SUNY CONFUCIUS INSTITUTE FOR BUSINESS
STATE UNIVERSITY OF NEW YORK

Inside the Mind of the Chinese Middle Class

with Distinguished Speaker

Tom Doctoroff

North Asia Area Director & Greater China CEO, JWT

October 24, 2011 from 6:00 to 8:00 pm
SUNY Levin Institute, 116 East 55th Street, New York, New York

Successfully doing business in China requires an understanding of the mindset of its people. CI Business is especially pleased to welcome Tom Doctoroff an advertising specialist and local area expert who has worked with many Western firms to achieve their goal of expanding into this growing market. He will share with us his keen observations of the dynamics of China's history and philosophy as it intersects with the aspirations its large and emerging middle class.

The SUNY Confucius Institute for Business Seminar Series is free of charge; however, advance registration is necessary to ensure a space at the event. Please visit http://levin.suny.edu/cibusiness/TomDoctoroff.cfm to register.
For more information please contact: confucius.business@suny.edu