



## 3<sup>rd</sup> CACCI Chamber Operations Course

August 9-16, 2009

Taipei, Taiwan

### Proposed Program

Time	Activities
<b><u>August 9 (Sunday)</u></b>	
	Arrival of Participants
<b><u>August 10 (Monday)</u></b>	
09:00-09:30	Opening Ceremony
09:30-09:35	Group photo
09:35-09:45	Coffee Break
09:45-09:55	Introduction of Program
09:55-10:00	Election of Class President and Vice-President
10:00-11:15	<p>Strategic Chamber Planning</p> <p><i>This session will analyze different steps in the strategic planning process: from defining the mission statement to tracking and evaluating the impact of the strategy to ensure the goals of the Chamber are achieved.</i></p> <p><i>Speaker: Mr. Hideharu Tsubota, Secretary General, Japan Chamber of Commerce and Industry</i></p>
11:15-12:30	<p>Chamber Services</p> <p><i>This session will examine the menu of business support services that Chambers should endeavour to develop for members, particularly for SMEs.</i></p> <p><i>Speaker: Mr. Hideharu Tsubota</i></p>
12:30-13:30	Lunch
13:30-14:30	<p>Income Generating Activities of Chambers</p> <p><i>This session will look into new services that can generate revenue for the Chamber, and some best practices to maximize income from sponsorship and advertising.</i></p> <p><i>Speaker: Mr. Geronimo D. Sta Ana, Consultant, Deloitte Touche Tomatsu, Vice President and Member of the Board of Trustees, University of Southern Philippines Foundation and Dean College of Business</i></p>
14:30-15:30	<p>Chamber Membership Development</p> <p><i>This session will examine some of the latest and most successful techniques and strategies for attracting and retaining new members to the Chamber.</i></p> <p><i>Speaker: Mr. Geronimo D. Sta Ana</i></p>

16:00-17:00	Introduction on Taiwan <i>Representatives of the Government Information Office (GIO) will give an introduction on Taiwan: its economy, culture, etc.</i>
18:00	Assemble at hotel lobby
18:30	Dinner/Fellowship Night
<b><u>August 11 (Tuesday)</u></b>	
08:30-09:30	How to Set up and Administer a Blog - Part 1 <i>This session will examine the increasing importance of the Blog for sharing ideas, for networking, as well as for marketing product and services. Some concepts and guidelines for implementing Blog tools will be discussed. Speaker: <b>Ms. Show Chen</b>, Senior Manager, Market Intelligence &amp; Consulting Institute, Institute for Information Industry</i>
09:30-10:45	Country Presentations: Trade Opportunities & Challenges: Part 1
10:45-11:00	Coffee Break
11:00-12:15	Country Presentations: Trade Opportunities & Challenges: Part 2
12:15-13:30	Lunch
13:30-14:45	Dialogue on SME Development Strategy <i>This session will feature a sharing of experiences on SME policy formulation and development strategies, and the role that these strategies play in a country's economic development. Speaker: <b>Mr. Guann Jyh Lee</b>, Director, SME Administration, MOEA</i>
14:45-16:00	Human Resources Development in an Economic Downturn <i>Speaker: <b>Dr. Wang, Feng Kwei</b>, Executive Director of ITRI College</i>
16:00-16:15	Coffee Break
16:15-17:30	Dialogue on Agricultural Development Strategy <i>This session will feature a sharing of experiences on agricultural policy formulation and development strategies, and the role that these strategies play in economic growth and development. Speaker: <b>Dr. Chang Su-San</b>, Director General, Department of International Affairs Council of Agriculture and <b>Dr. Chen-te Huang</b>, Senior Specialist and Chief of Section, Department of Planning Council of Agriculture, Executive Yuan</i>
18:00	Assemble at hotel lobby
18:30	Dinner hosted by CIECA

