

Business & Policy: "The Cross-Border Talent Economy: How US Companies can Compete in the Global Market." April 26, 2012

Meet the Author: Sonia Faleiro, "Beautiful Thing: Inside the Secret World of Bombay's Dance Bars." May 1, 2012

Special Event: "Asia Society Northern California Annual Dinner." May 11, 2012

Panel Discussion: "Investing in China's Healthcare Boom." May 16, 2012

Panel Discussion: "The Rise of Asian Brands?" June 2012

Special Event: "Asian America Now: Hyphen Magazine 10th Anniversary Celebration." June 30, 2012

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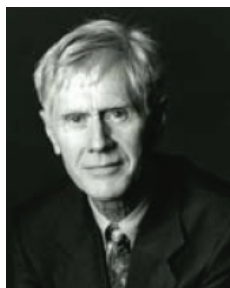
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Asia Society's Continuing Transformation into a Global Organization



As many people know, the Asia Society was founded by John D. Rockefeller 3rd in 1956 to educate the American public on the importance of Asia. At that time, the Asia Society's focus was on New York, and of course our global headquarters is still at the same Park Avenue Address. Since its founding, Asia Society has grown to 11 centers worldwide -- five in the United States, five in Asia, and one in Australia.

The organization has changed a great deal in the past 50 years, and the past five years have seen a significant transformation into a truly global organization. We now have an Asian American President, Dr. Vishakha N. Desai, two co-chairs of the board, one American and one from Hong Kong (Henrietta Holsman Fore and Ronnie Chan), and many new global board members from Asia.

Equally significant, two new Asia Society buildings have just opened this year -- one designed by Williams & Tsien in Hong Kong on the site of an old British ammunition magazine, and one in Houston designed by Yukio Taniguchi. Both are remarkable buildings and are a physical manifestation of the Asia Society's rapidly increasing global footprint.

Of local significance, our biggest event of the year, our Annual Dinner, will take place on May 11. This year's theme is "Lead, Connect and Inspire," and our honorees, **Masashi Oka**, President and CEO of Union Bank, and **Jerry Brown**, should do just that. The focus of the evening will be California's economic and financial relationship with Asia - an ever-growing area of strength for the State's economy.

N. Bruce Pickering
Executive Director

Chairmen's' Corner

It gives us great pleasure to announce that **Richard Yorke**, Executive Vice President and Head of the Wells Fargo International Group has joined the Northern California Advisory Board. The International Group provides a wide range of international services to small businesses, corporations, financial institutions, multilateral organizations, and individuals in more than 30 overseas locations, including Hong Kong, London, Seoul, Shanghai, Singapore, Taipei, Tokyo, and the Cayman Islands. Richard is based in San Francisco.

Prior to joining Wells Fargo, Richard worked for HSBC for 20 years in various international roles and spent time in Dubai, Hong Kong, Indonesia, and Jersey in the Channel Islands. Most recently, he served as the president and CEO of HSBC Bank (China) Company Limited. Richard also worked at Wells Fargo on assignment from HSBC from 1992 to 1994, during which time he completed the Credit Management Training Program and then worked in the Real Estate Managed Asset Group in Northern California. Please join us in welcoming Richard!

Chong-Moon Lee & John S. Wadsworth, Jr.
Co-Chairmen of the ASNC Advisory Board



Sea Turtles, Indian Fridges and the New Fruits of Global Capitalism 2/23

On February 23, ASNC and Silicon Valley Bank hosted *The Economist* Business Editor and author, **Robert Guest**, to discuss his new book, *Borderless Economics: Chinese Sea Turtles, Indian Fridges, and the new Fruits of Global Capitalism*. **Joe Morgan**, Chief Investment Officer for Silicon Valley Bank Asset Management, joined Mr. Guest as moderator. McKinsey & Co hosted a dinner with several panelists after the event.

Guest provided insights about what makes the modern day immigrant “click” in today’s globalized world, sharing that “the nature of migration has changed profoundly in the past generation due to easy communication and cheap travel.” Guest explained that globally 215 million first-generation immigrants “are now creating networks which have profound effects for business, economics, science and even politics.”

