

TEACH ME CHINA

MASTERING THE ART OF DOING BUSINESS IN CHINA

NO hypotheticals

NO theories

China is ready to make a deal with you!
You need to engage China now!

- China's middle class: 380 million consumers waiting to see your products or services
- China is a vast opportunity for you to grow your company
- Chinese investors are looking to invest, are you ready?
- China is a land of potential joint ventures and financial partners

REGISTER

LEARN - CREATE - IMPLEMENT

TEACH ME CHINA (TMC) is NOT what you read in the newspapers. TMC is the reality of doing business in China and will show you the hidden gateways to success.

TMC provides a cultural and political foundation to your understanding of the Chinese marketplace and the 1.4 billion consumers in China.

TMC will examine and offer skills to manage:

- Chinese investors
- Chinese culture etiquette considerations
- Sourcing the right partners
- Locating and hiring talent
- Government on many levels
- Legal and contract issues
- Pre-market due diligence

- **Critical terms you must understand**

FACE and GUANXI



Attorney Michael R. Polin is an internationally renowned and recognized keynote speaker and expert on Chinese Culture, Business Development, Deal Structuring, and Entertainment. Attorney Polin consults top executives, entrepreneurs, and State Owned Enterprises within China as well as CEO's, EVPs, and COO's of companies in the United States, Singapore, France, Belgium, Hong Kong, Brazil, and South/Central America.

Along with his firm's business and consultation involvement in Asia, Europe, and the Americas, Attorney Polin has handled multinational projects involving the International Commerce Commission (ICC) and International Arbitration Assoc. in Paris, France and Geneva. He has served as a Delegate of the US Department of Commerce Trade Missions, promoting and developing ecommerce, information technology, education, market entry development and cross-cultural management.

<http://www.polinlawfirm.com/teach-me-china>



The TMC seminar series
TAKEAWAYS:

- a. Market Entry Strategies
- b. Joint Venture Issues
- c. Viability Analysis of your Product or Service
- d. Leadership and Management Considerations
- e. Financing and Capital Raise Requirements
- f. Secret Strategies for Success

"I am Chinese and I learned an immense amount about China. Teach Me China is a superb program."

Greg Leund
Director of Asian Marketing
Pechanga Resort and Casino

"Michael has taught me more about China than any ten books could have. I can't wait to take my PR firm into the China market."

Jack Berkman
President & Founder
Berkman Strategic Communications

"Michael is the true expert on doing business in China and a dynamite speaker."

Berny Dohrman
President and Chairman CEO
Space International

**Registration Fee
\$1,650***

Register two or more
and receive a
10% discount

*includes books and materials

**5 week TMC Certificate Program
starts Tuesday, July 7, 2015**

For more program information contact:

**Santa Monica College Continuing Education Department
Phone: 310-434-3400 or Register Today commed.smc.edu**

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