



The 4th Asia EA Forum
2009 Program (Suzhou China, 11-12 Sept.)

China Software Industry Association

April, 2009

The 4th Asia EA Forum 2009 program(1)



10 Sept. Arrive Suzhou

Time table	Pick up in railroad station	Pick up in Airport	Check in	Item
Morning	Suzhou	Wuxi Shuofang, Shanghai Hongqian, Shanghai Pudong	Grand Metro Park Suzhou Hotel (Five Star) www.metroparkhotels.com	
12:00-13:00				Lunch
Afternoon	Suzhou	Wuxi Shuofang, Shanghai Hongqian, Shanghai Pudong	Grand Metro Park Suzhou Hotel (Five Star) www.metroparkhotels.com	Visiting Suzhou International Science Park
18:00-20:00				Supper (Buffet 自助餐)

The 4th Asia EA Forum 2009 program(2)



11 Sept. Morning Main Forum Host: China

Time table	Session:	Theme (Language) Chinese, English, Japanese, Korean	Country	Speaker
08:45-09:20	Opening Address		China 2 Persons	
09:20-09:50	Keynote Report	The EA market of Asia-Pacific	China	IDC
09:50-10:20	Country Report	The Trend of Software Industry in Japan	Japan CSAJ	Mr.Maegawa (Japan)
10:20-10:40	Country Report	Country General Report	Israel	
10:40-11:00	Break			
11:00-11:20	Country Report	Country General Report	Korea	
11:20-11:40	Country Report	Country General Report	China	
11:40-12:50	Panel Discussion Coordinator:China	How to make the Business Relationship between Asian Countries for Asia EA promotion – From the view of each country.	Japan/Korea/China (Hongkong or Macau) /Israel	Mr. Wang Wenjing (China) Mr. Wada (Japan) And so on
12:50-14:00	Lunch (Buffet 自助餐)			

The 4th Asia EA Forum 2009 program(3)



■ 11 Sept. **Afternoon Main Forum** Host: China

Time table	Session:	Theme: (Language) Chinese, English, Japanese, Korean	Country	Speaker
14:00-14:20	Trend Session	Sales Channel	China	
14:20-14:40	Trend Session	Service Outsourcing	Hong Kong China	
14:40-15:00	Trend Session	Technology	Korea	
15:00-15:20	Trend Session	Technology	Israel	
15:20-15:40	Break			
15:40-16:00	Trend Session	Training Business in China	Japan	
16:00-17:30	Panel Discussion Coordinator: Korea	How to manage the Multi-national ERP systems operated in different countries	Japan/Korea/China (Hong Kong or Macau) /Israel/Other	
17:30-17:50	Conclusion		Japan	
18:00-20:00	Welcome Dinner	欢迎宴会 (桌餐)		

Interpretation: Simultaneous interpretation available. (Japanese-English, and Japanese-Chinese, English-Chinese)

Documents: Forum Materials(Proceedings) in English can be downloaded from the website.

Other: Program and session theme may be subject to change.

The 4th Asia EA Forum 2009 program(4)

■ 12 Sept. Morning Subforum



Time table	Session	Track A: Language: Japanese Cooperation between Asia & China Host: Japan	Track B: Language: Korean Cooperation between Asia & China Host: Korea	Track C: Language: English Cooperation between Asia & China Host: Israel
09:00-10:30	Theme session: 3 middle conference room.	Success Case (product selling) in China Market by Japanese Company	Success Case (product selling) in China Market by Korea Company	Success Case (product selling) in China Market by Israel Company
		Success Case (outsourcing) to China by Japanese-China Company	Success Case (outsourcing) to China by Korea-China Company	Success Case (outsourcing) to China by Israel-China Company
		The problems and their solutions in Japan & China Business	The problems and their solutions in Korea & China Business	The problems and their solutions in Israel & China Business
10:30-10:50	Break			
10:50-12:20	Product Introduction session: 3 middle conference room.	<u>Introduction of Japan Product</u> (4sessions) each 15min (60min in total) <u>Introduction of China Product</u> (2sessions) each 15min (30min in total) Brief Summary	<u>Introduction of Korea Product</u> (4sessions) each 15min (60min in total) <u>Introduction of China Product</u> (2sessions) each 15min (30min in total) Brief Summary	<u>Introduction of Israel Product</u> (4sessions) each 15min (60min in total) <u>Introduction of China Product</u> (2sessions) each 15min (30min in total) Brief Summary
Interpretation:		JPN-CHN	KOR-CHN	ENG-CHN
12:20-14:00	Lunch	(Buffet 自助餐)		

The 4th Asia EA Forum 2009 program(5)



■ 9月12日 下午 Option

Time table	Session:	Visiting	Country
14:00-17:30	Option	1、 Suzhou International Science Park 2、 Software Product demo-room 3、 Talk between software enterprise 4、 Sightseeing in Suzhou city 5、 Return	Foreign delegates (CHN-JPN, CHN-ENG, CHN-KOR) Chinese delegates
18:30-21:00	Dinner	Conclusion: China (Interpretation: JPN-CHN, JPN-ENG, ENG-CHN) Closing Party (Buffet 自助餐)	

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The 4th Asia EA Forum 2009 program(6)



■ 13 Sept Return

Time table	Session:	Item
Whole day	Option (Pay)	Sightseeing in Suzhou suburbs (Local travel agency)
	See off	Suzhou railroad station, Wuxi Shuofang, Shanghai Hongqian, Shanghai Pudong Lunch (Buffet)



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