

World Trade Center of Greater Philadelphia Trade Mission to Malaysia and Hong Kong



March 14 – 27, 2009

About the Trade Mission

The World Trade Center of Greater Philadelphia (WTCGP) will lead a business development mission to Malaysia and Hong Kong, in coordination with a Drexel LeBow MBA College Study Tour.

The mission gives participants a tremendous opportunity to *meet face-to-face* with prospective pre-screened business partners, *explore export opportunities* for their products and services, and *get first-hand experience* in the business environment of these rapidly growing markets.

Participants will receive:

- Free market research from Drexel LeBow MBA college students.
- Pre-arranged one-on-one business appointments with prospective business partners based on your criteria (minimum of 3 per country).
- Detailed information on prospective business partners.
- Identification of hotels, interpreters and drivers.
- Follow-up assistance and liaison services to ensure that business objectives are met.

Registration

- Deadline is **December 31, 2008**
- First 10 qualified companies will be accepted.
- You may join us for both markets or choose the one that best suits your business objectives.
- Registration fee: \$500 if joining us for one country; \$1000 for both countries.
- Companies unable to be in country may choose to be represented by a WTCGP representative (additional \$500 per country).

Contact

For additional information, contact:

Andrea Townrow
International Trade Specialist, WTCGP
Phone: 215.586.4240 ext. 123
Fax: 215.586.4240
Email: atownrow@wtcphila.org

Itinerary

Saturday, March 14 | Depart Philadelphia

Monday, March 16 | Arrive in Kuala Lumpur

- Culture tour to Menara Tower with welcome dinner.

Tuesday, March 17

- "Doing Business in Malaysia" briefing by the Malaysian Industrial Development Authority (MIDA)
- University lecture
- Panel Discussion followed by Drexel Alumni Reception

Wednesday, March 18

- One-on-one meetings

Thursday, March 19

- Company visits

Friday, March 20

- Cultural tour to Malacca (9am – 5pm)

Saturday, March 21 | Transfer to Hong Kong

Sunday, March 22

- Cultural Tour Hong Kong (9am – 1pm)

Monday, March 23

- Briefing at Hong Kong Trade Development Council
- One-on-one meetings

Tuesday, March 24

- University lecture

Wednesday, March 25

- One-on-one meetings

Thursday, March 26

- Company visits
- Farewell Dinner

Friday, March 27 | Depart for Philadelphia

Travel

Participants may elect to use Drexel's *Special Price Package* of \$4,081 (includes round-trip airfare from JFK, four star accommodations in both countries, with breakfast. Taxes included.) or may schedule travel independently.

World Trade Center of Greater Philadelphia Trade Mission to Malaysia and Hong Kong



March 14 – 27, 2009

Participant Agreement

Attention: Andrea Townrow | Fax: 215.636.9026
Participation Fee: \$500 (one country) | \$1000 (two countries)
Registration Deadline: December 31, 2008

The participation fee does not cover ground transportation, shipment of brochures and any samples, payment to interpreters (as needed); or travel and hotel expenses. All appointments will be arranged and coordinated by The World Trade Center of Greater Philadelphia. A \$500/\$1000 participation check must accompany this form. Limited mission slots will be filled on a first-come, first-serve basis.

Please make your check payable to the *World Trade Center of Greater Philadelphia* and forward with a copy of this agreement to:

World Trade Center of Greater Philadelphia
Attn: Bruce Pansius
1500 JFK Boulevard, Suite 305
Philadelphia, PA 19102

COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE:	FAX:	
COMPANY CONTACT:	TITLE:	
E-MAIL:	WEBSITE:	

As a duly authorized representative of the above-named company, I have read, understand and agree to the following terms of participation in the World Trade Center of Greater Philadelphia Trade Mission to Malaysia and Hong Kong.

Participants will:

- Arrange and pay for own travel to and from chosen destination(s).
- Arrange own hotel accommodations.
- Be responsible for meals and incidentals not already included in the trade mission.
- Provide information to WTCGP on the results attained through participation in this trade activity. Such information is confidential and for program justification only.
- Assume all risks associated with participating in the trade mission and releases WTCGP, its directors, officers, employees, agents, and contractors from any and all liability for losses, damages, and liabilities suffered by Participant as a result of its participation in the trade mission.

AUTHORIZED REPRESENTATIVE (PRINT)

SIGNATURE

TITLE

DATE