Discussing business culture in emerging markets, Guest pointed out “it is easier if one knows the right people rather than just following the rule of law.” In addition, employing people from the country in which you plan to do business is an added advantage. Almost 70 percent of foreign direct investment in China passes through the overseas Chinese diaspora.



Guest pointed out that U.S. immigration policies and processes do much more to keep out productive and skilled immigrants than they do to welcome them, and this will ultimately be a detriment to America’s economy and “soft power” absent thorough reforms.

Nixon in China and the Week that Changed the World 3/15–16



President Nixon’s eight-day trip to China in 1972 was “the week that changed the world,” according to Ambassador **Nicholas Platt**, who accompanied the historic delegation. Ambassador Platt is the former President of Asia Society and a renowned China specialist, whose recent memoir *China Boys: How U.S. Relations with the PRC Began and Grew* recounts his experience as a young diplomat in China.

Through his home movies and colorful anecdotes, Platt painted a vivid picture of the long-awaited encounter between the People’s Republic of China and the United States. Noting the importance of the first US-China Communique, which affirmed resumption of diplomatic relations between the two countries in 1972, Platt stressed that today it is the encounters between businesses and individuals on both sides of the Pacific, not just



diplomats, that are most central bridging the “16,000 miles and 22 years of hostilities” that has divided the two countries in the past.

The event was held on March 15 at the San Francisco Conservatory of Music and attended by Board Members, President’s Circle Members, and Friends of the Asia Society. A second talk, open to the public, was given by Ambassador Platt the following day at UC Berkeley. The Berkeley talk was presented by Asia Society Northern California and co-sponsored by the UC Berkeley Center for Chinese Studies and the UC Berkeley Institute for East Asian Studies.

Pacific Cities Sustainability Initiative (PCSI): Building China's Urban Future 3/21



Building China's Urban Future

In January 2012 it was announced that China's population had officially become more urban than rural with 51% of the population living in the nation's cities. Development and construction have boomed as China has attempted to accommodate a rapidly growing urban population. On March 21 the National Association of Asian American Professionals and Asia Society Northern California co-presented an event addressing the urban future of China.

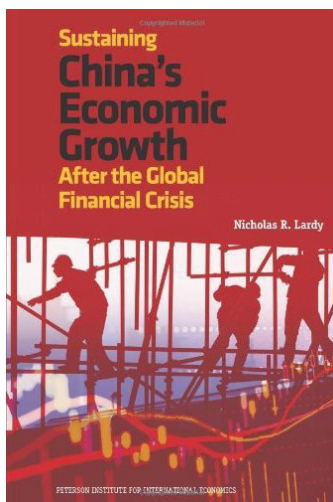
The growth of China's economy has generated a great deal of urban development in the last decade. Brand new skyscrapers and office buildings seem to sprout up in the cities overnight. The potential for growth in China is all too apparent to the US and at times has pitted the two nations against each other. And as China pushes more towards sustainability, the two nations are beginning to compete in that market as well. But our expert panel of the evening – which included E3 Regenesis Solutions CEO **James T. Caldwell**, California Assemblywoman **Fiona Ma**, AGI Capital CEO **Alexis Wong**, SOM Director of Urban Planning and Design **Ellen Lou**, and Cisco Advanced Services Smart + Connected Communities **Alex Flores** – argued that collaboration

and cooperation, more so than competition, are essential to the success of both nations. The presenters, each from different fields and industries ranging from policy to technology, all agreed that the technological and financial opportunities that come from two cooperative superpowers are limitless, especially in the growing field of sustainability.

This panel discussion is just the latest event promoting PCSI's mission to support long-term collaboration between the US and Asia on sustainable growth. The initiative represents Asia Society Northern California's efforts to promote urban sustainability among professionals from all different types of fields. There are plenty of exciting new events coming up so stay tuned!



Sustaining China's Economic Growth After the Global Financial Crisis 3/28



Low and declining private consumption, high savings rates, an overheated real estate market, and an underdeveloped service sector are just some of the major signs pointing to a slowing down of the Chinese economy this coming year, according to **Nicholas Lardy**, a leading expert on China's economy and author of *Sustaining China's Economic Growth After the Global Financial Crisis*.

