all transportation provided by Goyang. His contact information is as in the below:
+82 10 3929 8664(Mob), +82 31 8075 3513(Office), email: choi83600638@korea.kr
- McCollar arrives separately via Seoul, Korea 12:00 noon (via Abu Dhabi to Seoul, Korea) via Etihad Airways Flight 876

For Bob's transportation from the Airport to the hotel, the hotel provides pick-up service (renting a car with a driver and the driver will escort the person in the airport to the hotel). It costs KRW 120,000 (approximately US\$ 103) and it can be paid in a way of room charge. There is also an airport bus from the airport to the hotel which costs KRW 8,000 and usually this needs to be paid in cash unless Bob buys a ticket or has a transportation card widely used in Korea. Bob can also take a taxi, please find the below information.

= Airport Courtesy Transfer Service =[ICN->HTL] From Incheon Airport to The MVL Hotel GOYANG ---
Fee: KRW 120,000

*48 hours advance reservation is required. * FYI, the hotel will operate through the holidays in Korea.

= Airport Limousine Bus(Public) =[ICN->HTL] From Incheon Airport to The MVL Hotel GOYANG --- Bus
Number: 7400 / Fare: KRW 8,000 / Hours: 06:20~22:00 *at 30-40 mins intervals

From the airport to the hotel, Bob can find taxis easily if you exit the airport through any gates between Gates 4 and 8 of the passenger terminal(arrival area). Please cross the street and go to the taxi stands(4D-8C). Please show the taxi driver of the address of the hotel you will be staying in.

- Bob can show the driver the following address(MVL Hotel Address in Korean):
- 일산 엠블호텔 킨텍스: 경기도 고양시 일산동구 태극로 20 엠블호텔 킨텍스(지번주소: 경기도 고양시 일산동구 장항동 1246)
- If the driver has questions regarding to the destination, please ask him to call us:
- Young Ho Seo: 010 2364 8766; Eun Mee Ko: 010 5063 7094
- Mr. Gyu Hyung Choi, Team Leader, Goyang City Government, will be in charge of all transportation provided by Goyang. His contact information is as in the below:

+82 10 3929 8664(Mob), +82 31 8075 3513(Office), email: choi83600638@korea.kr

Hotel

- MVL Hotel Goyang, 20, Taeguk-ro, Ilsandong-gu, Goyang, Gyeonggi, South Korea
1-877-214-4288



Itinerary

- TBD

Monday, May 9 (Day 3)

Travel

- None

Hotel

- MVL Hotel Goyang, 20, Taegeuk-ro, Ilsandong-gu, Goyang, Gyeonggi, South Korea
1-877-214-4288

Itinerary

07:00 – 09:15 Departure from MVL Hotel & travel time

- Young Ho Seo, Managing Director, WAVTEQ KOREA, 010 2364 8766
- Eun Mee Ko, Project Manager, WAVTEQ KOREA, 010 5063 7094

09:15 – 10:00



10:00 – 10:30 Travel time

10:30 – 11:15



Goyang confirmed that it will provide transportation from the last meeting in Seoul to Goyang for Monday from [REDACTED] to Goyang Global High School on Monday, May 9.

Mr. Gyu Hyung Choi, Team Leader, Goyang City Government, will be in charge of all transportation provided by Goyang. His contact information is as in the below: +82 10 3929 8664(Mob), +82 31 8075 3513(Office); email: choi83600638@korea.kr

11:15 – 14:00 Travel time

14:00 – 14:30 Goyang Global High School

14:30 – 15:00 Chair Speech: 30minute "Role and attitude of Next generation global leader"

15:00 – 16:30 Goyang Flower Show

16:30 – 17:00 Travel back to hotel

17:00 – 17:30 Hotel

17:30 – 18:00 Travel to dinner with Goyang Officials

18:00 – 20:00 Dinner with Goyang Officials

20:00 – Return to hotel

Tuesday, May 10 (Day 4)

Travel

- None

Hotel

- MVL Hotel Goyang, 20, Taegeuk-ro, Ilsandong-gu, Goyang, Gyeonggi, South Korea
1-877-214-4288

Itinerary

09:20 – 11:00 Departure from MVL Hotel & travel time

- Young Ho Seo, Managing Director, WAVTEQ KOREA, 010 2364 8766
- Eun Mee Ko, Project Manager, WAVTEQ KOREA, 010 5063 7094

11:15 – 13:00



13:00 – 14:00 Travel time

14:00 – 15:00



15:00 – 15:30 Travel time

15:30 – 16:45 US Embassy – Seoul (**Must depart by 4:30 pm at the latest**)

In order to avoid possible traffic jam, it will be advisable to depart from the US Embassy at 4:30 p.m. at the latest.

