



# Canada-China Friendship Society® La Société d'amitié Canada-Chine

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## The China Factor: The Rise of a Dragon on the International Markets.



**Amy Karam**  
Business Consultant  
Author, *The China Factor*

**7:30 pm, September 14, 2016**  
**Christ Church Cathedral**

414 Sparks Street, Ottawa  
(between Bay St. and Bronson Ave)  
Free parking on site, handicapped access

Refreshments and conversation following the  
presentation

**Everyone is welcome\***

Amy Karam is back in Ottawa after spending 15 years in Silicon Valley including a decade with Cisco Systems. As a consultant she has worked with companies such as Apple, Visa, Nationwide, Capital One, AT&T and Bell.

She was an instructor at Stanford University's Centre for Professional Development where she gave courses on global markets and how to develop successful strategies for dealing with countries such as China.

This presentation will be based on her recently published book, *The China Factor* which explains the rise of China and Chinese companies and looks at how Western practices are being challenged by new players in the global economy.

With new competitors, new markets and new kinds of customer needs, the face of business is evolving. New players are introducing different types of innovation models as East and West build on each other's processes and creativity.

Canadians who wish to participate in the new marketplace need to evolve not only in product development but in the way they do business abroad.

Among other things they must develop different customer expectations and a deeper understanding of local practices

She will outline competitive strategies and solutions to the many challenges that western businesses face from emerging competitors like China.

**Book on sale at the event**

*\*No pre-registration. Entry is free for CCFS members and \$5 for non-CCFS members. Memberships are available at the door. Annual membership is \$20 for individuals, \$30 for a family, \$12 for students and \$17 for a student family. Information about membership, the Society and this event are available at [www.ccfso.org](http://www.ccfso.org).*

Contact us:



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