

Pacific Cities Green Transportation Conference

Mobility, Livability, and Economic Growth: Sustainability Lessons from the Pacific Rim.



As cities become the center of global commerce and daily life, movement within cities and the connections between them can influence business opportunities and determine quality of life. Effective public transport systems not only boost a city's competitive advantage and enhance its livability but can serve as models for sustainable mobility. How can cities in Asia experiencing increasing urbanization take advantage of current technology to create efficient and sustainable transportation systems? As California and the US struggle to overcome a staggering economic crisis, how can sustainable transportation

solutions increase cities' economic advantage? And how can such cities in North America and Asia learn from each other?

These conferences will explore sustainable transportation ideas, policies, and technologies from California's largest metropolises to the other side of the Pacific. The San Francisco conference will focus on the importance of transit for urban livability and its impact on cities' economic competitiveness as well as on innovative sustainable transportation technologies and systems in North America and Asia. The Los Angeles conference will explore how sustainable mobility can help LA recreate itself as a vibrant green metropolis and focus on best practices, cultural differences, and how North America and Asia can work together to solve collective problems.

San Francisco: October 24, PG&E Auditorium

Los Angeles: October 26, LA Convention Center

Register online: www.pcsisustainability.org

Protecting Life Sciences IP in China

Innovation, Legal Change, and Business Strategy

As China's economy continues to surge and move up the product cycle, the country is on track to become a global leader in life sciences innovation and manufacturing in the next decade. Key drivers of this shift include the strong economy, a rapidly aging population, ambitious new domestic health care policies, low manufacturing and R&D costs, and strong government backing.

In surveys last year, both the American and European Chambers of Commerce in China found that large majorities of their members continue to see IP protection as a serious challenge. High-tech sectors like life sciences, IT, and cleantech are especially vulnerable. As China's own high-tech sectors grow, so too will calls for stronger IP law and enforcement.

This conference will survey the rapidly evolving state of IP protection in China and consider practical steps that firms can take to protect IP



and address cases of IP infringement. Achieving the right mix of legal, strategic, and operational considerations is difficult, but the conference's legal and business experts from both China and the U.S. will show how it can be done.

November 7, Genentech Auditorium, UCSF

Register online:

www.asiasociety.org/calendars/SF-biotechIPinChina

Great Leap Outward: Chinese Investment in the U.S.

The PRC currently holds some \$1.2 trillion in US government bonds and its non-bond investments, though still at a low base, have been tripling annually. Nearly half of direct investment is coming in the form of M&A as Chinese companies target American assets to acquire technology, increase market access, and gain exposure to best practices. What opportunities and challenges does China's investment surge present? Is it likely to continue in the context of new fears of a double dip recession in the US? How is the PRC likely to respond to the recent downgrading of US bonds and dramatic new uncertainty in

that market? How can US firms, in finance, high-tech, and beyond, benefit? How do we avoid past failures like CNOOC's blocked acquisition of Unocal and build on the success stories?

This conference will give business and finance professionals the inside information and expert analysis they need to take advantage of China's surge in US investments and navigate the challenges and uncertainties they present.

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Stay tuned for more details.

ASIA SOCIETY



Northern California Center

Newsletter

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Filipino American International Book Festival. October 1-2, 2011

What's Wrong with America and China? Tuesday, October 11, 2011

Taiwan Film Days. October 14-16, 2011

Amitav Ghosh: "River of Smoke." Wednesday, October 19, 2011

Wade Davis: "Into the Silence: The Great War, Mallory, and the Conquest of Everest." Tuesday, November 1, 2011

Ezra Vogel: "Deng Xiaoping and the Transformation of China." Tuesday, November 8, 2011

Angel Island Poetry: New Discoveries. Wednesday, November 30, 2011

Wine + Art Holiday Party. Thursday, December 1, 2011

Meet Our New Staff

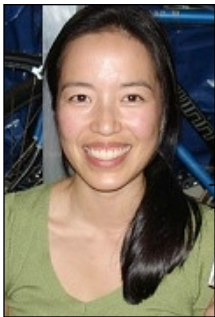
We are pleased to welcome three new staff members to our San Francisco offices. Each of them looks forward to working with you to ensure that ASNC's programming is as timely, multifaceted and thought-provoking as possible.



Laura Ohlson is the new Development Associate in Northern California. Born in Taipei, Taiwan, and having grown up throughout East and Southeast Asia, she is enthusiastic about using her background, knowledge, and passion for working with individuals of diverse backgrounds to cultivate positive and sustainable relations with Asia Society donors and members.

Laura attended Pitzer College in Los Angeles, CA and majored in International and Intercultural Studies and Anthropology, where her coursework focused primarily on Asian, African, and post-colonial studies. It was at Pitzer where Laura was first exposed to fundraising as a student fundraiser. After she received her B.A. degree in 2010, she worked in a development and research capacity through a year-long internship with the Public Conversations Project. With strong interests in non-profit management, fundraising, and intercultural issues, she has also worked with several non-profit organizations with initiatives focusing on youth development among inner city and at-risk youths while living in Los Angeles, San Francisco, and in Botswana.

Outside of the office, Laura has spent an extended period of time exploring opportunities in the restaurant and fine-dining industries from experience in izakaya-inspired establishments to California Italian cuisine trattorias, and continues to demonstrate a passion for food and drink.



April Mo is our new Program Associate. In this role she will focus on ASNC's ongoing programming, web presence, intern management, and will contribute to PCSI/sustainability work.

April just completed a Masters in City & Regional Planning from the University of California, Berkeley. There, she focused on transportation planning, but took courses ranging from real estate development to urban planning law, from urban agriculture to survey methods, and from GIS to planning history. Her capstone project/report focused on the potential social and economic impacts to low-income and minority communities from the construction of a new commuter rail station on the site of a 50+ year-old flea market in San Jose, Calif.

Prior to graduate studies, April was E2 (Environmental Entrepreneurs) Program Coordinator at NRDC (the Natural Resources Defense Council). In this role, she handled all aspects of the E2 program, including fundraising/membership, event planning, newsletter and communications, website, issue advocacy and advisory board relations. The environmental issues the E2 program focuses on include energy/global warming, energy efficiency, cleantech, transportation, smart growth, fisheries and oceans, water, and waste diversion.

April received her B.A. in Mass Communications from UC Berkeley, where she minored in creative writing. Her other professional experience includes business journalism and English instruction in Taipei, as well as positions with other non-profit organizations. April speaks Mandarin Chinese and Spanish, and her interests include cooking (and eating), cycling, writing, photography, hiking, traveling and exploring cities.



Our new Sustainability Program Manager, **Daniel Simon**, may be a familiar face to the Asia Society, having spent four years in the New York office working in the department formerly known as Business Programs. Prior to that, he worked in advertising in Saatchi & Saatchi's Ho Chi Minh City office after graduating from Brown University. He arrives in San Francisco fresh off a Masters degree from MIT's Department of Urban Studies and Planning, where he studied issues surrounding the rapid urbanization of cities in Asia and elsewhere and examined sustainable urban development. He had an opportunity to go back to Vietnam (once again) as part of his thesis research on urban migration to Ho Chi Minh City. While he misses New York City and his former Asia Society colleagues, he has prematurely decided he is a San Francisco convert.