



Informex USA 2008 China Buyers Delegation

Organizers:

American Consulate General
U.S. Commercial Service

eChinaChem, Inc.

Supporters:

CMP Information
Maryland Center

1. Informex USA 2008 China Buyers Delegation Introduction

Chinese chemical and biotech & pharmaceuticals corporations are always expecting breakthroughs in Sino-US trading and cooperation because the United States is the top trading country of world chemicals. Conflicts and barriers, however, make the cooperation stumbles and bogs down.

- How to buy the products from your target corporation in the US directly?
- How to visit more US mainstream chemical and biotech & pharmaceuticals corporations within the shortest time possible?
- How to come close to US chemical and biotech & pharmaceuticals corporations?
- Ever imagine learning latest FDA policies against China and unveiling FDA mystery in person?
- Ever imagine showcasing your company in front of a crowd of US mainstream chemical and biotech & pharmaceuticals corporations?

As Sino-US trading ties, eChinaChem organize the “InformexUSA China Buyers Delegation” in partnership with Foreign Commercial Service Office of Consulate General of the United States, Shanghai, with the support of CMPi and the State Government of Maryland.

See what **eChinaChem** have planned for you:

- visit **+500** chemical and biotech & pharmaceuticals corporations in **4** days
- visit in **4** days **8** world famous US chemical and biotech & pharmaceuticals corporations
- listen to **FDA** specialists responsible for China affairs
- participate **Roundtable networking** arranged by US government for Chinese and American Chemical and biotech & pharmaceuticals corporations
- showcase Chinese corporations to the world at “**China Day**” conference
- attend **business banquets** with Colin Powell, the ex-Secretary of State of the US invited

Wonderful and unique “ice-breaking” trip to the US chemical industry will certainly make the delegation the best of its kind and the most rewarding one for all delegates.

2. Informex USA 2008 Exhibition Introduction

InformexUSA is the world's most sophisticated meeting point for buyers and sellers of higher value chemistry. It has been successfully held for successive 23 years. InformexUSA 2008 will be held at Morial Convention Center, New Orleans, USA on 29th Jan - 1st Feb. 2008. It will attract more than 500 exhibitors and 4,000 professional visitors (\$ 400 / visitor) .

Product & Visitors Distribution:

| | |
|--------------------------------|-----|
| ◆ adhesives | 26% |
| ◆ agrochemicals | 28% |
| ◆ biopharma | 34% |
| ◆ biotechnology | 21% |
| ◆ cosmetics | 23% |
| ◆ electronic chemicals | 26% |
| ◆ food additives | 21% |
| ◆ coatings & dyestuffs | 27% |
| ◆ medical chemicals | 70% |
| ◆ custom & specialty chemicals | 32% |



Job title of visitors:

| | |
|---------------------|-----|
| ◆ purchasing | 40% |
| ◆ R&D | 20% |
| ◆ administrator | 15% |
| ◆ sales & marketing | 15% |
| ◆ operator | 5% |
| ◆ engineers & other | 5% |



Famous exhibitors (list only a few)

| |
|--|
| ◆ ALBEMARLE CORPORATION |
| ◆ BASF CORPORATION |
| ◆ BAYER MATERIAL SCIENCE |
| ◆ BOEHRINGER INGELHEIM CHEMICALS, INC. |
| ◆ EVONIK DEGUSSA CORPORATION |
| ◆ DOWPHARMA |
| ◆ DSM PHARMA CHEMICALS USA, INC. |
| ◆ DUPONT |
| ◆ LONZA INC. |
| ◆ RHODIA CORPORATION |
| ◆ SAFC |
| ◆ SIEGFRIED USA |
| ◆ WHYTE CHEMICALS LTD. |

Booth Number

| |
|------|
| 809 |
| 2245 |
| 800 |
| 525 |
| 819 |
| 801 |
| 1421 |
| 2353 |
| 1219 |
| 1301 |
| 1939 |
| 533 |
| 2045 |

3. Informex USA 2008 China Buyers Delegation Schedule

Day 1: 21st Jan. Monday | Shanghai – New York

Departs from Shanghai and arrives at NY in the evening at local time and check-in at hotel

Day 2: 22nd Jan. Tuesday | NJ / New York



Activities:

Option A: It is up to the corporations to arrange business activities

Option B: If no business activities, we will arrange sightseeing in New York.

