



Take Your Own Path Through Global Tech Strategies
The Dell Women's Entrepreneur Network



Four Seasons Hotel & World Expo USA Pavilion
Shanghai, PRC
June 20-22, 2010

SUNDAY, JUNE 20

2:00 - 8:00 PM

ARRIVAL & REGISTRATION

Jazz 37, Level 37, Executive Lounge, Four Seasons

6:15 PM

DEPARTURE FOR RECEPTION

Four Seasons Hotel lobby

7:00 - 9:00 PM

NETWORKING RECEPTION AT THE GLAMOUR BAR

M on the Bund, Shanghai

Facilitator: **Cindy Gallop**, Founder & CEO of IfWeRanTheWorld

MONDAY, JUNE 21

8:00 - 9:00 AM

BREAKFAST AND LIVE HEADLINES

Jazz 37, Level 37 Executive Lounge, Four Seasons

Skip the paper! Bloomberg editors bring headlines to life through the Bloomberg terminal.

Moderated by: **Diane Brady**, Senior Editor, *Bloomberg Businessweek* and **Connie Guglielmo**, Reporter, U.S. Technology Team, Bloomberg News

9:00 - 9:30 AM

TRANSITION BREAK

All sessions will be in the Grand Ballroom, Level 3, unless otherwise noted

9:30 - 9:45 AM

WELCOME FROM DELL AND BLOOMBERG

Paul-Henri Ferrand, CMO, Dell Consumer, Small & Medium Business
Connie Guglielmo, Reporter, U.S. Technology Team, Bloomberg News

9:45 - 11:05 AM

DOING BUSINESS IN CHINA: CHALLENGES AND OPPORTUNITIES

This opening panel explores the business environment in China from business and government officials on the ground in Shanghai. With so many businesses wanting enter the China market or expand their business there, what will set your business' plan apart from others? What pitfalls do you need to know about to develop a winning China strategy? How long should it take before you see a return on your investment?

Joni Bessler, Director, Booz & Company
Beatrice Camp, Consul General, U.S. Consulate Shanghai, Government
Lorna Davis, Chairman and President, Kraft Foods China
Yue-Sai Kan, Honorary Vice Chairman of L'Oreal China, Author, Entrepreneur
Nora Wu, Managing Partner, PricewaterhouseCoopers

Moderator: **Brenda Lei Foster**, President, American Chamber of Commerce, Shanghai

11:05 - 11:20 AM

BREAK
Grand Ballroom Mezzanine, Level 3, Four Seasons

11:20 - 11:55 AM

TAKE YOUR OWN PATH: TECHNOLOGY AS A STRATEGIC BUSINESS TOOL

Technology's impact on productivity, efficiency and security is profound. Entrepreneurs discuss how they are using technology as an important business growth tool for improving customer service and loyalty.

Megan Duckett, President and Founder, Sew What?, Inc.
Fiona Page, Partner and CTO, PensionsFirst Analytics
Lixia Qiu, President, Silk Road Telecommunication Co., Ltd.
Sanjana Ratnam, Designer and Founder, No Ordinary Bride
Debra Ruh, CEO and Founder, TecAccess

Moderator: **Rhonda Abrams**, USA Today Small Business Columnist & President, The Planning Shop

Introduction: **Paul-Henri Ferrand**, CMO, Dell Consumer, Small & Medium Business

11:55 AM - 12:10 PM

SPOTLIGHT ON WOMEN ENTREPRENEURS

One of the pioneers of the digital revolution, Ms. Messer began her career as an internet entrepreneur in the mid-nineties. Her first company, LinkShare, created a platform that enabled hundreds of thousands of website owners to monetize their content for the first time. Ms. Messer is a passionate supporter of global entrepreneurship and, in particular, increasing the ranks of successful women owned businesses.

