

Global Perspective on China Advertising Industry:

Insight, Challenges and Opportunities for Growth

China World Hotel

No. 1 Jianguomenwai Avenue,
Beijing 100004, China



LEHMAN, LEE & XU
雷曼律师事务所



GLOBAL ADVERTISING LAWYERS ALLIANCE

PROGRAM

Date: November 9th, 2006 (Thursday)

Venue: China World Hotel, Beijing

1.30 pm – 1.45 pm

Welcome to Conference:

Edward Lehman – *Lehman Lee & Xu, Beijing PRC*
Erich Bachman, *Hesketh Henry, Auckland, New Zealand*
(*GALA Regional President*)
Douglas Woods, *Reed Smith, New York, USA (GALA – President)*

1.45 pm – 2.30 pm

GALA International Members Panel Discussion – One

TOPICS: (1) Advertising Standards – Decency/Culturally Sensitive,
(2) Advertising for Children, (3) Comparative Advertising

2.30 pm – 3.15 pm

Presentation by AL Moffatt, CEO of Worldwide Partners and Viveca Chan, Worldwide Partner (China)

TOPIC: Agency Perspective On China And The World

3.15 pm – 3.30 pm

Tea/Coffee Break

3.30 pm – 4.15 pm

Speaker from China Advertising Association

TOPIC: An Overview Of China's Advertising
Administration System

4.15 pm – 5.00 pm

GALA International Members Panel Discussion – Two

TOPICS: (1) Ambush Marketing, (2) Cooperation between
Chinese and Foreign Advertising Agencies

5.00 pm – 5.10 pm

Closing Remarks

5.10 pm – 6.30pm

Cocktail Reception

BENEFITS OF ATTENDING

- Keep your company abreast of the latest developments and changes in the advertising industry in China to strike marketing gold in today's competitive business environment
- Presentations, panel discussions and significant audience Q&A will provide essential practical information on your advertising needs in China including:
 - Structuring your marketing strategy in China – practical views on laws and regulations regarding advertising and marketing
 - East and West perspectives on advertising due to cultural differences
 - Practical issues faced by advertisers in China and around the globe
 - Forging effective cooperation between Chinese and foreign advertising agencies
 - Future of advertising in China

LANGUAGE

English and Chinese (simultaneous translation)

LOCATION

China World Hotel, No. 1 Jianguomenwai Avenue, Beijing 100004, China

SPEAKERS



Richard Wageman
GALA, China
Lehman Lee & Xu



Douglas Wood
GALA, USA (President)
Reed Smith LLP



Li Fangwu
China Advertising Association



Edward Lehman
GALA, China
Lehman Lee & Xu



Jay Young - June Yang
GALA, Korea
Kim & Chang



Akihiko Hara
GALA, Japan
Hibiya Park Law Offices



Patrick Mirandah
GALA, Malaysia
*Patrick Mirandah Co.
(M) Sdn Bhd.*



Peter Le Guay
GALA, Australia
Thomson Ployford



Erich Bachman
GALA, New Zealand
Hesketh Henry



Sharad Vadehra
GALA, India
Kan and Krishne

Including: Chor Pee, GALA Singapore; Al Moffatt & Viveca Chan, Worldwide Partners; and Representatives from multinational companies.

REGISTRATION

Register today for this complimentary seminar. Please send the following information via mail, e-mail or fax to Ms. Carrie Bai of Lehman, Lee & Xu.

Name(s): _____

Duty: _____

Company: _____

Address: _____

Phone: _____

Email: _____

For registration and additional information, please contact Mr. Robin Teow or Ms. Carries Bai at:

Tel: (10) 8532-1919 • **Fax:** (10) 8532-1999

Address: 10-2 Liangmaqiao Diplomatic Compound No.22 Dongfang East Road
Chaoyang District Beijing, 100600

Email: rteow@lehmanlaw.com / cbai@lehmanlaw.com • **Web:** www.lehmanlaw.com