

WHY YOUR COMPANY SHOULD SUPPORT ASIA NIGHT

Background: Since 1971, Cal-Asia and its predecessor organizations have consistently delivered contacts and content of strategic value to member companies of all sizes.

Cal-Asia programs provide timely, topical information and contacts and are highly regarded for their business content. During the Asian economic crisis, starting in 1997, Cal-Asia's successful efforts to focus on business opportunities for U.S. firms at the depth of the crisis were acknowledged with the U.S. Department of Commerce's "Export Citizen of the Year" award. We structure programming to address critical business issues, always with the intent to foster the beneficial two-way flow of goods and services across the Pacific.

Asia's economies are now surging forward – especially China. As a recent Cal-Asia speaker noted, "ignoring China is no longer an option" and Cal-Asia has ramped up programming on China business opportunities.

Our program and information services menu expands and enriches our members' Asia business information resources and provides opportunities to meet potential partners and clients in China and Southeast Asia.

ASIA NIGHT SPONSORS will join us in honoring one of America's most distinguished Senators, the Honorable Dianne Feinstein, in a superb Asia-focused business setting.

ASIA NIGHT FUNDS ARE TO BE USED DIRECTLY to support development of year-round programs and information gathering.

YOU WILL ENABLE CAL-ASIA to deliver high level contacts and content to member firms and other California businesses through a steady flow of high quality programs and activities.

Topical Discussions:

In 2005 we are focusing principally on three sectors: banking, biotechnology and building -- along with relevant technologies and services. We are thereby addressing the broader interests of California business, from technology to agriculture.

- With our partner, the Commercial Service (US Department of Commerce), we have already launched our joint China Financial Sector Project, and we expect to continue working with the Federal Reserve Bank, the People's Bank of China and Cal-State University / East Bay's China Business Center on this project.
- We are hosting a special meeting with the Chief Minister of Penang in March as part of our outreach to the biotechnology sector. Expect other meetings throughout the year.
- In January, we cohosted a briefing on infrastructure in Indonesia with our embassy in Jakarta that had been planned long before the tragic earthquake and tsunamis hit Aceh and Sumatra. While the urgent need to rebuild Aceh, village by village, farm by farm, is much discussed, it is also true that economic growth in the region is driving urbanization and development. Later in the year, expect programs that look into infrastructure and urban development conditions throughout East Asia.

Visiting Dignitaries:

Cal-Asia welcomes visits of overseas officials and businessmen as well as U.S. officials and business leaders serving in Asia. Among leaders we have hosted in past years are Former Malaysian Prime Minister Mahathir, Philippines Presidents Arroyo and Ramos; Deputy Prime Ministers from Vietnam and Thailand; Vice Minister Long Yongtu of China's MOFTEC and MOC Vice Minister Ma; Ambassadors from Indonesia, Laos, Malaysia, Singapore, Thailand, Vietnam; and many other distinguished government and business leaders.

Growth

Experts in Asia forecasting see a long boom time ahead in East Asia – and Cal-Asia is committed to constantly improve its programs and outreach to the business community, including working partnerships with other non-profit, academic and governmental entities. We want Cal-Asia to grow because we want California-Asia business ties to grow. Better business opportunities for California firms translates into more jobs here; better California-Asia business also helps influence sustainable growth in East Asia.