Heidi Messer, Co-founder and CEO, WorldEvolved LLC

Interviewer: **Connie Guglielmo**, Reporter, U.S. Technology Team, Bloomberg News

12:10 - 1:00 PM

LUNCH
Mezzanine, Level 2, Four Seasons

1:00 - 3:00 PM

DESIGN DRIVEN INNOVATION: WHERE STRATEGY AND DESIGN MEET

Speakers from the global innovation firm frog design will introduce you to key concepts and methods underlying innovation. After exploring themes of behavioral change, market disruption, and organizational transformation, you will have the opportunity to apply the process of user-centered innovation to a real business problem. By provoking assumptions and challenging expectations, you will apply new ways of thinking to a "product," and leave with innovative tools to use in your own ventures.

Ravi Chhatpar, Strategy Director, frog design
Kate Swann, Chief Operating Officer, frog design

Introduction: **Kelly McGinnis**, Vice President, Dell Global Communications

3:00 - 3:45 PM

EMERGING MARKETS: COMPETING FOR BUSINESS

As the global economy emerges from crisis, there are more opportunities for growth in emerging markets. This panel discusses which markets and industries are showing the most opportunity, risks involved with emerging marketing economies,

strategies for growth for medium-sized enterprises, and the role of for-profit businesses in social responsibility, including creating sustainable, measurable improvement in quality of life in surrounding communities.

Joanna Baldwin, International COO, (RED)
Amit Midha, President, Dell Greater China, South Asia, APJ Small & Medium Business
Jessie Paul, Author, *No Money Marketing: From Upstart to Big Brand on a Budget*

Moderator: **Lee Miller**, Editor-at-Large, Bloomberg News

3:45 - 4:00 PM

BREAK
Grand Ballroom Mezzanine, Level 3, Four Seasons

4:00 - 4:20 PM

SPOTLIGHT ON WOMEN ENTREPRENEURS

Ms. Kim is a global luxury goods expert and renowned international businesswoman. She is the owner of MCM Holdings, a German luxury handbag brand. As a successful businesswoman with a strong sense of corporate social responsibility, Ms. Kim considers serving society as one of her utmost duties in her personal and corporate life and donates 10% of her profits to various charitable organizations.

Sung-Joo Kim, Chairwoman and CEO, Sungjoo Group

Interviewer: **Diane Brady**, Senior Editor, *Bloomberg Businessweek*

4:20- 5:00 PM

CUSTOMER STRATEGIES: FINDING AND ENGAGING YOUR CUSTOMERS AND MAKING THEM YOUR BEST ADVOCATES

Your customers may be your best advocates for growing your business. Are you clear on who your customers are, their level of loyalty to your brand and ways in which they assist in growing your customer base? This session is about creating dialogues with customers to sustain profitability and taking customer relationships to a new level.

Elaine Chang, General Manager, Marketing and Channel Group, Intel China
Sarah Endline, Founder and CEO, sweetriot
Michelle Garnaut, Owner, M Restaurant Group
Myrtle Potter, President and CEO, Myrtle Potter Media, Inc.

Moderator: **Lee Miller**, Editor-at-Large, Bloomberg News

5:00 - 5:40 PM

SUSTAINABILITY AND GROWING YOUR BUSINESS

Everyone wants to know your company's green agenda. How do you balance your corporate agenda with green business practices? This session covers how to apply business sense to the environmental question and balance profitability with sustainable practices, including a company's responsibility to local communities in which they operate.

Claudia Langer, Founder, Utopia AG
Rhodora Palomar-Fresnedi, Founder and Managing Director, Except One Pte Ltd
Ingrid Vanderveldt, CEO, Clean Air Conversions

Moderator: **William Pesek, Jr.**, Asia-Pacific Columnist, Bloomberg News

5:40 - 5:55 PM **DAY ONE WRAP UP**

6:45 PM **DEPARTURE FOR DINNER**
Four Seasons Hotel lobby

7:30 PM **DINNER AT LAN CLUB**
Cocktails on the rooftop garden, followed by Dinner in 2F

TUESDAY JUNE 22

Please note that beverage service will be available throughout the morning near the Grand Ballroom entrance instead of scheduled breaks today.

7:00 AM **CASUAL BREAKFAST BUFFET**
Grand Ballroom entrance

7:00- 7:30 AM **“THE LAZARUS EFFECT”**: A FILM BY HBO AND (RED)

7:30 - 8:15 AM **TALENT MANAGEMENT: MANAGING THE GLOBAL TALENT POOL**

In today’s technology-driven workplace, new challenges around knowledge sharing and transparent communication arise, especially with the impact of a multi-generational workforce. How is technology a tool that can help manage talent, including telecommuters, a global employee base, and ever-growing diversity workforce?

