

Dilts Strategy Group and China-US Technology Association are proud to present

-

World Class Leadership Shanghai 2004

This unprecedented program focuses on the topic of world-class leadership and will attract top executives from a variety of industries. Globally renowned experts will teach the latest innovations in leadership development that include hands-on models and practical tools. The presenters will model world-class leaders who have effectively implemented these principles at successful organizations throughout Europe and North America. These global companies include World Bank, Hewlett-Packard, Fiat Group SpA and IBM. The interactive format applies the leading-edge methodology created by Dilts Strategy Group (DSG) called Success Factor Modeling(tm) (SFM). SFM powerfully demonstrates the key behaviors and business practices of prominent Silicon Valley entrepreneurs and multi-national organizations as they bring their corporate visions into action. Part of an international series currently underway in the U.K., Germany, Italy, Mexico and the U.S., the World-Class Leadership Program offers the following benefits to attendees like you:

- * Discovering the innovative techniques of Success Factor Modeling(tm) which enable you to enter the mindset of the most successful business leaders in the world
- * Sharpening your ability to anticipate significant market trends and opportunities
- * Aligning team members and partners to reach common goals
- * Fine-tuning your skills to react swiftly and flexibly while maintaining a focus on high-priority actions
- * Learning key strategies to make more effective, balanced decisions
- * Enriching your understanding of other cultural perspectives in order to more successfully manage global enterprise
- * Building a network of contacts, referrals, partnerships with other forward-thinking executives

A certificate will be issued at the end of this two-day program.

Who Should Attend:

- * CEOs, COOs, CFOs and other top executives of large Chinese enterprises
- * Senior executives and managers of global companies
- * Leaders of emerging growth companies

- * Successful entrepreneurs with global vision
- * Leadership Development and Human Resource professionals
- * Coaches, consultants and other professionals

Seats are limited to 200. Many of our previous events sold out. Register early to reserve a seat and take advantage of the early bird registration discount!

Venue Four Seasons Hotel, Shanghai, China
 Date April 1-2, 2004
 Languages English with Chinese translation

Agenda - Thursday, April 1, 2004

8:00am-9:30am - Conference Registration and Continental Breakfast
 9:30am-10:00am - Welcome and Introductions
 10:00am-11:00am - Overview: Principles and Patterns of World-Class Leadership.
 11:00am-11:15am - Break
 11:15am-12:15pm - The Importance of Establishing a Leadership Culture.
 12:15pm-1:00pm - Panel Discussion: Are your leadership strategies in congruence with your corporate strategies? How do you align your leadership strategies with your corporate strategies?

 1:00pm-2:00pm - Lunch
 2:00pm-3:45pm - Success Factor Modeling(tm)
 3:45pm-4:00pm - Break
 4:00pm-5:00pm - Entrepreneurial Leadership
 5:15pm - Closing and Announcements for following day 5:15pm-6:30pm - Cocktail Reception

Friday, April 2, 2004

8:00am-9:00am - Networking and Continental Breakfast
 9:00am-10:45am - Alpha Leadership: Tools for business leaders who want more from life.
 10:45am-11:00am - Break
 11:00am-12:00pm - Alpha Leadership (continued)
 12:00pm-1:00pm - Ethics and Leadership

 1:00pm-2:00pm - Lunch
 2:00pm-3:30pm - Leadership and Cultural Differences 3:30pm-3:45pm - Break

3:45pm-4:30pm - Building a World-Class Leadership Culture

4:30pm-5:00pm - Closing Remarks

Key presenter:

Robert Dilts, co-founder of Dilts Strategy Group, has had a global reputation as a leading behavioral skills trainer and business consultant since the 1970s. Past clients have included the Fiat Group, The Old Mutual, Bank of America, Apple Computer, Telecom Italia, IBM Europe, Hewlett-Packard, The World Bank, Alitalia, AT Kearney and Ernst & Young. He is currently an associate professor at the Fiat School of Management and Chief Scientist and Chairman of the Board for ISVOR DILTS Leadership Systems, a joint venture between Dilts Strategy Group and ISVOR Fiat (the corporate university for the Fiat Group), the largest corporate university in Europe.

A co-developer and highly acclaimed expert in the field of Neuro-Linguistic Programming (NLP), Robert is a developer of and an expert in the principles and techniques at the basis of the Success Factor Modeling™ process, and has authored numerous books and articles about how they may be applied to enhance personal impact, creativity, communication, leadership and team development. His books include Tools for Dreamers (1991), Skills for the Future (1993), Effective Presentation Skills (1994), Strategies of Genius (1995), Visionary Leadership Skills (1996), Modeling with NLP (1998), Alpha Leadership (2002) and From Coach to Awakener (2003), a book on advanced coaching skills.

Robert was founder and CEO of Behavioral Engineering, a company that developed computer software and hardware applications emphasizing behavioral change. He has a degree in Behavioral Technology from the University of California at Santa Cruz.

Other presenters and panelists:

John Dilts, co-founder of Dilts Strategy Group, LLC., an executive training and development company that has created a unique methodology called Success Factor Modeling™. He is currently CEO of Global Angels, LLC, an international consulting company that facilitates global business and venture investment between Asia and the United States. He is also a Managing Director of the IPF Fund, LLC, a private equity venture capital fund. Previously with the corporate law firms Venture Law Group and Wilson Sonsini Goodrich & Rosati, he has served on the board of directors for numerous Silicon Valley technology companies addressing a variety of industries. John earned his law degree from

the University of San Francisco and a Bachelor of Arts degree from the University of California.

