

# Navigating China

## Details

During this seminar, **Ms. Beng Yeap** of the WI Department of Commerce will share with us the “nuts and bolts” of **market entry into China** and **establishing trademarks**. Ms. Yeap will be joined by our very own **Cliff Feldman** of Feldman Engineering & Mfg. Mr. Feldman will share his recent experiences in these two areas.

### DON'T MISS THIS SEMINAR!

**Ms. Beng Yeap**, is the Export Development Manager for Southwestern Wisconsin, the department's Asia Specialist, and the state's designated coordinator for U.S. EXIM Bank City/State Partner Program. Ms. Yeap serves on the board of the Wisconsin China Inc. and chairs the organization's Science-Technology committee, the education committee of the Milwaukee World Trade Association, and is a Board Advisor for the UW-Platteville Confucius Institute. A native of Malaysia, Ms. Yeap speaks and writes Chinese and Malay/Indonesian.

**Date:** Tuesday, January 26th

**Time:** 4:00p.m.- 6:00p.m.  
Doors open at 3:45 p.m.

**Fee:** \$10 includes materials, hors d'oeuvres & wine service (last call 5:45 p.m.)

### **Location:**

Lakeland College  
**Laun Center, Rm. 209**  
W3711 North Drive  
Plymouth, WI 53073

### **Registration:**

Email your RSVP to [rebekah.kubista@gotoltc.edu](mailto:rebekah.kubista@gotoltc.edu) or call 920.693.1651 by **Thursday, January 21st.**

Cash or checks in **exact** amount only; checks payable to **Lakeland College**. Payable at the door. Sorry no credit/debit cards.