Day 3: 23rd Jan. Wednesday | NY – New jersey

Morning: Honeywell Global Headquarters (Honeywell Specialty Materials)

Honeywell

Introduction:

Honeywell, a \$24 billion MNC, is a diversified technology and manufacturing world-leader. Honeywell Specialty Materials, a strategic business group, is a world-leader in high performance specialty chemicals and materials, and cutting edge technology development.

Activities:

- 08:00—08:30 Breakfast
- 08:30—08:45 Welcome remarks by Nance Dicciani, president and CEO of Honeywell Specialty Materials
- 08:45—09:15 Honeywell overview by Mike Bennett, vice president, Communications, Honeywell Specialty Materials
- 09:15—09:45 Specialty Materials overview by Mike Modak, vice president, Strategy and Business Development, Honeywell Specialty Materials
- 09:45—10:15 Specialty Materials Asia overview and technology footprint by Av Kerkar, Technology Group, Honeywell Specialty Materials
- 10:15—10:45 Q&A moderated by Mike Bennett; followed by conclusion

<http://www.honeywell.com/sites/chinacn/index.jsp>

Add: 101 Columbia Road Morristown, NJ 07962

Afternoon: Export. gov (directly under the U.S. Department of Commerce)

Introduction:

Export. gov assists American businesses in planning their international sales strategies

Activities:

Roundtable conference

- 14:00—14:20 Introduction of overall development of chemical companies within the state (by chemical specialist from the state government)
- 14:20—14:50 Cooperation between Chinese and American corporations – by representatives of American chemical corporations
- 14:50—15:40 Chemical entrepreneurs roundtable forum – cooperation between China and the US chemical industry
- 15:40—16:00 Networking

<http://www.export.gov/>

Add: 33 Whitehall St. New York, NY 10004

Day 4: 24th Jan. Thursday | NJ – Delaware – Maryland**Morning: Johnson & Johnson****Introduction:**

Johnson & Johnson is a \$50 billion world leader in health care products, pharmaceuticals and medical treatment equipment as well as diagnostic products.

Activities:

- 10:00—10:30 Welcome speech by Johnson & Johnson
- 10:30—11:30 Johnson & Johnson R&D laboratory and plant tour
- 11:30—12:00 Q&A

<http://www.jnj.com.cn>

Add: Wilmington, Delaware

Afternoon: Hercules**Introduction:**

Hercules is the American top 50 chemical corporation. It produces and markets specialty chemicals used in making a variety of products for home, office, and industrial markets.

Activities:

- 14:30—15:00 Welcome speech by Hercules
- 15:00—15:30 Networking: Hercules VS Chinese corporations
- 15:30—16:30 Hercules Headquarters and R&D center tour

<http://www.herc.com>

Add: 1313 N Market St. Wilmington, DE 19801

Day 5: 25th Jan. Friday | Maryland**Morning: U.S. Food and Drug Administration**

**U.S. Food and Drug Administration****Introduction:**

The FDA is responsible for protecting the public health by assuring the safety, efficacy, and security of human and veterinary drugs, food supply, etc. It also drafts laws and regulations.

Activities:

09:30—12:00

- Speech by FDA China affairs specialist: latest FDA registration proceedings and regulations (to be confirmed)
- Dialogue – FDA China affairs specialist

<http://www.fda.gov>**Add: 5600 Fishers Lane Rockville, MD 20852****Afternoon: United States Pharmacopoeia**

U.S. PHARMACOPEIA

Introduction:

The USP is the official public standards-setting authority for all prescription and over-the-counter medicines, dietary supplements, and other healthcare products manufactured and sold in the United States. USP sets standards for the quality of these products and works with healthcare providers to help them reach the standards. USP's standards are also recognized and used in more than 130 countries. These standards have been helping to ensure good pharmaceutical care for people throughout the world for more than 185 years.

Activities:

13:30—16:00

- To be confirmed

<http://www.usp.org>**Add: 5645 Fishers Lane, Rockville, MD 20852****Day 6: 26th Jan. Saturday | Maryland****Morning: W. R. Grace****Introduction:**

Grace is a specialty chemical world leader. It manufactures catalysts, chemical additives, engineered materials, chromatography columns and silica-based products, and produces specialty construction chemicals, building materials, sealants and coatings.