Goyang confirmed that it will provide transportation from the last meeting in Seoul to Goyang for Tuesday at 4:30 p.m. from the US Embassy to the Farewell Dinner venue on Tuesday, May 10. Mr. Gyu Hyung Choi, Team Leader, Goyang City Government, will be in charge of all transportation provided by Goyang. His contact information is as in the below: +82 10 3929 8664(Mob), +82 31 8075 3513(Office), email: choi83600638@korea.kr

16:45 – 18:00 Travel time

18:00 – 20:00 Farewell Dinner with Goyang Officials

20:00 – Return to hotel

Wednesday, May 11 (Day 5)

Travel

- Leave hotel 5:30 am
Goyang confirmed that it will provide Airport return service (farewell greeting) for all 3 members of the team at 5:30 a.m. on Wednesday from the hotel to the Airport.
- Depart Seoul, Korea (ICN) 8:40am departure, Flight OZ 331 (Asiana Airlines)
Destination: Seoul, Korea (ICN-Incheon) to Beijing, China (PEK-Capital)
Flight duration 2 hours
Chair Randall – Seat 19D
Rizer – Seat 16A
McCollar – Seat TBD
- Arrive Beijing, China (PEK-Capital) 9:40 am
Pickup/transportation for Beijing arrival via Kevin, Look for person with “Loudoun” sign

Hotel

Beijing Marriott Hotel Northeast
26A Xiao Yun Road, Chaoyang District
Beijing, Beijing 100125 China Phone +86 10 59278888



Itinerary

05:30 –	Leave hotel for airport
08:40 – 09:40	Flight departs for Beijing
09:40 –	Pickup at airport with Kevin’s assistance with transportation
11:30 –	Lunch
13:30 –	Tianzhu Free Trade Zone
14:30 –	Nulanshan Wine Company
16:00 –	Niulanshan Secondary school
17:50 –	Meeting with Executive District Major, gifts exchange
18:30 –	Dinner
TBD	Possible visit with Chinese/American Chamber of Commerce (Pending)

Thursday, May 12 (Day 6)

Travel

- None
- Mark Treadaway arrival
Depart Washington Dulles (IAD) May 11 12:40 pm via Flight United 807 to Beijing (PEK-Capital)
Arriving PEK Thursday, May 12 at 2:40pm

Hotel 4 nights: Beijing Marriott Hotel Northeast, 26A Xiao Yun Road, Chaoyang District,
+86 10-59278888

Hotel

- Beijing Marriott Hotel Northeast
26A Xiao Yun Road, Chaoyang District
Beijing, Beijing 100125 China Phone +86 10 59278888

Itinerary

08:30 – 10:00 Leave for meeting US Embassy meeting
Pickup/transportation via [James Bo](#) arrangements

10:30 – 11:30 US Embassy
Address: 55 An Jia Lou Road, Beijing, China, 100600

11:30 – Afternoon schedule open per Bob's direction for other visits
Pickup/transportation via [James Bo](#) arrangements

Friday, May 13 (Day 7)

Travel

- None

Hotel

- Beijing Marriott Hotel Northeast
26A Xiao Yun Road, Chaoyang District
Beijing, Beijing 100125 China Phone +86 10 59278888

Itinerary

08:30 – 10:00	<div></div> Pickup/transportation via James Bo arrangements
10:00 – 10:30	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>
12:00 –	Blocked for airport events (See attendee list below after schedule)
14:20 – 17:30	Program of the Sister Airport MOU Signing Ceremony between CAH and MWAA Location: BCIA Headquarter
14:20	Arrival of guests from MWAA, Loudoun County and Shunyi District at BCIA headquarter
14:30 – 15:50	High-level talks before the ceremony (room 112) Presentations will be made by CAH representatives about the topics the American delegation connection between airports and regional economy, etc.
15:50 – 16:00	End of the talk, walking to the ceremony site (5 th Floor)
16:00 – 16:05	Start of the ceremony (Moderator: HAN Zhiliang, President & CEO of BCIA, Vice President of CAH) (BCIA interpreter)
16:05 – 16:15	Remarks by District Mayor of the People’s Government of Shunyi District (Shunyi District interpreter)
16:15 – 16:25	Remarks by Mr. Phyllis Randall, Chair of Board of Supervisors, Loudoun County (Shunyi District interpreter)
16:25 – 16:35	Remarks by Mr. LIU Xuesong, CAH President and BCIA Chairman (CAH interpreter)
16:35 – 16:45	Remarks by Mr. Mark Treadaway, Vice President, Business Outreach, MWAA (BCIA interpreter)
16:45 – 16:50	Signing of the Sister Airport MOU Signers: Mr. Mark Treadaway and Mr. MA Zheng, CAH General Counsel (Other guests act as witnesses)
16:50 – 16:55	Gift exchange CAH’s gift to MWAA: PEK Terminal 3 model MWAA’s gift to CAH: Waterford Crystal US Capitol Dome
16:55 – 16:57	Group picture
16:57 – 17:00	Drinking champagne for celebration
17:00	End of ceremony