Cindy Gallop, Founder & CEO of IfWeRanTheWorld

Debra Ruh, CEO and Founder, TecAccess

Karie Willyerd, Founding Partner, Future Workplace

Louisa Wong, Founder and Group Managing Director, Bó Lè Associates

Moderator: **Suman Gopalan**, Director of Human Resources, Dell Consumer, Small & Medium Business

8:15 - 9:15 AM **SCALING FOR GROWTH: BUILDING FROM DESIGN DRIVEN INNOVATION**
Speaker from one of the world’s most innovative companies, IDEO, will take you beyond how to innovate to address one of the burning issues for SMEs - how to leverage innovation to help scale your business and achieve meaningful and profitable growth. This session will cover four key areas: developing and managing an innovation portfolio; harnessing the impact of innovation on your brand; identifying and nurturing the people and culture you need; the significance of storytelling. This is an interactive session which will include an opportunity to discuss other burning issues that are keeping you awake at night.

Richard Kelly, Managing Partner, IDEO Asia Pacific

Introduction: **William Pesek**, Asia-Pacific Columnist, Bloomberg News

9:15 - 9:50 AM **LAUNCHING AGAINST THE ODDS**

Successful entrepreneurs share their stories about overcoming a challenging start and becoming successful pioneers.

Kay Koplovitz, Chairman and CEO, Koplovitz & Co LLC, USA Networks

Geraldine Laybourne, Former Chairman and CEO, Oxygen Media, LLC

Wendy Wang, Chief Legal Officer, Mary Kay (China) Cosmetics Co., Ltd.

Moderator: **Maria T. Pinelli**, Americas Director, Strategic Growth Markets, Ernst & Young LLP

9:50 - 10:30 AM

BOARDS: CRITICAL ISSUES FOR BOARDS

In a global economy, it is important for companies and boards to understand their respective roles, especially when it comes to technology and risk management. This panel explores critical issues such as digital risk, governance of digital assets & intellectual property, board member recruitment, training boards on risk, shareholder transparency, decision making, information flow and crisis management.

Kay Koplovitz, Founder, USA Networks

Heidi Messer, CEO, WorldEvolved LLC

Maria T. Pinelli, Americas Director, Strategic Growth Markets, Ernst & Young LLP

Moderator: **Diane Brady**, Senior Editor, *Bloomberg Businessweek*

10:30 - 11:20 AM

SOCIAL MEDIA'S ROLE IN BUILDING A COMPANY'S BUSINESS AND BRAND

Social media can be an affordable means for increasing your company's competitiveness in the market. This session covers the latest trends in social media, including effective use of user-generated platforms, mobile marketing, two-way web communication with customers, and targeted marketing.

Kim Beck, CEO and Founder, Jigsaw International

Catherine Graham, Managing Director, RIGHTSLEEVE

Sabine Irrgang, Managing Director, GoFresh

Belinda Parmar, Founder, Lady Geek

Chris Shipley, Co-founder and Chairman, Guidewire Group, Inc.

Moderator: **Michael Buck**, Director, Dell Small & Medium Business Online

11:20 -11:30 AM

CONCLUSION

Takeaways from the event, review of accomplishments on top topics
Focus on extending the network beyond the event

Faith Brewitt, Director of Communications, Dell Consumer, Small & Medium Business

Connie Guglielmo, Reporter, U.S. Technology Team, Bloomberg News

11: 30 -12:15 PM

LUNCH

Steak House, Level 2, Four Seasons

12:30 PM

DEPART FOR WORLD EXPO

1:00 -2:00 PM

ARRIVE AT USA PAVILION AT WORLD EXPO

2:00 -4:00 PM

RECEPTION AND TOUR

VIP Auditorium, USA Pavilion, World Expo

5:00 & 7:00 PM

TRANSPORTATION TO FOUR SEASONS HOTEL

Shuttle service provided