## Sponsorship Guide

<table>
<thead>
<tr>
<th>Global Entrepreneurship Events</th>
<th>Levels and Benefits</th>
<th>Return Form</th>
<th>Contact Information</th>
</tr>
</thead>
</table>

**China 2007**

Entrepreneurial Immersion

An exclusive exploration of business possibilities

August 26 to September 4, 2007

Polsky Center for Entrepreneurship

The University of Chicago Graduate School of Business
Global Entrepreneurship

National borders no longer confine the growth aspirations of entrepreneurial ventures. Even the smallest of companies can have operations and partnerships that are global in reach. For many companies, the international markets are not only the gateway to an almost unlimited customer base, but they also offer the opportunity to maximize efficiencies and minimize expenses.

The Polsky Center for Entrepreneurship at the University of Chicago Graduate School of Business understands that to educate and strengthen GSB entrepreneurial students and alumni, it must provide theoretical and experiential learning on how to operate in the global arena. The Polsky Center recently launched an initiative to develop educational programs in Asia that will target alumni, students, and the local Asian communities in which the programs are offered. The Polsky Global Initiative seeks to build understanding, communication, and partnerships across the globe.

Why an Entrepreneurial Immersion Trip?

Navigating a new country can be overwhelming as one tries to maneuver cultural norms, business regulations and processes, financial practices, language issues, and transportation in general. Given these obstacles, the ultimate goal of networking with local business people to build partnerships can seem daunting. The purpose of the Entrepreneurial Immersion trip is to help the novice overcome some of these obstacles and to facilitate meaningful business networking.

The key objectives and highlights of Entrepreneurial Immersion: China 2007 are:

- Familiarize trip participants with key cities in China, including Dalian, Beijing, Shanghai, Hong Kong, and Macau.
- Provide instruction on cultural traditions that impact social and business interactions.
- Introduce participants to Chinese government officials, US trade directors, and US/Chinese business associations that can facilitate establishing business operations in China.
- Learn from US companies already operating in China the practical aspects and challenges of doing business in China.
- Tour Chinese entrepreneurial companies to learn some of the merits and challenges in working with local partners in China.
- Visit a major research park in China and understand the various incubation strategies that are offered by the local economic development organizations to entrepreneurs.
- Network with Chinese entrepreneurs, investors, and officials in Shanghai at an event that will feature one of most notable entrepreneurs in China.
- Understand the supply and demand imbalances in China’s HR sector.
- Nurture new friendships and develop business relationships with traveling and locally-based GSB alumni.
## Events (Draft Itinerary, subject to change)

### Entrepreneurial Immersion: China 2007

**Beijing**  
**August 26 to August 28, 2007**

#### Sunday, August 26
- Arrive in Beijing
- Welcome Dinner

#### Monday, August 27
- **Setting the Stage**
  - Learn about the historical context of the current Chinese economy and the culture of doing business in China. Meet with senior officials in key ministries on the importance of continued investments into China. Learn what China considers to be critical investments in industries they believe are strategic to their success.

- **China’s Legal and Regulatory Background**
  - Participate in a panel discussion with TransAsia Lawyers, a leading PRC law firm, on the legal framework of doing business in China—including employment practices and intellectual property.

- **Get Acquainted Dinner**
  - Enjoy dinner with local Chicago GSB alumni as well as alumni from a separate University of Chicago cultural trip.

#### Tuesday, August 28
- **Conducting Business in China**
  - Hear about opportunities and challenges of doing business in China, including perspectives from an American corporation, an American consulting company, and a Chicago-based entrepreneurial company.

  - Participate in a discussion forum on opportunities in the energy sector, and visit zPark, a massive entrepreneurial and corporate park.

  - Late afternoon: Board flight to Shanghai
Entrepreneurial Immersion: China 2007  (continued)

Shanghai
August 29 to September 2, 2007

Wednesday, August 29  
**Business Resources**  
Visit Zhangjiang Hi-Tech Park in Pudong, home to the largest number of high-tech and entrepreneurial companies in Shanghai.

**Signature Event**  
**Building Bridges: China and the World**  
Take an exclusive tour of KIC and meet its developer, Vincent Lo of Shui on Group. Please see details on Signature Event page.

**Knowledge and Innovation Community (KIC)**  
KIC is a unique space with advanced facilities where high-tech entrepreneurs, educators, researchers, and venture capitalists can meet, network, and prosper. This 840,000-square-meter center is developed by Shui On Land Ltd and will be completed by 2010. Tour the research facilities and meet with KIC officials on how to develop partnerships.

