Cordially invite you to
A "MUST ATTEND" Briefing
to explore the opportunity to
License Your Brands to China

China is the fastest growing and largest consumer market in the world, what is the best and easiest way to fit-in?

Time: 8:30 AM - 12:00 PM Friday, March 3, 2006

Fashion Institute of Technology
Board Room - C building, 9th Floor
27th St. & 7th Ave.
New York, NY 10001

Speakers

Robert L. Eisen, Partner, Head of Customs and Trade Group, Baker & McKenzie LLP
"Lifting of legal restrictions to wholly owned foreign enterprises in China"

Lisa Rigoli, Intellectual Property Rights Specialist - China, US Dept. of Commerce
"Developments in intellectual property protection in China"

Kate McShane, CFA Analyst, Apparel and Footwear, Citigroup
"Overview of trends in the global expansion activities of US apparel and footwear industry"

Frank Yuan, Chairman/CEO, ASAP Show
"How to meet 2,000 top Chinese master licensee operators?"

Moderator: Guillermo Jimenez, Professor, Fashion Institute of Technology

Breakfast and Registration Fee $75.00 Payable to the Department of Commerce

Can you afford to miss the opportunity to have the "First Entry Advantage" in China?