17:30 Welcome dinner hosted by CAH

20:00 – Kevin transportation to hotel

Attendees:

American side:

Metropolitan Washington Airports Authority (MWAA)

Mr. Mark Treadaway Vice President, Business Outreach
Loudoun County

Mr. Phyllis Randall Chair of Board of Supervisors

Mr. Buddy Rizer CECD, Executive Director, Loudoun County, Virginia Economic
Development

Mr. Robert McCollar International Business Development Manager, Loudoun County,
Virginia Economic Development

Chinese side:

The People's Government of Shunyi District

Mr. GAO Peng District Mayor (TBC)

Mr. Ou Yang Huazhou Director of Foreign Affairs office and Liaison Office
Other attendees TBC

Capital Airports Holding Company (CAH)

Mr. LIU Xuesong President and CEO of CAH, Chairman of BCIA

Mr. MA Zheng General Counsel

Mr. MEI Luming GM of Int'l Affairs, Science & Technology Dept.

Beijing Capital International Airport Co., Ltd. (BCIA)

Mr. HAN Zhiliang President & CEO of BCIA, Vice President of CAH

Mrs. GAO Lijia Executive Vice President

Mr. ZHANG Wei Vice President (Only attending the ceremony)

Mr. DENG Xianshan Vice Party Secretary (Only attending the ceremony)

Mr. WANG Weiyu Vice President (Only attending the ceremony)

Mr. DU Qiang Vice President

Mr. LIU Renjie Operations Director (Only attending the ceremony)

Mr. WEN Wu Operations Director (Only attending the ceremony)

Ms. LI Bo (Ellen) General Manager of International Affairs Dept.

Saturday, May 14 (Day 8)

Travel

- Leave hotel 5:30 am; Pickup/transportation via [James Bo](#) arrangements

Depart Beijing, China (PEK - Capital) 7:50 am via Flight CA 1405 (Operated by Air China)

Destination: Beijing, China (PEK - Capital) to Chengdu, China (CTU)

Flight duration 3 hours and 5 minutes

Chair Randall – Seat TBD

Rizer – Seat TBD

McCollar – Seat TBD

- Arrive Chengdu, China (CTU) 10:55 am

Hotel

- Maintain room at Beijing Shunxin Green Resort
- Homeland International Hotel

No. 181, Jichang Road, Chengdu, Sichuan

Telephone: +86 28 82936666

The Homeland Hotel is a five-star garden-style hotel, integrating business and recreation and is also one of the biggest hotel owned villa complexes. It is located in the high-tech development zone, near the airport expressway, the 3rd ring road and the city ring expressway.



Itinerary

- 05:30 – 06:00 Leave hotel for airport; Pickup/transportation via [James Bo](#) arrangements
- 07:50 – Flight departs Beijing
- 10:55 – 11:55 Flight arrives in Chengdu; Airport pick-up and check-in at the Homeland International Hotel
- 12:30 – 14:30 Lunch at the Homeland International Hotel with Hope Group
- 14:30 – 15:00 Tour of Hainan resort sample rooms
- 15:00 – 15:30 Leave for Hope Senlan Science and Technology Park
- 15:30 – 16:30 Tour of Senlan Science and Technology Park
- 16:30 – 18:30 Visit Wide-Narrow Alley, sample DaMiao hotspot, watch traditional Sochuan opera “face changing”
- 18:30 – 20:00 Return to Homeland International Hotel to rest

Sunday, May 15 (Day 9)