Thursday, August 30  
**Manufacturing in China**  
Industry experts and entrepreneurs will discuss how to find and work with local manufacturers. We will also explore logistics and supply-chain management in China.

**Venture Investing in China**  
Panel discussion with Chinese and American PE and VC investors.

**Entrepreneurial Growth Opportunities**  
Visit to WuXi Pharmatech founded by Ge Li. In 2000, Li returned from the U.S. to build, from scratch, China's largest drug discovery R&D services business to approximately $100 million in fewer than seven years. Li will describe the challenges he faced in scaling operations and building his team.
### Entrepreneurial Immersion: China 2007 (continued)

**Shanghai Continued**

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<th>Date</th>
<th>Activity</th>
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<tr>
<td>Friday, August 31</td>
<td><strong>China’s Financial Markets</strong>&lt;br&gt;Visit Shanghai Futures Exchange (SFE), and learn about the changing regulatory environment as it relates to equity, forex, commodities, and the derivative market in addition to the financial imperative process of making investments on the SFE.</td>
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<td><strong>Employment and Management Challenges</strong>&lt;br&gt;Enjoy a panel discussion on understanding Human Resources challenges in China. Learn about the problems created by supply and demand imbalances for key administrative and management team members.</td>
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<td><strong>Dinner with members of the Shanghai GSB Alumni Club</strong></td>
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<td>Saturday, September 1</td>
<td>Visit the Shanghai Museum and Yuyuan Garden, followed by an afternoon of shopping.</td>
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<tr>
<td>Sunday, September 2</td>
<td>Early flight to Hong Kong</td>
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**Entrepreneurial Immersion: China 2007 (continued)**

**Hong Kong**  
**September 2 to 4, 2007**

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| Sunday, September 2 | Sightseeing in Hong Kong  
Dinner Cruise  
Enjoy views of Hong Kong Harbor with GSB Hong Kong alumni. |
| Monday, September 3 | **Hong Kong Entrepreneurial Opportunities**  
Overview of the Hong Kong economy and how it differs from the rest of China and Asia. Panel discussion with entrepreneurs from the media/entertainment, insurance, and other professional service industries.  
**Entrepreneurial Exits in China**  
Visit the Hong Kong Exchange and learn from a number of industry practitioners on the China IPO effect and the larger private equity opportunities that exist in China.  
**Gala Dinner**  
Join GSB alumni, community entrepreneurs, and financial and service professionals to culminate the trip (black-tie optional). |
| Tuesday, September 4 | End of the formal trip  
See Optional Trips page for extending your stay in China  
Flight home |
Optional Trips

In addition to the main itinerary (including the Signature Event), you may add up to three optional packages to your trip that will allow you to delve more deeply into entrepreneurial and cultural China.

**Optional Trip Addition A**

Dalian  
**August 22 to 24, 2007**

The objective of visiting Dalian is to better understand the entrepreneurial forces at work that have made this city China’s capital for IT services and BPO operations. We intend to visit a software park and several Chinese BPO companies that are making Dalian one of the hottest IT destinations east of Bangalore and west of Silicon Valley.

**Wednesday, August 22**

Arrive in Dalian

**Thursday, August 23**

Full day program: **Dalian the IT Capital of China**  
Meet with the founders of Dalian’s premier software park and some of their premier tenants, which include several of China’s fastest-growing BPO and JT companies, to further explore the potential for partnership and investment opportunities.

Evening program:  
Enjoy dinner with local entrepreneurs

**Friday, August 24**

Morning and early afternoon program: **Sightseeing**.  
Enjoy the sights of this beautiful coastal city

Late afternoon: Flight to Beijing

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**Optional Trip Addition C**

Macau  
**September 4 to 6, 2007**

The visit to Macau will highlight the entrepreneurial forces at work that have transformed Macau from a seedy gambling island town to the world’s largest gambling destination that has attracted $1 billion plus investments from seasoned Las Vegas entrepreneurs and companies.

**Tuesday, September 4**

Early ferry to Macau

Morning program: **Investments in Macau**  
A leading game and casino operator will discuss the financial imperative for the mega-investments occurring in Macau.

Afternoon program: **Entrepreneurship in the Convention and Services Sector**  
Learn the history and evolution of gaming in Macau. Hear about the current legal, regulatory, licensing, and investment issues related to entrepreneurial startups in the services and convention sectors from industry experts in commercial gaming and senior government officers from the licensing commission and investment bureaus.

Evening Program: **Networking Dinner**  
Enjoy meeting with GSB alumni and community entrepreneurs.

**Wednesday, September 5**

Spend the day visiting various Portuguese-era sights, including a world heritage relic.

