

Productive Trade Mission Advances China Program

by Brad Bodenhausen

A 12-member delegation returned from the Chamber's second trade mission to China convinced of the market potential there and ready to explore business development opportunities. The eight-day trip included stops in Shanghai, Dalian and Beijing.

Participants began the week in Shanghai, meeting with United States and State of Missouri officials there who offered tips on doing business in China. Speakers emphasized the importance of understanding the market, maintaining realistic expectations and protecting your interests as keys to a successful business experience in China.

In the coastal city of Dalian, the group toured Missouri State University's branch campus at Liaoning Normal University, where 450 students are enrolled in the College of International Business jointly operated by the two universities. These students are pursuing two- or four-year degrees in business and nearly 50 branch campus students have gone on to study at the Missouri State campus in Springfield. "The relationships that we can build with the

students are really building blocks for future business connections," said Chamber Chairman Mike Briggs of Willow Brook Foods, leader of the Springfield delegation.

Meetings coordinated by the Dalian General Chamber of Commerce allowed participants to match-up with potential business partners in northeast China. Topics included electronics, food processing, logistics and transportation. Several companies are now exploring partnership opportunities and Springfield has offered to host a reciprocal visit by the Dalian Chamber. "This was a very productive trip that helped bring the Chamber's China program to the next level," added Briggs.



Xu Zhao Bin, general manager of Liaoning Province Dalian Ocean Fishery Group Corp., leads members of the Springfield delegation in a tour of the company's shipyard. Also pictured, from left, are Jeff Layman of Morgan Stanley and Yuki Yang of Missouri State University.



Street scenes in Dalian, China.

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