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“THE MATERIALS AT WSA EXPO & CONFERENCE” ANNOUNCES ‘THE KEY TO SUCCESSFUL BUSINESS IN CHINA’ WORKSHOP

Encino, Calif. (November 28, 2007) – The Materials at WSA Expo & Conference, taking place February 19-21, 2008, has unveiled the latest addition to its educational workshop program, *‘The Key to Successful Business in China,’* scheduled for 2:00 p.m. February 20 and hosted by The Materials at WSA and the industry experts of The Materials Expo advisory board.

China is a critical supplier to the world’s footwear, handbags, and accessories companies, so it is vital that design, development and sourcing professionals understand how to get the most out of their Chinese partners. The workshop will offer invaluable, practical advice for those who already have business relationships with the Chinese or in China itself, and give a head start to those looking to build them. Covering everything from Chinese business culture, business etiquette and the role of the intermediary through to Chinese values and customs and the negotiation process, this is a must-attend educational program for anyone involved in global sourcing who needs to broaden their understanding and knowledge of this market sector.

“This workshop is completely in-step with the needs of our business. A large proportion of our footwear materials sourcing and manufacturing takes place in China. It is vital that we have a knowledgeable and professional team working with our Chinese partners,” said Mike Jeppesen, divisional SVP, global sourcing & product development at Payless Shoesource, Inc., and show advisory board member.

"This workshop is a great idea. My job requires a lot of material research. Often that means dealing with Chinese companies that I don't have relationships with. I have to convey to them what I do, which at times is difficult for them to understand. Just making sure I have the proper nuances of their culture and etiquette can insure that they will want to work with me," said footwear stylist, Jessica Del Genio, who consults with companies on the latest materials and colors, and reinforces the need for a workshop such as this. "I think anyone who works with any Chinese company can benefit by learning more about their customs. It adds a level of sincerity."

The Materials Expo is co-located with The WSA Show and The Collections at WSA, the largest and most comprehensive footwear marketplaces in the world. "This workshop fits perfectly with the spirit of the show, which is all about getting the key players in this global industry working together, and reflects our commitment to being the intellectual center of footwear sourcing in the U.S.," stated Courtney Harold, show director.

The workshop will be presented by leading business consultant, Suzanne Fox, president, Fox Intercultural Consulting Services. Drawing on a 20-year corporate career working with Asia, Suzanne has conducted training programs for hundreds of professionals across the globe, specializing in business across China and Asia.

The 60 minute workshop will address:

- A framework for understanding Chinese business culture
- Non-verbal communication
- The role of the intermediary
- The negotiation process
- Understanding face and guanxi
- Hui Bao: Chinese sense of reciprocity
- Gift giving etiquette
- Banquet etiquette
- Chinese values and customs

Delegates attending this workshop will receive a complementary 'pocket guide', to provide additional practical support once they have left the show. This handbook will cover the Chinese do's and don'ts in key business areas such as dining, introductions, meetings, after hours, email and negotiations.

For more information about the Materials at WSA Expo and Conference, please visit www.materialsatwsa.com.

About Materials at WSA

Materials at WSA, launching in Las Vegas in February 2008, alongside The WSA Show, will further expand the breadth of this industry marketplace to include the supply chain by focusing on materials, design, components, technology and sourcing alongside the finished product, becoming easily accessible to brand and retail leaders. The WSA Show is the world's largest and most comprehensive footwear, handbags, and accessories marketplace, offering a 360-degree viewpoint of the footwear industry. The twice-yearly event in Las Vegas attracts more than 37,000 participants from 95 countries in 2.1 million square feet of space. The Collections at WSA, an exclusive premium footwear and accessory show within The WSA Show, features hundreds of luxury footwear, handbag and jewelry designers from around the globe in an exclusive upscale setting. Show attendees will also gain firsthand industry insight with the Global Strategic Footwear Forum, an exclusive one-day seminar being offered to a limited number of attendees the day before The WSA Show opens. For more details, please visit www.wsashow.com.

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