Travel

- Depart Chengdu, China (CTU) 6:00 pm via Flight CA 4119 (Operated by Air China)
Destination: Chengdu, China (CTU) to Beijing, China (PEK-Capital)
Flight duration 2 hours 45 minutes
Chair Randall – Seat TBD
Rizer – Seat TBD
McCollar – Seat TBD
- Arrive Beijing, China (PEK - Capital) 8:45 pm

Hotel

- Beijing Marriott Hotel Northeast
26A Xiao Yun Road, Chaoyang District
Beijing, Beijing 100125 China Phone +86 10 59278888

Itinerary

08:30 – 09:00 Breakfast in the hotel's Western Dining Room
09:00 – 09:30 Leave for Chengdu "Atlantis – Golden Dynasty" project
09:30 – 10:00 Open-air electric cart tour of "Return to Atlantis Paradise"
10:00 – 11:30 Viewing of "Atlantis – Golden Dynasty" project 3D plan and model presentation; Open-air cart tour of prototypes: "Atlas Island" Italian-style garden, English-style manor, Italian-style villa, "Shengtela Island" Italian-style house, "St. Louis" French-style Mansion
11:30 – 12:00 Introduction to the company, tourism and real estate division, Atlantis outlets, Hainan
12:00 – 13:30 Lunch at "Ocean Star" clubhouse to enjoy Minjiang River freshwater fish
13:30 – 15:30 Tea, rest and informal discussion at "Ocean Star" clubhouse
16:00 – Leave for the airport for 6 pm flight
18:00 – 21:45 Arrive at Beijing airport
21:45 – Pickup/transportation via [James Bo](#) arrangements

Tuesday, May 17 (Day 11)

Travel

- None

Hotel

- Beijing Marriott Hotel Northeast
26A Xiao Yun Road, Chaoyang District
Beijing, Beijing 100125 China Phone +86 10 59278888

Itinerary

08:30 –	Meet WAVTEQ’s Yang Xu 徐杨 (Cell 13661957839) at hotel reception desk for meetings
09:00 –	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
11:00 –	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
13:30 –	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
15:30 –	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
16:30 –	Back to Downtown Beijing & drop off Yang at Beijinh South Train Station
17:00 –	Back to hotel
18:00 –	

Wednesday, May 18 (Day 12)

Travel

- Bullet Train to Shanghai

Hotel

- Changshu International Hotel
Huanghe Road #288, Changshu, Suzhou
Phone +86 512 5210 1888 / (0512) 5210 1888
地址：苏州常熟市黄河路288号



Itinerary

- 07:00 – Leave hotel for Bullet Train to Shanghai
Pickup/transportation via [James Bo](#) arrangements
- 09:00 – 13:30 Bullet Train to Shanghai
- 13:30 – 14:05 Depart Suzhou High-speed Railway North Station to Changshu
Pickup/transportation via [James Bo](#) arrangements
- 15:00 – 16:00 City tour and Shang Lake Scenic Area
- 16:15 – 17:15 City tour and Yushan National Forest Park
- 17:30 – 17:50 Check in Changshu International Hotel
- 18:00 – 19:30 Welcome dinner
Per James: [It's possible to skip welcome dinner](#)
- 19:30 – Rest

Thursday, May 19 (Day 13)

Travel

- None

Hotel

- Changshu International Hotel
Huanghe Road #288, Changshu, Suzhou
Phone +86 512 5210 1888 / (0512) 5210 1888
地址：苏州常熟市黄河路288号

Itinerary

07:00 – 08:15 Breakfast buffet
08:30 – 10:30 Visit Chery Jaguar Land Rover Automotive Co., Ltd and University Research Institute
10:45 – 11:20 Talks
11:30 – 12:30 Lunch
12:35 – 14:15 Back to Hotel for a break
14:30 – 15:15 Visit Former Residence of Mr. Weng Tonghe
15:20 – 16:30 Visit Changshu Institute of Technology
17:30 – 18:00 Meet with leading officials of Changshu
18:00 – 19:30 Dinner
After 19:30 Rest

Friday, May 20 (Day 14)

Travel

- Leave for airport at 6:30 am; Pickup/transportation via [James Bo](#) arrangements
- Depart Shanghai, China (PVG – Pu Dong) to Washington (IAD) 10:15 am via Flight NH922 (ANA All Nippon Airways)
1st Leg Destination: Shanghai, China (PVG-Pu Dong) to Tokyo, Japan (NRT-Narita)
Flight Duration 3 hours 5 minutes
Chair Randall – Seat 29F
Rizer – Seat 23G
McCollar – Seat TBD
- Arrive Tokyo, Japan (NRT-Narita) 2:20 pm
1 hour 40 minute layover
Depart Tokyo, Japan (NRT – Narita) 4:00 pm via Flight UA804
2nd Leg Destination: Tokyo, Japan (NRT-Narita) to Washington Dulles (IAD - Dulles)
Chair Randall – Seat 22A
Rizer – Seat 24A
McCollar – Seat TBD
Flight Duration 12 hours 45 minutes
Arrive Washington, DC (IAD – Dulles) 3:45 pm

