



PRACTICAL STRATEGIES FOR DOING BUSINESS IN CHINA

Thursday, October 25, 2007

PANELIST BIOGRAPHIES

Wendy Cai

Deloitte & Touche USA LLP

Wendy Cai is the Director of Deloitte US Chinese Service Group, working with U.S. companies investing in China and Chinese companies accessing the US markets. As an experienced executive and a successful entrepreneur, she has over 11 years of experience in financial services, consumer business and technology industries. Based in New York but travels extensively in China and the US, she advises Fortune 500 companies on various issues relating to investing and operating in China, including market-entry strategies, cross-border structuring planning, due diligence, and post-acquisition integration. After working at JP Morgan Chase and Citicorp but prior to joining Deloitte in 2001, she founded a POS software company and built a broad network of strategic alliances in the US and Greater China.

Wendy serves on the Board of Asian Women in business and chairs its Committee for Corporate Leadership. She also actively participates in the China Committee of the US Council on International Business.

In 2000, she was honored as the youngest recipient of "Entrepreneur of the Year" award by AWIB and was selected by Working Women magazine as one of the "20 under 30" women business owners. Wendy was recently elected as one of Crain's "40 Under 40", a list of New York's best business people. Wendy is a frequent speaker at industry forums and speaks multiple Chinese dialects.

Peter Guang Chen

Deloitte & Touche USA LLP

Peter Chen is a partner with Deloitte Tax LLP and is experienced in advising multinational corporations with operations in China on various tax, regulatory and business issues. He assists in the structuring of operations of multinationals in the greater China region. He is presently directing a World Bank financed consulting contract to provide tax and transfer pricing advice and course development to the Ministry of Finance of China to train its CPAs and CFOs about US/western style tax planning concepts as part of China's WTO initiative.

Peter received a BS in Accounting & Economics and a MBA in Taxation from New York University; Juris Doctor (JD) from Fordham University Law School; and Master of Law (LLM) in Taxation from New York University Law School.



Peter writes and speaks on China tax issues and international tax issues for magazines/journals and organizations. He is the co-author of a new book on China taxation ([China Taxation: Law, Practice & Planning](#), published by Thomson | Sweet & Maxwell Division, in December 2006).

Geoffrey M. Goodale
Foley & Lardner LLP

Geoff Goodale is an associate in the Litigation Department of Foley & Lardner LLP. He is a member of the firm's White Collar Defense & Corporate Compliance Practice and the International Business Industry Team. His practice focuses on international trade regulation, international dispute resolution, and international trade agreements.

Mr. Goodale represents companies with respect to U.S. export control restrictions and economic sanctions administered by the Bureau of Industry and Security, the Directorate of Defense Trade Controls, and the Office of Foreign Assets Control. He also prepares ruling requests, protests, and prior disclosures that are submitted to U.S. Customs; advises companies on import compliance matters; and represents clients preparing for U.S. Customs audits.

He has represented both U.S. and foreign companies in antidumping and countervailing duty proceedings and Section 201 investigations before the Department of Commerce and the International Trade Commission, as well as in judicial reviews of decisions by those agencies. He advises companies on antiboycott compliance, the Foreign Corrupt Practices Act, and regulation of foreign direct investment in the United States, as well as various types of trade agreements.

Mr. Goodale earned his law degree from the George Washington University Law School (2001), where he was a Dean's Fellow and Notes Editor for the American Intellectual Property Law Association Quarterly Journal. He also holds an M.A. (1992) and a B.A. (honors, government, 1988) from the College of William and Mary.

Mike Koehler
Foley & Lardner LLP

Mike Koehler is senior counsel with Foley & Lardner, where he is a litigator in the White Collar Defense & Corporate Compliance and General Commercial Litigation Practices. He is also a member of the International Business Industry Team.

Mr. Koehler's white collar experience includes conducting internal investigations worldwide and representing companies and individuals in various civil and criminal government enforcement actions. Areas of his substantive focus include the Foreign Corrupt Practices Act, a topic he has written and spoken on extensively. Mr. Koehler also represents clients in a wide variety of civil litigation matters in state and federal courts, arbitrations, and mediations and he is experienced in all phases of the litigation process.



A 2000 *cum laude* graduate of the University of Wisconsin Law School, Mr. Koehler was editor of the *Wisconsin International Law Journal*. He earned a B.A. in political science, *magna cum laude*, from the University of South Dakota in 1997, where he was an academic all conference basketball player.

Zhu (Julie) Lee

Foley & Lardner LLP

Zhu (Julie) Lee is partner in Foley & Lardner's Milwaukee office. She is a member of the International Business Industry Team and the Tax & Employee Benefits Practice. Ms. Lee has extensive experience representing corporations and other entities with their business transactions involving China, including distributors, representative offices, joint ventures, wholly-foreign-owned enterprises, and holding companies. She advises clients on a broad range of legal issues arising from doing business in China, including cross-border contracts, foreign direct investment, mergers and acquisitions, intellectual property protection, cross-border technology transfer, international tax planning and compliance and dispute resolution. She has frequently been a speaker on these topics.

Ms. Lee is a member of the Advisory Board to Metropolitan Milwaukee Association of Commerce's China Council.

Ms. Lee received her undergraduate degree from Beijing University in 1991. She joined the firm after receiving her J.D. degree, *cum laude*, from Northwestern University School of Law in 1998. During law school, Ms. Lee served as co-president of the Northwestern International Law Society, co-founded the Northwestern Small Business Legal Clinic, and was an articles editor of the Northwestern Journal of International Law and Business.

Ms. Lee was named to the 2006 list of Wisconsin Super Lawyers – Rising Stars by Law & Politics Media, Inc. for her international work, and she is a recipient of The Milwaukee Business Journal's "40 Under 40" award. She is fluent in English and Mandarin Chinese.

Catherine Sun

Foley & Lardner LLP

Catherine Sun is a partner in Foley & Lardner's Intellectual Property Litigation Practice and chair of the firm's Asia Practice. She is also a member of the firm's Life Sciences, Entertainment & Media, Automotive and International Business Industry Teams. She works with the firm's clients on IP strategy, counseling and litigation, cross border M&A related IP, international technology transfer, licensing and portfolio management.

Prior to joining Foley, Ms. Sun was with the Shanghai office of an international law firm, where she was head of the China IP Practice. Ms. Sun spent seven years practicing law in the United States as an attorney in the Washington, D.C. and northern Virginia offices of a major national law firm, before returning first to Hong Kong and then to Shanghai to



practice intellectual property law in 2002. In the early 1990s, Ms. Sun practiced intellectual property law in Beijing.

While in the United States, Ms. Sun also was an in-house attorney for a high-technology company working on the trans-Pacific interface and served as a student law clerk to the Hon. Randall R. Rader of the United States Court of Appeals for the Federal Circuit. She is the author of numerous publications on IP-related transactions in China, and has lectured widely and participated in conferences on intellectual property law both in the United States and Asia.

Ms. Sun received her LL.M. degree from the George Washington University Law School and earned her LL.B. degree from Peking University, with honors.

Lucy Sun

Deloitte & Touche USA LLP

KEY QUALIFICATIONS

Member of the Chinese Institute of Certified Public Accountants
Member of the Chinese Institute of Registered Tax Agents

PROFESSIONAL EXPERTISE

Advising MNCs on tax and regulatory issues relating to China market entry, investment holding structures, financing and cash repatriation, mergers and acquisitions, company restructuring as well as remuneration package planning.

EDUCATION

Bachelor of Economics, Fudan University, China

YEARS WITH THE INDUSTRY: 9 years