



Learn about international business: **Architecture, Construction and Building Products in China**

The U.S. Department of Commerce in collaboration with the Hon. Matthew Marchant, Mayor City of Carrollton, Carrollton Economic Development and the Metrocrest Chamber of Commerce will be hosting an Architecture and Building Products specialist from the U.S. Embassy in Beijing, China for a training on international sales development.

Why China?

China is among the world's top performers in terms of GDP growth. In response to this growth, U.S. exports to China have increased 468 percent since China's 2001 World Trade Organization (WTO) entry, and it is likely to maintain its position as the third-largest buyer of American goods. Small and medium-sized enterprises (SMEs) are the leading exporters to China, representing 92 percent of American businesses exporting to China. China has the world's largest construction market. In the next decade, China's urbanization will reach 65-70% meaning 300 million more people will move to cities, requiring over 800 million square meters of housing to accommodate. Don't miss out on this golden opportunity to learn how you can join in on one of the fastest growing markets in the world.

Topics Discussed

- Advocacy assistance for U.S. architecture/engineering firms seeking foreign projects;
- Layer due diligence on partner/distributor prospects to reduce your risk;
- Determine what intellectual property assistance is available to protect your products and services;
- Learn trends in China for building products, construction and green initiatives;
- Identify the top 10 scams when doing business in China;
- Leverage federal programs to gain direct access to Chinese firms to gather data and find partners.

Register at: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q87>

Event Details

Date: Tuesday, August 5th, 2014

Time: 8:30 am - 12:00 pm (8:00 registration/ breakfast)

Address: Coyote Ridge Golf Club
Grill 19 Conference Center
1640 W Hebron Parkway
Carrollton, TX 75010

Cost: \$35

Contact Information

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