<b><u>August 12 (Wednesday)</u></b>	
09:00-10:00	<p>Policy Advocacy and Networking</p> <p><i>This session will analyze the tactics, pitfalls and options open to Chambers in representing, or lobbying for, the business point of view. It will also look at some of the more successful networking events organized by Chambers, drawing the best practices from them.</i></p> <p><i>Speaker: <b>Mr. Don Shapiro</b>, Director of Publications and Editor in Chief, Taiwan Business Topics, The American Chamber of Commerce in Taipei</i></p>
10:30-10:50	<p>Visit to TAITRA</p> <p><i>Opening Remarks by <b>Mr. Peter W.J. Huang</b>, Executive Vice President of TAITRA</i></p>
10:50-11:00	<p>Video on the Introduction to TAITRA</p>
11:00-12:00	<p>Dialogue on Accessing Overseas Markets</p> <p><i>TAITRA representatives will share experience on trade promotion and development strategies, covering the following topics:</i></p> <ul style="list-style-type: none"> <li>- Organizing trade missions and trade fairs</li> <li>- Accessing the US and European markets</li> </ul> <p><i>Speaker: <b>Mr. Chen Ming-Yuan</b>, Manager, Market Development Department, TAITRA</i></p>
12:00-13:30	<p>Lunch</p>
13:30-14:15	<p>Dialogue on Market and Business Information Processing</p> <p><i>TAITRA representatives will share experience on the processing of market and business information.</i></p> <p><i>Speaker: <b>Mr. Allen Rau</b>, Manager, TAITRA</i></p>
14:15-15:00	<p>Dialogue on Organizing B2B Meetings and On-Line Marketing</p> <p><i>TAITRA representatives will share experience on:</i></p> <ul style="list-style-type: none"> <li>- Organizing buyer-seller meetings and business matching sessions</li> <li>- How to conduct successful on-line marketing</li> </ul> <p><i>Speaker: <b>Mr. Pin-Jiun Chen</b>, Senior Project Manager, TAITRA</i></p>
15:00-15:45	<p>Dialogue on Organizing Exhibitions</p> <p><i>TAITRA representatives will share experience on how to organize successful exhibitions.</i></p> <p><i>Speaker: <b>Mr. Jeremy Horng</b>, Deputy Executive Director, TAITRA</i></p>
16:10-17:00	<p>Visit Taipei World Trade Center Nangang Exhibition Hall</p>
18:30	<p>Night Tour/Dinner (Visit the Night Market and/or the Laoshan Temple)</p>

<b><u>August 13 (Thursday)</u></b>	
07:50	Assemble at hotel lobby
08:00-09:00	Travel Time
09:00-10:30	Visit Anko Food Machine
10:30-11:30	Depart for Hsinchu
11:30-13:00	Visit Federal Machinery Co., Ltd
13:00-14:00	Lunch
14:00-14:30	Travel Time
14:30-16:00	Visit Awea Mechantronic Co. Ltd
16:00-16:30	Travel Time
16:30-17:50	Visit Industrial Technology Research Institute (ITRI)
18:30	Dinner
<b><u>August 14 (Friday)</u></b>	
09:00-10:30	Regional Strategic Alliances of Chambers: The Case of CACCI <i>This session will introduce CACCI and the activities it undertakes to promote regional strategic alliances among its member chambers.</i>
10:30-10:45	Coffee Break
10:45-12:00	Preparation of International Business Contracts <i>This session will focus on the main problems that may arise in negotiating and drafting international business contracts, with particular attention to be given to avoiding and managing disputes. Different cultural and legal approaches, often the reason behind misunderstandings, will also be examined.</i> <i>Speaker: <b>Mr. John Lin</b>, Attorney, Jones Day</i>
12:00-13:00	Lunch
13:00-14:15	Introduction to CNAIC and Chamber Public Relations and Communications <i>An introduction to The Chinese National Association of Industry and Commerce, Taiwan (CNAIC). It is vital that each Chamber projects a consistently good image of itself, of its Activities and members, of its views, of its representativity, of its ambitions for the future. This session will analyse the tools of effective PR and communication with different target groups: members, governments, local authorities, committee members, media, etc.</i> <i>Speaker: <b>Mr. Fritz J. C. Jang</b>, Secretary General, CNAIC</i>

15:00-16:00	Dialogue on Taiwan's Foreign Aid Activities: International and Cooperation Development Fund (ICDF)
16:00-18:00	Return to HIH/Free Time
18:00	Assemble at hotel lobby
18:30	Closing Dinner and Graduation Ceremonies
<b><u>August 15 (Saturday)</u></b>	
09:00-10:00	How to Set up and Administer a Blog - Part 2 <i>This session will examine the increasing importance of the Blog for sharing ideas, for networking, as well as for marketing product and services. Some concepts and guidelines for implementing Blog tools will be discussed.</i> <i>Speaker: Ms. Show Chen, Senior Manager, Market Intelligence &amp; Consulting Institute, Institute for Information Industry</i>
10:00-10:15	Coffee Break
10:15-12:00	Wrap-up and Conclusion
12:00-13:30	Lunch
13:30-17:30	Visit Taipei 101 and the Kuanghwa computer stores
18:30	Dinner
<b><u>August 16 (Sunday)</u></b>	
08:30	Optional Tour <i>Itinerary will include visits to spots that will give the participants a glimpse of the Taiwanese history, tradition, and culture – CKS Memorial Hall, Yangmingshan, Tamshui (Fisherman's Wharf, etc.), souvenir shop showcasing local handicrafts, pastry shop selling Taiwanese delicacies, lunch and dinner in restaurants serving Taiwanese cuisine.</i>
<b><u>August 17 (Monday)</u></b>	
	Departure of participants