



School of Continuing Education  
*Marketing*

## NEWS RELEASE

### **FOR IMMEDIATE RELEASE**

September 29, 2005

Issued by Justin A. Smith (414) 418-6926

### **UWM Briefs Mayor's Delegation on Chinese Business Climate**

Milwaukee—The University of Wisconsin–Milwaukee will host a briefing for the delegation members of mayor Tom Barrett's trade mission to China. The briefing will be held October 7 from 1pm to 5pm at the Regents Room in Chapman Hall, 2310 East Hartford Avenue. The event will feature presentations by UWM faculty members who have extensive expertise in Chinese business and economics.

The presenters are Sherry Liu, instructor at the UWM-School of Continuing Education, Yehua Dennis Wei, Ph.D., assistant professor of geography, David D. Buck, Ph.D., professor emeritus of history and Margaret Shaffer, Ph.D. a Notebaert Distinguished Professor of international business and global studies.

Instructor Lui will focus on the etiquette and protocols of doing business in China. She says the only way to succeed in China is to properly follow their business etiquette. Lui instructs a Chinese Business Culture class at the UWM-School of Continuing Education. Her class addresses some of the issues that the Mayor's Delegate Briefing will cover.

Professor Wei, will speak about economic regionalism in China and how that will affect business deals. He will provide information about the strengths and weaknesses of different regions and types of work that can be best sourced in each region.

Professor Shaffer is an expert researcher in expatriation and cross-culture organizational behavior. She will contrast the political, legal and economic differences between the western business culture and that of China. Shaffer says, "With an increasingly pro-business environment in China, through exchanges, UWM and Milwaukee can enjoy potential new markets and strengthen their capabilities."

Professor Buck will cover modern Chinese history and how the culture change of the last 25 years affects business. Over the past quarter century China has become the preferred country for sourcing labor. "The future of trade between Wisconsin and China depends on what happens in regard to the pattern of economic growth China has experienced," says Buck. "Trade with China can be highly beneficial to local firms."

Hosting the Mayor's Delegate Briefing is an important step towards realizing UWM Chancellor Carlos Santiago's strategy of building a knowledge based economy in our region. Fostering the relationship between UWM, the Milwaukee business community and the area's ties to the Chinese economy has the potential to create university research developments and funding.

The business connections that could stem from this briefing are immensely valuable for the school. Santiago believes hosting the briefing is an important step in the right direction for the region. He is committed to building partnerships that will further the research abilities of UWM and the economic progress of Milwaukee. He says, "In the absence of a growing public research university, this region will never make the transition to the knowledge economy and will continue to fall behind other cities."

Santiago sees the value in UWM bridging Wisconsin's economic connections to China, the school's research capacity and to the area's businesses and politics. He is positioning UWM to be the catalyst behind the transition to a knowledge economy and is using every available partnership to build research opportunities and funding.

The mayor's trip to China, scheduled for October 14 to 22, is to foster the business relationship between Milwaukee and China. Barrett's trip comes about 18 months after governor Jim Doyle made his Wisconsin-China business development voyage. At that time the state's Department of Commerce set up a satellite office in Shanghai. China represents Wisconsin's third largest trading partner with volume approaching \$235 billion.

The Mayor's Delegate Briefing will be held on October 7, from 1pm to 5pm at the Regents Room in Chapman Hall, 2310 East Hartford Avenue. The briefing is by invitation only and closed to the general public. **For more information please contact Tom Luljack at 229-5024 or [tluljak@uwm.edu](mailto:tluljak@uwm.edu).**

UWM School of Continuing Education  
414-227-3185 *phone*

161 W. Wisconsin Ave., Ste. 6000  
414-229-3391 *fax*

Milwaukee, WI 53203  
[www.sce.uwm.edu](http://www.sce.uwm.edu)