

HAWAI'I TECH ASIA (HiTA) WORKSHOP
"Developing a Market-Driven Strategy for Asia/China"

17 & 18 May 2011, 8:30 am - 5:00 pm

Manoa Innovation Center, Presentation Room, Suite 173

2800 Woodlawn Drive. Honolulu, HI 96822-1863

If you desire to bring your company to the rapid growth region of Asia, the Hawaii Tech Asia (HiTA) Workshop is for you. If you want to expand your market to China, you need a strategy that will guide you towards that goal.

HiBEAM and HTDC are pleased to present "Developing a Market-Driven Strategy for Asia/China", a two-day workshop that gives you a framework for a plan that takes you to China. It will help you identify the key people and organizations for building the relationships enabling you to reach your markets. You will explore a variety of issues to prepare for your launch in Asia/China.

Workshop leader: **Dr. Charles Steilen**, former Dean of the College of Business at HPU and a consultant with more than 40 years helping Hong Kong, US, and Singapore companies develop and execute their business strategy. His strategic approach has guided many leading Asian companies towards growth and expansion into new markets.

A ***must-attend*** Workshop for tech companies who will be joining the Hawaii Tech Asia (HiTA) Program on 26-29 September 2011. HiTA will take Hawaii technology entrepreneurs to Hong Kong and Shenzhen to gain on-the-ground China market exposure and to initiate connections with potential investors, distributors, suppliers, partners, and customers. The Workshop will be an excellent guide for an action plan to gather information and upon return, to follow up and complete writing your strategy.

Lunch, refreshments and materials are included with your \$75 registration.

To register for the Workshop, please go to:
<http://techasiaworkshop.eventbrite.com>

For more information, please contact:
Bee-Leng Chua, PhD, Executive Director, HiBEAM
1099 Alakea St, Suite 1800 Honolulu, HI 96813, U.S.A.
O 808-547-5735 C 808-722-6289 bchua@hibeam.org