Itinerary

06:00 – 06.25 Breakfast buffet
06:30 – Leave Changshu for Shanghai Pudong Airport
10:15 – Flight departure from Shanghai via Japan to Washington Dulles

South Korea Business Visit Schedule

DATE: May 9 2016 – May 10 2016

Visit Attendees

- Phyllis J. Randall, Chair of the Loudoun County Board of Supervisors
- Buddy Rizer, Executive Director, Loudoun County Department of Economic Development
- Bob McCollar, International Business Development Manager, Loudoun County Department of Economic Development
- Young Ho Seo, Managing Director, WAVTEQ KOREA, 010 2364 8766
- Eun Mee Ko, Project Manager, WAVTEQ KOREA, 010 5063 7094

Monday 9 th May					
Time	Company	Attendees	Location	Contact	Comments
07:00	Meet the team in the hotel lobby(MVL Hotel)				
09:15	██████████ ██████████	██████████████████ ██████████████████ ██████████████████	██████████████████ ██████████████████ ██████████████████ ██████████████████ ██████████████████ ██████████	██████████ ██████████ ██████████ ██████████	██████████ ██████████ ██████████ ██████████
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14:00	Goyang Global High School	Mr. Gyu Hyung Choi, Goyang City Government	112 Wi city 4-ro Ilsandong-gu Goyang-si Gyeonggi-do 경기도 고양시 일산동구 위시티4로 112	Mob: +82 10 3929 8664(Mr. Choi), Mob: +82 10 2810 0748(Ms. Kang), Tel: +82 31 8075 3513(Mr. Choi),	N/A

			지번: 경기도 고양시 일산동구 식사동 1483	Tel: +82 31 8075 3527(Ms. Kang)	
14:30	Chair Speech: 30minute "Role and attitude of Next generation global leader"	Mr. Gyu Hyung Choi, Goyang City Government	To be handled by Goyang	Same as the above	N/A
18:00	Welcome Dinner with Goyang Officials	Mr. Gyu Hyung Choi, Goyang City Government	To be handled by Goyang	Same as the above	N/A
Tuesday 10 th May					
Time	Company	Attendees	Location	Contact	Comments
09:20	Meet the team in the hotel lobby(MVL Hotel)				
11:15	██████████ ██████████ ██████████ ██████████ ██████████	██████████ ██████████████████ ██████████████████ ██████████████████ ██████████████████ ██████████████████ ██████████████████ ██████████████████ ██████████████████	██████████████████ ██████████████████ ██████████████████ ██████████████████ ██████████████████	██████████ ██████████ ██████████████████ ██████████ ██████████ ██████████ ██████████ ██████████ ██████████ ██████████ ██████████ ██████████	██████████ ██████████ ██████████ ██████████ ██████████
14:00	██████████ ██████████ ██████████	██████████████████ ██████████ ██████████████████	██████████████████ ██████████████████ ██████████ ██████████████████ ██████████ ██████████████████ ██████████	██████████ ██████████ ██████████ ██████████ ██████████ ██████████ ██████████	██████████ ██████████ ██████████ ██████████ ██████████
15:30	US Embassy in Seoul Depart at 16:30 p.m.	N/A	188 Sejong-daero Jongno-gu Seoul 종로구 세종대로 188	N/A	N/A

			미국대사관 지번: 종로구 세종로 82-14		
18:00	Farewell Dinner with Goyang Officials	Mr. Gyu Hyung Choi, Goyang City Government	Ilsan	Mob: +82 10 3929 8664(Mr. Choi) Mob: +82 10 2810 0748(Ms. Kang), Tel: +82 31 8075 3527(Ms. Kang)	N/A

Key Contacts

Name	Organization	Title	Email	Mobile
██████████	██████████	██████	██████████	██████████
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Mr. Gyu Hyung Choi	Goyang City Government	Team Leader	N/A	+82 10 3929 8664
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South Korea Business Visit Company Profiles