Lardy spoke at an event on March 28 co-hosted by ASNC and the Federal Reserve Bank

of San Francisco. **Jack Wadworth**, Co-Chair of ASNC's Board

of Advisors and Honorary Chairman of Morgan Stanley Asia, moderated the sold-out event. Given these trends, Lardy maintains that China must implement a new development strategy and deepen reforms in its financial markets to sustain its high annual GDP growth rate in the years to come. According to Lardy, China's leaders are becoming less resistant to implementing reforms in the economy as the economic crisis deepens, and with a major political transition taking place later this year, he concludes that "there has never been a better time for structural change" in China.

Lardy maintains that China must address imbalances in its economy by shifting away from what he sees as an excess of investments to a model that emphasizes dramatically higher domestic consumption. He also cites the dysfunction and inefficiencies of China's stock market, noting that it "looks more like day-trading on steroids." Because of this, top Chinese firms often prefer to trade their shares in international stock markets, such as Hong Kong or New York, rather than in Shanghai.

YPG Corner: YPG Launches Three Events in the Spring

Taiwanese Beef Noodle Soup

At our February 8 re-launch, ASNC's Young Professionals Group hosted Chef **Hou Chen-Sheng**, winner of the 7th annual Taipei International Beef Noodle Soup Festival, at a sold-out dinner event in the Jackson Square neighborhood. Joining Chef Hou on stage was local food legend and KCBS Food & Wine Editor **Narsai M. David**, who shared tales from his recent food tour of Taiwan. Surprise guests included President of the San Francisco Board of Supervisors **Eric Chiu** and his colleague, Supervisor **Eric Mar**, both of whom made impromptu remarks about the importance of cuisine in cross-cultural understanding.



"Eat, Play, Live: Stories from Expats in Asia"



On February 16, dozens of returned Asia expats with adventures to recount gathered with expat-hopefuls for a lively ASNC YPG event, "Eat, Play, Live: Stories from Expats in Asia," at the offices of K&L Gates in San Francisco. The evening featured a panel discussion moderated by former CBS-5 broadcast journalist **Sydney Kohara**, and featured (from left) **Charles Thor**, **Irene Tieh**, **Wen-Chih Yu** and **Adam Collardey**. Pop-up foodies Whiskey Commons catered the event, offering fresh takes on Asian favorites, and guests also enjoyed free-flow wine, including a sustainable red from Parducci Winery.

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YPG Goes LINSane!

On March 12, ASNC YPG hosted a LINSanity! Happy Hour event with members of the Harvard Club to watch Jeremy Lin and the New York Knicks battle the Chicago Bulls. Although the hometown hero (Lin is a Palo Alto native) and his team didn't manage to pull out a win, the packed crowd enjoyed free pub grub, discounted drinks and excellent company at Kells Irish Pub.

For discounted access to these and other ASNC programs, we offer a Young Professionals membership rate. Learn more about the benefits of joining by visiting asiasociety.org/support/membership/northern-california/general-membership.

To learn more about YPG, please contact Kate Ryge at kryge@asiasociety.org. You can also LIKE us on our Facebook page (Young Professionals Group – Asia Society Northern California).

Investing in China's Healthcare Boom 5/16

China has dedicated hundreds of billions of dollars to reforming its healthcare system with the goal of providing accessible and affordable health services to its citizens and bridging huge disparities between rural and urban areas. Reform has opened the door to foreign investors looking to tap into the sector, projected to grow into a \$705 billion market by 2015. As business opportunities multiply, so has competition among foreign investors seeking a stake in China's healthcare market.

Asia Society Northern California is bringing leading executives and experts in the healthcare industry from the U.S. and China for a one-of-a-kind event that will explore the opportunities and challenges foreign investors face in China's burgeoning healthcare market. Panelists will provide market intelligence on two emerging sectors that present immense opportunities for foreign investment: service providers and medical devices.

The event will feature **Eric V. Zwisler**, President of Cardinal Health China; **Hong Chen**, Founder, Chairman, and CEO of Hina Group; **Regis Kelly**, Director of the California Institute for Quantitative Biosciences (QB3) at UCSF; **Chris Cooper**, National Leader of the Chinese Services Group at Deloitte; **Roberta Lipson**, CEO of Chindex International (invited); and **Lloyd Dean**, President and CEO of Dignity Health (invited).



