



Dragon Cambridge International

Connecting with China

剑龙国际文化交流有限公司—中英之桥



Presents

A SPECIAL AND TIMELY SEMINAR ON

China and the World



**“Made in China”, “Beijing Olympics”, and now “Tibet”...
China is increasingly in the world’s spotlight.
And yet how many of us really understand China?”**

From their collective “outside-in” and “inside-out” experiences of working across the borders between China and the world, **Prof Alan Barrell** of Universities of Cambridge and Xiamen, and **Dr Wei Wang** of 2W China Investment Consulting Ltd, will present China in its many dimensions. Avoiding the quick sound bite, they will explore, with you, China’s always complex, often ambiguous and contradictory realities, with the following key questions addressed:

1. “What does ‘China’ or ‘the middle kingdom’ really mean?”
2. “How different are the Chinese, and how to conduct effective business with them?”
3. “Where is China heading, and what does this mean for business?”

It will be an event packed with both real **insights** and great **humour**, and something to take away at the end: Wei will autograph his book ***The China Executive***, a world’s top-five bestseller on China business, specially for you.



What do people say about Dr Wang’s talk and book?

Peter Hurme, Publisher of ***Cargo Business News***, said at the Port of Los Angeles on 13 September 2007:

“I wanted to thank you for gracing our China Conference, both with your fine book, and your excellent, heartfelt keynote presentation. It’s not what I expected, but it exceeded my expectations. The human element you added was a master stroke.”

11:00 - 14:00, Friday 20th June, 2008

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Cambridge CB1 2JX**

FREE ADMISSION; REFRESHMENTS PROVIDED

**As places are limited, registration is essential.
Contact Prof Alan Barrell: alan@alanbarrell.com**

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