COMPANY DESCRIPTION	
Sector	
Website URL	
Profile	

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Size/Financials	<div></div> <div></div>
Key Contact Name	<div></div>
Contact Title	<div></div>
Contact Email	<div></div>
Contact Tel	<div></div>
Contact Address	<div></div> <div></div>
MEETING DETAILS	
Attendees	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
Agenda	<div></div> <div></div>

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COMPANY DESCRIPTION	
Sector	
Website URL	
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Size/Financials	<div> <div></div> <div></div> </div>
Key Contact Name	
Contact Title	
Contact Email	
Contact Tel	
Contact Address	
MEETING DETAILS	

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Size/Financials	<div></div> <div></div>
Key Contact Name	<div></div>
Contact Title	<div></div>
Contact Email	<div></div>
Contact Tel	<div></div>
Contact Address	<div></div>
MEETING DETAILS	
Attendees	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
Agenda	<div></div> <div></div> <div></div>

China Business Visit Company Profiles

COMPANY DESCRIPTION	
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Website URL	
Profile	
Key Contact Name	
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MEETING DETAILS	
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Some General Cultural Tips for Asia Travel

Never turn down invitations for meals.

Make an effort to socialize rather than going back to your hotel to do email at night.

Show humble, confident interest in Korea and China, with a mindset oriented to a long term relationship rather than just short term interest.

Treat the ‘ritual’ business card exchange with utmost respect.

Be mindful that the people of Korea and China take pride in their ancient cultures and that Americans can be seen as thinking they are important and globally-minded without having a deep understanding or respect of other cultures.

10 Key Tips for Westerners about business travel in Korea

1. In Korea, *Kibun* describes a person's sense of personal well-being and dignity, or "face" (as in, "saving face"). Kibun is based on keeping the body and mind in harmony. It is essential to avoid hurting someone's kibun and a victory secured at someone else's expense is no victory.
2. The kibun is fragile and can be easily damaged. The sensitivity required to avoid this is known as *nunchi*. It involves everything from practicalities such as using both hands to hand something to someone to the emotional antenna required to read another's well-masked emotion.
3. The Koreans are patient, industrious, and traditional.
4. Even those who are not religious are imbued with the Confucian principles of filial piety, loyalty to ruler and spouse, respect of the aged and trust amongst friends. Society is hierarchical and you need to respect local attitudes to age and status.
5. Formality is expected and respected. In initial meetings, make sure you are comfortable with the local 'ritual' of business card exchanges.
6. Business relationships are at least as important as the deal itself, third party introductions and referrals can be very helpful in setting a trusting climate.
7. Many Korean businessmen have studied in the west and so are well versed in western ways, although in a negotiating situation, they will revert to traditional Korean tactics.
8. In order to achieve a clear understanding of issues, Koreans can sometimes ask questions in a very direct manner. These are usually for additional clarification and are not intended as a 'tactic' to unsettle you.
9. Koreans have a sense of humour closer to that of Westerners than, say, Japanese or Chinese. Humour is important in bonding, although it is best left until solid relationships have been established.
10. Like many other Asian nationalities, Koreans believe that contacts are a starting point rather than the final stage.

10 Key Tips for Westerners about business travel in China

1. Demonstrate flexibility in your thinking. Western thought is dominated by linear logic; Chinese thinking is influenced by early philosophers, who saw a paradoxical balance of opposites in all things. Where Westerners tend to look for clear alternatives (option A instead of option B), the Chinese may examine ways to combine both options.
2. Spend time developing *guanxi* - personal contacts/relationships involving mutual cooperation and support. *Guanxi* can make or break a venture in China.
3. Remember that 'saving face' - *mianzi* - is critical to the Chinese. *Mianzi* is the social perception of a person's prestige. Causing someone to lose face will result in a loss of trust in the relationship.
4. Expect negotiations to continue even after an agreement has been signed. Be as adaptable as you can be.
5. Being punctual for appointments and being smartly dressed is a sign of respect.
6. Use a soft sell approach, but expect very hard bargaining from the Chinese.
7. Expect negotiations to be carried out in large groups, never one-on-one. Representatives of equal rank in each group will do the talking.
8. Don't be in too much of a hurry. Be prepared to stay as long as is necessary.
9. Respect the hierarchy at all times. Decisions are made from the top, and you may find information-sharing is limited within organizations.
10. Expect warm hospitality and business entertaining from your Chinese hosts; they are a vital part of developing *guanxi*; visitors should be prepared to attend (and host) banquets.

