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AGENDA

OESA 2019 China Market Assessment: Racing Toward Transformation

May 15, 2019

7:30 a.m. Registration, Continental Breakfast and Networking

8 a.m. Program

MSU Management Education Center ♦ 811 W Square Lake Rd. ♦ Troy, Mich.

- 7:30 a.m. Registration, Continental Breakfast and Networking
- 8 a.m. Welcome and Introductions
Mike A. Jackson, Executive Director, Strategy and Research, OESA
- 8:10 a.m. Consumer Dynamics: Driving the China Economy
Sue Yingzi Su, Assistant Director, North America and China Economics, Global Portfolio Planning, General Motors
- 8:40 a.m. Fundamental Change: China Vehicle Sales, Production and Product Strategies
Yale Zhang, Managing Director, Automotive Foresight, (Shanghai) Co., Ltd.
- 9:30 a.m. Question and Answer Session
Sue Yingzi Su, Assistant Director, North America and China Economics, Global Portfolio Planning, General Motors
Yale Zhang, Managing Director, Automotive Foresight, (Shanghai) Co., Ltd.
- 9:55 a.m. Networking Break
- 10:15 a.m. China: Safeguarding Growth Strategies and Avoiding Legal Pitfalls
Mark Heusel, Chair of China Practice Group, Dickinson Wright, PLLC
- 10:45 a.m. Forging Successful Outcomes with Chinese Partners
Rudy Schlais, Chairman, ASL Automobile Science & Technology (Shanghai) Co., Ltd.
- 11:10 a.m. Question and Answer Session
Rudy Schlais, Chairman, ASL Automobile Science & Technology (Shanghai) Co., Ltd.
Mark Heusel, Chair of China Practice Group, Dickinson Wright, PLLC
Yale Zhang, Managing Director, Automotive Foresight, (Shanghai) Co., Ltd.
- 11:40 a.m. Concluding Remarks and Adjournment
Mike A. Jackson, Executive Director, Strategy and Research, OESA

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