Activities:

Tel: 0086-21-51691611 || **Fax:** 0086-21-52401255 || **Email:** events@echinachem.com
Add: Floor 12th A & B, North Building, No.1016 Dingxi Road, Shanghai, China, 200050

10:00—10:30 Welcome speech by W. R. Grace
10:30—11:30 Grace Headquarters and R&D laboratory tour
11:30—12:00 Networking: Grace & Chinese corporations

<http://www.grace-china.com.cn>

Add: 7500 Grace Dr. Columbia, MD 21044

Afternoon: MedImmune



Introduction:

MedImmune strives to provide better medicines to patients, new medical options for physicians and to advance science and medicine to help people live better lives. The company is focused on the areas of infectious diseases, cancer and inflammatory diseases.

Activities:

13:30—15:00

- To be confirmed

<http://www.medimmune.com>

Add: One MedImmune Way, Gaithersburg, MD 20878

Afternoon: organized by the State government of Maryland



Visit the Sino-US University of Maryland Science & Technology Park (sci & tech incubator) established by Ministry of Science and Technology of China, China Zhongguancun Science Park and the State of Maryland. The park is focused on life sciences, biotechnology, agriculture and Environmental Sciences.

Activities:

15:30—17:00

- To be confirmed

<http://www.mccusa.org>

**Add: 217 East Redwood Street; 12th Floor Baltimore, MD 21202
(2105 Potomac Building 092 College Park, MD 20742)**

Day 7: 27th Jan. Sunday | Maryland



Morning: Washington D.C. tour

As capital of the U.S. and with a history of over 200 years, the Washington D.C. is blessed with unparalleled glamour. The concentration of scenic sites is just breath-taking, while many of which are not-to-be-seen-elsewhere. Surrounded by numerous shopping malls nearby, you will soon forget where you are.

**Afternoon: Tour of Bright Pearl of Maryland – Inner Harbor, Baltimore**

Baltimore is certainly an exciting city to visit. Located at the center of the city, the world-renowned “Inner Harbor” is a place where you can find all the fun and prosperity of the city.

Day 8: 28th Jan. Monday | Washington D.C. – New Orleans

Departs from Washington at noon and arrive at New Orleans.

Take a rest at hotel and enjoy your free time.

4. Informex USA 2008 Exhibition Schedule

Day 9: 29th Jan. Tuesday | New Orleans



China Day Conference

Organizer: eChinaChem, Inc., CMPi

Hotel: Hilton New Orleans Riverside

Add: Two Poydras Street, New Orleans, Louisiana, United States 70140

- 08:00 - 09:00 Breakfast
09:00 - 12:00 Cooperation between Sino-US chemical industries
(A number of speakers will be invited)
12:00 - 13:30 Luncheon
13:30 - 17:00 Case study –China & American chemical corporations
18:00 - 19:30 Welcome reception

***Detailed conference agenda to be released**

Day 10: 30th Jan. Wednesday | New Orleans



Informex USA Exhibition

Morial Convention Center

<http://www.mccno.com>

Add: 900 Convention Center Blvd, New Orleans, LA 70130

***eChinaChem and Informex USA organizer will assist you in locating your target exhibitors.**

Exhibition Day 1:

- 07:30 - 10:00 Breakfast
09:00 - 11:30 Exhibition
11:30 - 14:00 Luncheon
14:00 - 17:00 Exhibition

Day 11: 31st Jan. Thursday | New Orleans

Exhibition Day 2:

- 07:30 - 10:00 Breakfast
09:00 - 11:30 Exhibition
11:30 - 14:00 Luncheon
14:00 - 17:00 Exhibition
17:00 - 18:30 C&EN cocktail party

Day 12: 1st Feb. Friday | New Orleans

Exhibition Day 3:

- 07:30 - 10:00 Breakfast
09:00 - 12:00 Exhibition

In the evening, the end of the trip, return to Shanghai

5. Informex USA 2008 China Buyers Delegation

Sponsorship Proposal

1. Speech Opportunity on Informex USA —China Day Conference

Benefits:

- 30-minute speech at the conference
- A banner advertisement(size: 210px×50px) on the Expo and Conference Column of www.echinachem.com and www.echinabio.com for three months
- Logo of sponsor will appear on the webpage designed especially for the activity www.echinachem.com/Chinese/informex_2008 & www.echinabio.com with hyperlink to the sponsor's website
- Logo of sponsor will appear on the Informex Column of www.echinachem.com and www.echinabio.com with hyperlink to the sponsor's website. Or a corporate news coverage with logo on Corporate Zone of the Informex Column.
- Logo of sponsor will appear on promotion materials
- Sponsor will be entitled to a full page 4-color insert advertisement on *China Chemical Frontier* (Chinese Version)special issue of eChinaChem China Buyers Delegation to USA
- Sponsor will be entitled to a full page 4-color insert advertisement on *2008 China Biotech & Pharma Directory* (English Version) of eChinaChem China Buyers Delegation to USA

2. Banquet Dinner

Benefits:

- "eChinaChem China Buyers Delegation to USA "banquet dinner will bear the sponsor' name
- 10-minute ceremonial speech before the banquet
- A banner advertisement(size: 210×50 pix) on the Expo and Conference Column of www.echinabio.com and www.echinachem.com for three months
- Logo of sponsor will appear on the webpage designed especially for the activity www.echinachem.com/Chinese/informex_2008 and www.echinabio.com with hyperlink to the sponsor's website
- Logo of sponsor will appear on the Informex Column of www.echinachem.com and www.echinabio.com with hyperlink to the sponsor's website. Or a corporate news coverage with logo on Corporate Zone of the Informex Column.
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3. Luncheon

Benefits:

- "eChinaChem China Buyers Delegation to USA " luncheon will bear the sponsor' name 10-minute ceremonial speech before the luncheon
- A banner advertisement(size: 210×50pix) on the Expo and Conference Column of www.echinabio.com and www.echinachem.com for two months
- Logo of sponsor will appear on the webpage designed especially for the activity www.echinachem.com/Chinese/informex_2008 and www.echinabio.com with hyperlink to the sponsor's website
- Logo of sponsor will appear on the Informex Column of www.echinachem.com and www.echinabio.com with hyperlink to the sponsor's website. Or a corporate news coverage with logo on Corporate Zone of the Informex Column.
- Logo of sponsor will appear on promotion materials
- Sponsor will be entitled to a full page 4-color insert advertisement on *China Chemical Frontier* (Chinese Version)special issue of eChinaChem China Buyers Delegation to USA
- Sponsor will be entitled to a full page 4-color insert advertisement on *2008 China Biotech & Pharma Directory* (English Version) of eChinaChem China Buyers Delegation to USA

4. Gifts

Benefits:

- Logo or name of sponsor will appear on the gift (in the form of label)
- A banner advertisement(size: 210×50pix) on the Expo and Conference Column of www.echinachem.com and www.echinabio.com for one months
- Logo of sponsor will appear on the webpage designed especially for the activity www.echinachem.com/Chinese/informex_2008 and www.echinabio.com with hyperlink to the sponsor's website
- Logo of sponsor will appear on promotion materials
- Sponsor will be entitled to a full page 4-color insert advertisement on *China Chemical Frontier* (Chinese Version)special issue of eChinaChem China Buyers Delegation to USA

5. Commemorative Brochure

Benefits:

- "eChinaChem China Buyers Delegation to USA " commemorative brochure will bear the sponsor' name
- A full page 4-color advertisement and an advertorial in commemorative brochure
- A banner advertisement(size: 210×50pix) on the Expo and Conference Column of www.echinachem.com and www.echinabio.com for three months
- Logo of sponsor will appear on the webpage designed especially for the activity www.echinachem.com/Chinese/informex_2008 and www.echinabio.com with hyperlink to the sponsor's website

- Sponsor will be entitled to a full page 4-color insert advertisement on *China Chemical Frontier* (Chinese Version) special issue of eChinaChem China Buyers Delegation to USA
- Sponsor will be entitled to a full page 4-color insert advertisement on *2008 China Biotech & Pharma Directory* (English Version) of eChinaChem China Buyers Delegation to USA

6. Speech Opportunity on Informex USA —China Day Conference

Benefits:

- 30-minute speech at the conference
- A banner advertisement(size: 210px×50px) on the Expo and Conference Column of www.echinachem.com and www.echinabio.com for three months
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