

## GCA Connector Series I

Thursday, May 14th @ 4:30-6:00PM

The Georgia China Alliance will begin its Connector Series with guest speaker Mr. Steve Cohen of Hisense USA. The event will take place on Thursday, May 14th @ 4:30PM at Mercer University Atlanta. Come join us to gain insight on how a multi-billion dollar corporation operates and how they are doing in this tough economy.

Headquartered in Qingdao, China, Hisense is an electronic and consumer product corporation that manufactures a range of goods from mobile telephones to air conditioners and refrigerators. With over 40 subsidiaries located all over the world, such as, Hungary, South Africa, France, U.S., and China, Hisense has become an international success. Its total assets are worth USD 3.14 billion and has exceeding revenue of USD 6.2 billion.

In 2001, Hisense opened up its first USA subsidiary in the City of Industry, California, but in 2007, decided to relocate to Suwanee, Georgia, the home of its USA headquarters. The goal is to gradually introduce the full range of Hisense products into the North American market and to build a research and development facility to support a worldwide sales network.

Mr. Steve Cohen joined Hisense in 2007 and since then has increased sales volumes by over 200%, generated millions of dollars in revenue, and was recognized as leader in the industry by the Consumer Electronic Association (CEA). His previous professions include, Asia Region Senior Analyst, Area and Managing Director of MGM/Mirage and the Venetian Hotels in Las Vegas, NV, & Vice President of Sales and Marketing at Hudson International.

For more information about Hisense USA, you can go to: [www.hisense-usa.com](http://www.hisense-usa.com)

### Event Details:

Title: GCA Connector Series--Guest Speaker Mr. Steve Cohen of Hisense USA

When: Thursday, May 14th @ 4:30PM

Where: Mercer University Atlanta

3001 University Dr.

Atlanta, GA 30341

Trustees Dining Room (Bldg D/Cafeteria Bldg)

Cost: FREE for paid 2009 GCA Members

\$25 for others

RSVP: [www.georgiachina.com](http://www.georgiachina.com); click register

Free and ample parking will be available. Guests may park at any lot. Trustees Dining Room is located in the North Parking Lot (adjacent to Bldg D/Cafeteria Bldg).

For questions, contact Nikki Yu at [nikki.yu@georgiachina.com](mailto:nikki.yu@georgiachina.com).