Dr. Li Sheng is a founding partner of Global Angels, LLC, a consulting company which facilitates global business and venture investment between China and western countries. She dedicated six years to business education for the high tech industry, including three years at Siemens, two years at Aspect Communications and one year at Veritas Software. She also worked as a technical and business consultant for entrepreneurs in Silicon Valley. Dr. Sheng grew up in China and studied at Zhejiang University. She obtained her Ph.D degree in mathematics from the University of Minnesota.

Helmut Struss, General Manager for Greater China, has a deep understanding in technology trends and business strategy development. His Asian career with Siemens AG is spanning 13 years and has helped him strengthening his telecommunication, sales & marketing skills. Integrating his engineering know-how, telecommunication background and extensive experience in Asian culture and business behavior he has managed the successful execution of complex telecommunication infrastructure projects from 1985 to 1990 in Australia and The Philippines. From 1991 to 1996, he was responsible for the sales & marketing activities of Siemens Ltd. Thailand where he posted a dramatic sales growth for his business unit and won acknowledgment for his perseverance and optimism. Prior to his assignment in Beijing, China, he was in charge of the Information & Broadband Unit for the Asia Pacific Region. He has a degree in Electrical Engineering from the Technical University in Bremen.

York Chen, Managing Director & Partner of Acer Technology Ventures Asia Pacific Ltd. York, based in Shanghai, is in charge of China/HK Operation for Acer Technology Ventures (ATV). ATV is the VC business unit of the Acer Group, a USD15 billion high-tech conglomerate. With his active involvement in China's VC activities, York was selected as one of the top 10 Most Active Venture Capitalists in China. Prior to his relocation to Shanghai in early 2000, York was the Managing Director and a Board member of Acer Computer International Ltd. (ACI), a Singapore listed company, from 1992. He is the first Chinese to deliver a public speech in the Kremlin in May 1991 to some 2000 Russian political & industrial leaders. Before joining Acer, York was with the public sector. He holds a Bachelor of Science degree from National Taiwan University in 1976 and a graduate diploma from the International Trade Institute in Taiwan in 1989.

Mark S. Greenfield, Managing Partner of Greenfield & Rich LLP, a Los Angeles-based law and consulting firm specialized in corporate finance, mergers and acquisitions, and general corporate law. From 1986 to 1990 he was the Chairman and Chief Executive Officer of SOPAC Energy Corporation, an independent oil

and gas company, from 1990 to 2000 he was the Chairman of Zum Ritter Corp., a hospitality company operating upscale Italian restaurants. Mr. Greenfield serves as a member of the Board of Directors of Cedars-Sinai Medical Center, where he sits on the Executive Committee and is Chair of the Audit Committee, as a member of the Board of Trustees of the University of California, Los Angeles Foundation and as a member of the Board of Directors of the Los Angeles Police Foundation. He was an active member of the Young Presidents' Organization from 1986 through 2000, having served as Education Chairman and Chapter Chairman of the Santa Monica Bay Chapter, Chairman of the International Negotiation Seminar, and as Education Chairman of the Hawai'i Family University, and he is a member of the World Presidents' Organization. Mr. Greenfield speaks throughout the world on the topics of negotiation strategies, positioning for quantum growth, and acquisition strategies. Mr. Greenfield received a B.A. degree magna cum laude in 1971 from the University of California, Los Angeles and a J.D. degree in 1974 from the University of California, Berkeley (Boalt Hall).

David Guo, Co-Founder, Partner (US) of Oversea Chinese Scholars' Fund, LLP (OCSF Venture Fund) Beijing, China. Mr. Guo has over 16 years of entrepreneurial management experience and co-founded three high-tech ventures in Silicon Valley. Before joining OCSF, he was Founder, President and CEO of Display Research Laboratories that pioneered "printable" thin-film semiconductors on plastic in the active matrix organic light emitting displays (OLEDs) industry, and in the early 1990's he developed digital video storage and deployed digital video servers for interactive television. His entrepreneurial ventures include 1 acquisition and 2 IPOs on NASDAQ.

Douglas A. Morris, President, EnerSol Consulting Services, Inc. With over 22 years of experience in telecommunication products, components, and energy systems, Doug Morris has a broad base of global leadership experience across a wide range of business functions. At Motorola, Doug's last position was Vice President and Director of Engineering, Quality, and Supply Chain Management for the Energy Systems Group. Accomplishments include establishing a design center in Shanghai, champion for a number of collaborative partnerships that accelerated the time to market for new technologies, and the development of a fuel cell business plan for portable products. Doug has recently started a consulting business focused on bringing his technology, business, and problem solving expertise to growth businesses with particular emphasis on the challenges facing emerging Asian technology companies. Doug holds a bachelor's degree in Physics from Sonoma State University. He has been awarded five patents, with an additional four patents pending.

Admission:

On and before 2/28, \$300 for members and \$350 for non-members
On and before 3/15, \$350 for members and \$400 for non-members
On and before 3/31, \$400 for members and \$450 for non-members

On-site: \$450 for members and \$500 for non-members

All registration is only confirmed upon receipt of payment. For any further questions, please contact Angelina at (86)21-62269318 or (86)13311785562, or email us at info@chinaustech.org.

Cancellation policy: if canceled before 3/15, a refund is given less \$50 processing fee. If canceled after 3/15, no refund is offered.

How to register:

Go to www.chinaustech.org and register with credit card, or contact Angelina at Angelina at (86)21-62269318 or (86)13311785562, or email us at info@chinaustech.org

Organizers:

Dilts Strategy Group (www.diltsstrategy.com)

China-US Technology Association (www.chinaustech.org)

Sponsors:

Siemens Mobile Acceleration (smac) (www.smac.siemens.com)

Financial and strategic acceleration services for mobile startups