

## 2013 WEConnect China Marketplace Agenda

### Overview

The WEConnect China 2013 Marketplace is a unique opportunity for China's leading women entrepreneurs to showcase their goods and services to top multinational companies. Through corporate-led workshops and matchmaker meetings, women entrepreneurs will have the opportunity to meet buyers from across China as well as learn the ins and outs of corporate procurement. The day will be punctuated a Luncheon honoring top women entrepreneurs and multinational companies. A evening reception will conclude the day's program allowing women and corporate buyers the chance to solidify connections and network.

### Details

**Date:** November 17th, 2013

**Marketplace Location:** JW Marriott, Beijing

**Luncheon Location:** Ritz-Carlton, Beijing

**Reception Location:** Loong Bar, JW Marriott, Beijing

### Agenda

8:00-9:00            Registration  
 9:00-17:00        Marketplace is Open

10:30-11:30      Workshops: Round One

**Navigating the Walmart Procurement Process**

Speaker: Walmart Procurement (confirmed)

Attendees: Certified & Self-Registered women entrepreneurs

Language: CH & EN

**Success through Digital Marketing**

Speaker: Pending

Attendees: Open to all

Language: Chinese

**Navigating the Cummins Procurement Process**

Speaker: Cummins China Procurement (confirmed)

Attendees: Certified & Self-Registered women entrepreneurs

Language: Chinese

12:00-14:00      Mentorship Luncheon

**Keynote Speaker: Anne Myong, Walmart China  
 Chief Financial Officer**

Attendees: Open to Luncheon ticket holders ONLY

14:30-15:30      Workshops: Round Two

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<http://www.surveymonkey.com/s/RPLT2ML>

**Navigating the IBM Procurement Process**

Speaker: IBM China Procurement (confirmed)

Attendees: Certified & Self-Registered women entrepreneurs

Language: CH & EN

**Developing a Corporate Diversity & Leadership Program**

Speaker: Ernst & Young (*pending*)

Attendees: Priority given to corporate members, open to all.

Language: English

**Dress for Success – Presenting Yourself Professionally**

Speaker: Lafayette 148 (*invited*)

Attendees: Open to all

Language: Chinese

16:00-17:00 Workshops: Round Three

**Navigating the Walmart Procurement Process**

Speaker: Walmart Procurement (confirmed)

Attendees: Certified & Self-Registered women entrepreneurs

Language: CH & EN

**Establishing Your Business in China & WEConnect Certification Workshop**

Speaker: Su Cheng Harris-Simpson, WEConnect China (confirmed)

Attendees: Open to all

Language: English

**WEConnect Certification Workshop**

Speaker: SGS (confirmed)

Attendees: Open to all

Language: Chinese

17:00 Marketplace closes

17:30-19:30 Reception

**Location: Loong Bar, JW Marriott**

Attendees: Open to Reception ticket holders ONLY

17:00-20:00 Marketplace Load Out

**Mentorship Luncheon**

The luncheon will feature a keynote address by **Anne Myong, Walmart China Chief Financial Officer**. This will be followed by a short awards ceremony recognizing,

- Corporate Member of the Year
- Corporate Supporter of the Year

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- Certified Women Entrepreneur of the Year

Attendees will sit at mentorship tables, grouped by industry and interest. This will promote networking, knowledge exchange and leadership development. A working list of mentorship themes are,

- Healthcare
- Leadership
- Marketing & Advertising
- Government Affairs
- Legal
- International Business Development
- Local Business Development

### Reception

The Reception will provide an intimate post-Marketplace environment for guests to relax and gather after a productive seminar. If you are interested in sponsoring, contact [sguerin@weconnectinternational.org](mailto:sguerin@weconnectinternational.org)

### Matchmaker Meetings

Matchmaker meetings will take place all day during the Marketplace, facilitating connections between women entrepreneurs and multinational member companies. If you are interested in participating, contact [sguerin@weconnectinternational.org](mailto:sguerin@weconnectinternational.org)

### Sponsors



### Strategic Partners



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## 2013 WEConnect China Marketplace Tickets & Exhibition Booths

### Who Can Attend?

Registration is open to all. In particular we welcome,

- Women Entrepreneurs
- Women Corporate Executives
- Thought Leaders
- Multinational Companies
- Strategic Partners
- Media

### Exhibition Booths

Booths are available from 1,80RMB-2,500RMB

Booth	Benefits	Cost
<b>Standard</b> Available to MNCs and all interested parties	2 Marketplace passes 2 Workshop passes	2,500RMB
<b>Self-Registered WOB</b>	2 Marketplace passes 2 Workshop passes Access to Matchmaker meetings	2,200RMB
<b>Certified WBE</b>	2 Marketplace passes 2 Workshop passes 2 Luncheon passes Access to Matchmaker meetings	1,800RMB

### Additional Tickets For Exhibitors

For information on discounted tickets for exhibitors, please contact [sguerin@weconnectinternational.org](mailto:sguerin@weconnectinternational.org)

### Advertisement in the Program Guide For Exhibitors

For information on advertising space reduced rates in the Program Guide for exhibitors, please contact [sguerin@weconnectinternational.org](mailto:sguerin@weconnectinternational.org)

### Tickets

Booths are available from 1,80RMB-2,500RMB

Tickets	Early Bird (Available Until Oct 19 <sup>th</sup> )	After Oct 19 <sup>th</sup>
<b>Marketplace</b>	100RMB	200RMB
<b>Luncheon</b>	1,000RMB	1,200RMB
<b>Reception</b>	300RMB	350RMB

### Advertisement in the Program Guide

For information on advertising space in the Program Guide, please contact [sguerin@weconnectinternational.org](mailto:sguerin@weconnectinternational.org)

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**Contact**

Sophie Guerin

Deputy Director

WEConnect China

010-5869-3772

[sguerin@weconnectinternational.org](mailto:sguerin@weconnectinternational.org)

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