For more information go to:
www.asiasociety.org/centers/northern-california

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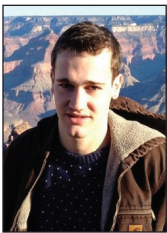
Panel Discussion: The Rise of Asian Brands? June 2012

Brands from Asia, such as Sony, Samsung, Hyundai, and Honda, have transformed the global market for consumer goods over the past several decades and become household names for Americans. Today, brands from China, India, and other emerging Asian markets such as Tata, Haier, and Huawei, which have been so successful in their home markets, are making their push in the global market. Who will succeed, who will fail?

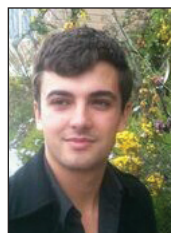
Asia Society Northern California is bringing leading executives from Asian companies, brand experts, and analysts to discuss the future of Asian brands in the global marketplace. What is behind the new brand surge? How is it different from the rise of Japanese, Korean, and other Asian brands in past decades? What business strategies are emerging Asian brands pursuing in their push for brand recognition and what do they mean for U.S. businesses, both as partners and as competitors?

Meet Our Interns

Asia Society Northern California is fortunate to have a great team of interns year-round, whose help is invaluable as we continue to expand our reach. Interns at Asia Society take on a wide range of projects, from researching and planning their own public programs, to organizing special membership campaigns and managing our social media strategy. We are pleased to introduce you to our current interns:



Julius Berman recently graduated from Wesleyan University, where he majored in East Asian Studies. Born and raised in Western Massachusetts, Julius has pursued opportunities to study and work in Asia on several occasions. Through his exposure to Asian culture and study of Chinese, he has gained awareness of the value of promoting cross-cultural understanding between the US and Asia. Having recently moved to the Bay Area, Julius is excited to join Asia Society Northern California and help promote US-Asia communication through social media and outreach.



Greg Johnson is a recent graduate of UC Santa Cruz, where he majored in Global Economics with a focus in East Asia, and minored in History. After graduating from San Francisco's Chinese American International School in 2004, Greg achieved fluency in Mandarin Chinese. He spent half a year abroad studying Economics at Shanghai's Fudan University in 2010. Now Greg prepares to leave the United States once again and earn a M.Sc in the Economics of Energy, Natural Resources, and the Environment at the Norwegian School of Economics.



Paula Chiu is a recent graduate of Cal Poly San Luis Obispo, where she majored in City and Regional Planning. Being born and raised in San Francisco influenced Paula in a big way. She is interested in the forward-thinking public policies that make cities sustainable. Paula would someday like to contribute to the field of urban planning by helping create healthier communities. She is currently an intern at SF Environment and does graphic design for Asia Society. Outside of work, Paula often seeks volunteer opportunities and good eats.



Lisa Fleming was born in South Korea and raised in the great state of Oklahoma. She recently graduated from UC Berkeley, where she earned a bachelors in both Environmental Science and Economics. Recently Lisa spent time in Sri Lanka on a Davis Fellowship establishing rural recycling programs with the indigenous NGO The Sewalanka Foundation. She currently divides her time as a research intern for the Pacific Cities Sustainability Initiative and as a research assistant for John Scharffenberger on his current book concerning sustainable cacao agronomic practices throughout Africa and Asia.



Arthur Chow recently graduated from UC San Diego, where he majored in Urban Studies & Planning and minored in Studio Art. He is currently working on his design portfolio and is in the process of applying to graduate school for urban design. China's development boom in the last decade has opened up many opportunities for innovation and employment in the country and Arthur hopes to move to China after graduate school to help shape the country's urban future.



Andy Yen graduated from the University of Michigan in 2006 with a BA in Economics. Andy spent the last three years working in Shanghai as a business development manager for the Richina group, an Asia-Pacific private equity fund with a strong China focus. He worked on various projects in China's real estate and education industries and partnered with the Oakland County Economic Development Corporation in Michigan to launch the NextGen Student Exchange Program and attract Chinese investment into the region. Andy moved to San Francisco in November 2011, and joined the Asia Society to gain a higher-level understanding of the business and policy issues that affect both China and the US.

Continuing:

Neha Sakhuja and **Sun Dai** continue their ASNC internship and have become integral parts of both our programming and development teams.

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