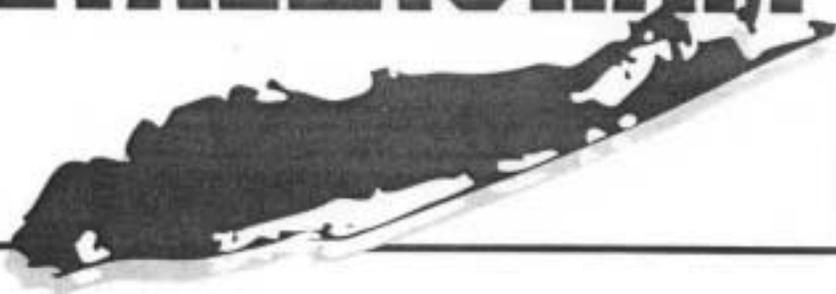




METALLAGRAM

LONG ISLAND CHAPTER



Volume 46 Issue 5

Sustaining Members Night

Wednesday, March 16, 2005

Where: Brickhouse Brewery, Patchogue, NY

**Topic: Doing Business in China – From Necessity
to Competitive Advantage**

Speaker: Peter Hanneforth, SpaCom LLC

Social hour ... 6:00 pm Dinner ... 7:00 pm Meeting ... 8:00 pm.

Members ... \$22 Guests ... \$25 ASM 25 years ... \$20 Students ... \$12

(New and recently transferred-in members free!)

Reservations appreciated - call Peter Indrigo (631-589-6666, ext. 2617)

DIRECTIONS TO THE BRICKHOUSE BREWERY

The pub/restaurant is located at 87 West Main Street in Patchogue. From either the Long Island Expressway or the Sunrise Highway, Take Rt. 83 (Ocean Avenue) south to the intersection with Main Street then turn right. The Brickhouse Brewery is about one block west, on the right. Their telephone number is (631) 447-BEER. There is a free parking garage adjacent to it and on-street parking in the immediate vicinity. Reservations appreciated - call Peter Indrigo at (631) 589-6666, ext. 2617.

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THE TOPIC

This presentation will provide an outline of the dynamics and growing importance of China as a key factor in a company's sourcing, manufacturing and marketing strategy for the coming decade and beyond. First some background information on China as a manufacturing hub and vast market place will be given. Subsequently, various market entry strategies for Western companies will be discussed, including some useful information on socio-demographic, corporate and legal parameters. There will be also a discussion of the key cultural parameters and challenges of doing business in China as a Western company. Lastly, a brief overview of the most relevant questions for executives doing business in China will be given.

OUR SPEAKER

Peter Hanneforth, is President and founder of SpaCom LLC, a global trading firm and supplier of industrial parts and components leveraging a large network of Chinese manufacturing partners. From 1999 through 2003 he held executive positions in Business Development and Marketing for Sulzer Metco, the \$400M surface technology division of the Sulzer Corporation. Prior he worked for 10 years for Corning Incorporated, a \$4B diversified high technology company, where he held various Management positions in Marketing & Sales, Business & Corporate Development and Business Management in both Europe and the United States. During his tenure with multi-national corporations Mr. Hanneforth gained experience in a number of industries in the Americas, Europe and Asia. He has been doing business in China since the early '90s and was spearheading Corning's expansion into China during the mid 90s, ultimately resulting in investments in excess of \$100M. Mr. Hanneforth is also the Vice President and a Board Member of the Thermal Spray Society, an affiliate society of ASM International, and the Chairman of their Programming Committee. He received a graduate degree in Economics and Business Administration from the European Business School in Wiesbaden, Germany and attended the MBA program of the Garvin School of International Management (Thunderbird) in Phoenix, AZ.

WELCOME TO THE CHAPTER!

Richard McCullough, Sulzer Metco

All new members, including those who have transferred in from another Chapter, are invited to dine free at a regular meeting of their choice. Please take us up on this offer - come along to the meeting and introduce yourself. This is an excellent way to meet with other Chapter members and establish new business and social relationships in the area.

JOHN R. WEEKS SCHOLARSHIPS

Applications for the 2005 John R. Weeks college scholarship program have been mailed to all high school principals in Suffolk and Nassau counties within the next two weeks. As in past years, two awards will be made available for high school students entering college in the fall of 2005 with the intention of majoring in a materials science or materials engineering subject. Each award is worth \$500 per year, renewable for up to four years. If you know of any potential candidates, please bring this to their attention. For more information and additional application forms, please contact the Scholarship Chairman, Biays Bowerman (phone (631) 344-2946 or email bowerman@bnl.gov). A PDF version is available at:

<http://www.matscieng.sunysb.edu/asm/scholarship2005.pdf>

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CHAPTER MEETING SCHEDULE

Long Island Chapter

4/6/05 Place: Burke & Shapiro Steakhouse, Smithtown
 Speakers: Two SBU students
 Topic: AGM; Student Night

5/1/05 Place: Martha Clara Vineyard, Riverhead
 Wine Tasting

Metro NY-NJ Chapter
 (contact Rich Lynch @ 201-891-8399)

3/24/05 L'Affaire Restaurant, Mountainside, NJ
 Speaker: Debbie Aliya, Aliya Analytical Inc.
 Topic: Thinking Skill Optimization in Failure Analysis

4/19/05 L'Affaire Restaurant, Mountainside, NJ
 Speaker: Peter Hanneforth, SpaCom
 Topic: "Doing business in China"

5/19/05 Plant visit to the Essex County Waste-to-Energy Plant.