



# Creating a Winning China Strategy

## Navigating Trade Tensions

Tuesday, Dec. 3 8:30-10:30 am  
Purdue Technology Center 9800 Connecticut Drive, Crown Point, IN  
Registration/coffee at 8:00 am

U.S.-China trade tensions are creating rising challenges for American companies doing business with or having a presence in China. U.S. companies in China face a multitude of compliance and operational issues, from toughening regulatory scrutiny and enforcement to rapidly rising costs, decreased export competitiveness, and stronger domestic competition. Tariffs and non-tariff trade barriers are further threatening margins, forcing companies to re-evaluate their China and global supply chains and make tough decisions between incurring higher costs or passing them along to consumers.

Despite these hurdles, China remains the second largest economy in the world, growing at over 6% annually, with 100 cities over 1 million population, and the largest number of middle class consumers in the world. For many U.S. companies, finding a winning China strategy to tap this potential can be a major source of growth.

Our panel of China experts will discuss Balancing risk and rewards in current and future China business

- U.S.- China trade tensions and strategic implications
- Alternatives to sourcing from China
- Practical approaches for mitigating risks and costs, exports and sourcing

Designed for executives whose firms are already engaged with China or considering such business, and for legal, accounting, and finance professionals who advise clients



**Dwight Nordstrom, Chairman, PRI** Based in Beijing, Dwight has over 30 years of experience doing successful business in China. He provides leadership to PRI's 28 equity investments, 5,000+ employees, and offers his expertise to new business ventures entering the China market. As an expert in sourcing, manufacturing, team build-out; he has built local Chinese engineer-to-engineer sales teams and made equipment decision buys for multiple factories. Dwight serves as the co-chair of the Manufacturing & Sourcing committee of the American Chamber of Commerce in China.

- A panel of three senior executives of manufacturing firms in the Midwest who have extensive China operations/business will discuss current strategies to adapt to the evolving China-US commercial relationship.
- **Mark Van Fleet**, Managing Partner, Converge Ventures. Mark is the former VP for Asia for the U.S. Chamber of Commerce in Washington, DC, and has a wide background in China business development issues.

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