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**Optional Trip Addition B**

Beijing Sightseeing  
**August 25 to 26, 2007**

**Saturday, August 25**

Visit the Great Wall of China and Temple of Heaven

**Sunday, August 26**

Visit the Forbidden City and the Summer Palace
Signature Event

“Building Bridges: China and the World” is the Signature Event of Entrepreneurial Immersion: China 2007. The itinerary begins in mid-afternoon and continues through the evening of August 29.

Building Bridges: China and the World
Wednesday, August 29
Knowledge and Innovation Community (KIC)

KIC is a unique space with advanced facilities where high-tech entrepreneurs, educators, researchers, and venture capitalists can meet, network, and prosper. This 840,000-square-meter center is developed by Shui On Land Ltd and will be completed by 2010. You will tour the research facilities and meet with KIC officials on how to develop partnerships.

Evening Keynote Speaker: Vincent Lo, Chairman of Shui On Group

Vincent Lo is recognized as one of the leading entrepreneurs in China. Lo started his entrepreneurial career with the sum of HK$100,000 (US$16,700) borrowed from his father. In 1984 Lo began investing in Shanghai and built a hotel in partnership with the Shanghainese Communist Youth League. His company is now one of the main developers in China. One of the premier projects is a $170m prime entertainment development encompassing a 20,000 square meter complex of restaurants, bars, and shops in Shanghai. In 1995, Lo bought his first cement plant in Chongqing, which has enabled the Shui On Group to become one of China's top three cement companies.

Special Audience with Mr. Lo for sponsors of the event

Mr. Lo will have an exclusive private cocktail reception for our VIP’s and sponsors at his exclusive XTD clubhouse.

Go to ChicagoGSB.edu/entrepreneurship/immersion
Sponsorship Guide, updated 05-03-07
## Levels and Benefits

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<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
<th>Amount</th>
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| **Title Sponsor**          | • Your logo will be placed first on all marketing materials (including brochures, folders, emails, and a web site) that will be distributed to all GSB alumni and students worldwide, more than 30,000 people  
  • An ad for your organization will appear in the official trip program  
  • Signage, complimentary attendance and private reception at the Signature Event | $15,000 |
| **Signature Event Sponsor**| **Keynote address and dinner August 29**  
  • Your logo will appear on all trip collateral material  
  • Your logo and an ad for your organization will appear in the official trip program  
  • You will be recognized on signage at the event  
  • Complimentary attendance at the event and private reception with keynote speaker | $5,000  |
| **Event Sponsor**          | • Your logo and an ad for your organization will appear in the official trip program  
  • You will be recognized on signage at the event  
  • Complimentary attendance at the event | $2,500  |
| **Gala Dinner Sponsor**    | **Hong Kong September 3**  
  • Your logo and an ad for your organization will appear in the official trip program  
  • You will be recognized on signage at the event  
  • Complimentary attendance at the event | $2,500  |
| **Lunch and Dinner Event Sponsor** | • You will be recognized on signage at the event  
  • Complimentary attendance at the event | $1,500  |
Return Form

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<th>GENERAL INFORMATION</th>
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<tbody>
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<td>Company Name</td>
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<td>Company Web Address</td>
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<td>___ $ 15,000 Title Sponsor</td>
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<td>___ $ 5,000 Signature Event Sponsor</td>
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<td>___ $ 2,500 Event Sponsor / Gala Dinner Sponsor (circle one)</td>
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<tr>
<td>___ $ 1,500 Lunch and Dinner Event Sponsor</td>
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Signature: ______________________________________

Note: The University of Chicago Graduate School of Business is a 501c(3) non-profit institution and, as a result, your donations are tax-deductible.

Please make checks payable to: The University of Chicago Graduate School of Business

Please submit this form with check to:
Attn: Starr Marcello
Associate Director of Entrepreneurship Programs
Polsky Center for Entrepreneurship
The University of Chicago Graduate School of Business
5807 S. Woodlawn Ave., Chicago, IL 60637
Tel 773. 834.4525 Fax 773. 834.4046
Email: starr.marcello@chicagogsb.edu
Contact Information

For more information about sponsoring Entrepreneurial Immersion: China 2007, please contact:

Linda L. Darragh
Clinical Adjunct Professor of Entrepreneurship and
Director of Entrepreneurship Programs, Polsky Center for Entrepreneurship
Tel: 773.702.9108
linda.darragh@ChicagoGSB.edu

The Michael P. Polsky Center for Entrepreneurship
The University of Chicago
Graduate School of Business
5807 South Woodlawn Avenue
Chicago, IL 60637

Voice 773.834.4525 | Fax 773.834.4046

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