



# Agenda & Speakers

Red Herring Asia Shanghai, China September 5-7, 2005

## SPONSORS





MONDAY, SEPTEMBER 5

19:00–21:30      **Registration & Welcome Dinner**

TUESDAY, SEPTEMBER 6

07:30–08:30      **Breakfast & Registration**

08:45–10:15      **Keynote Sessions—Welcome Speech**

Gary Rieschel, Venture Partner, Mobius Venture Capital  
David Chao, Managing General Partner, DCM—Doll Capital Management  
Victor Koo, Former President & COO, Sohu.com

10:15–11:00      **Keynote Roundtable**

**NEW RULES OF VENTURE CAPITAL**

Have Asian venture capital firms established a new set of rules, different from how venture capital is practiced in other parts of the world? What are these rules and what are the implications for doing business in China and India? VCs in the United States are bullish on investment in China, and according to the AVCJ (Asian Venture Capital Journal) nearly three-quarters of the \$2 billion invested last year came from firms in the U.S. and Europe. Indian entrepreneurs, however, netted only \$1.3 billion from investors, with \$500 million of that going to one company. With superior networks and local know-how, have the local venture capital firms taken a back seat to those outside of the country? Has this exaggerated investment in China created a bubble? Is India being ignored? What has the influx of foreign investment meant to exits and valuations? Panelists will provide insight on these questions and share their views on the ever-changing landscape of Asian private equity.

- Shantanu Bhagwat, Business Development Partner, Asia, Amadeus Capital
- Hanson Cheah, Managing Partner, AsiaTech Ventures Limited



TUESDAY, SEPTEMBER 6

- Asad Jamal, Chairman & Managing Director, Draper Fisher Jurvetson ePlanet Ventures
- Gil Forer, Global Director, Venture Capital Advisory Group, Ernst & Young
- Hong Chen, Chairman & CEO, The Hina Group, Inc.

11:00–11:30      **Coffee Break**

11:30–12:30      **Red Herring 100 Asia Presentations**

12:30–13:45      **Lunch**

13:45–14:45      **Keynote Roundtable**

**THE BUSINESS OF WIRELESS: NEW OPPORTUNITIES, NEW HURDLES**

In 2003, the world reached 1 billion mobile users, a number that will double by the end of this year and triple by 2010. The Asia-Pacific region has taken the lead in innovation and adoption sector. Yet with so many standards, systems, and companies fighting in a crowded space, predicting the future is as challenging as competing in it. Asia is the first region in the world to embrace this next wave of commerce that includes mobile payments and streaming video to the masses. While the rest of the world trails behind, our panelists will analyze the future of communications in the Asia-Pacific region, from WiMax, to VoIP, to 3G and Bluetooth. What standards will emerge and what carry-over will be transferable into markets overseas?

- Bill Tai, General Partner, Charles River Ventures
- Charles Yang, President & CEO, dopod Communication
- Vishal Gondal, Chief Executive Officer, Indiagames Ltd.
- Tom Kirkwood, Managing Partner, MINT
- Steven Toronto, Managing Partner, Beijing, Morrison & Foerster LLP

TUESDAY, SEPTEMBER 6

14:45–15:45      **Roundtable Sessions**

#### **SEMICONDUCTOR OUTLOOK**

The worldwide semiconductor market is expected to grow 5.9 percent this year to \$233 billion in revenue. In the last 10 years China's stake in this market has grown 1,300 percent from \$2 billion to \$26 billion. While Singapore and Taiwan hold a substantial share, other regions like India have made enormous strides on the design side. Will this growth continue? A popular choice as a manufacturing hub, Asia has also made inroads in capturing chip design business. As electrical components become more complex and ubiquitous in all products, the chip market in Asia has never looked so ripe. What are some of the likely scenarios to play out in the next three to five years? On this roundtable we will examine how the chip market will evolve, and what this will mean to the Asia-Pacific region.

- James Gao, Chief Executive Officer, Apexone Microelectronics
- Ping Wu, President & CEO, Spreadtrum Communications
- Jeromy Xue, Managing Director, Tsinghua Science Park Venture Capital Ltd
- Wayne Dai, Founder, Chairman & CEO, VeriSilicon

#### **INTERNET OPPORTUNITIES CHINA**

This summer Baidu and Alibaba dominated headlines. Baidu went public in early August and its stock rose 350 percent on its first day of trading. Online commerce is hot in China and U.S. investors are buying the long term proposition. But skeptics fear U.S.-centric business models will not translate into cash. Is China prone to the same bubble excesses that harmed Silicon Valley in the late 1990s? On this panel, industry experts will examine China's Internet landscape and explore the strengths and weaknesses of the business models and winning strategies for growth and prosperity in the year of the rooster.

- Oliver Kwan, Chief Executive Officer, 99Bill.com
- Duncan Chui, Chief Executive Officer, FGOG
- Derrick Sulger, Chief Financial Officer, SmartPay Jieyin Limited
- Bin Tang, Chief Executive Officer, Yeepay



TUESDAY, SEPTEMBER 6

- 15:45–16:15      **Coffee Break**
- 16:15–17:45      **Red Herring 100 Asia Presentations**
- 17:45–18:30      **Roundtable Sessions**

**ASIA IDENTITY: THINKING LOCALLY, BRANDING GLOBALLY**

Wireless networking gear manufacturer Buffalo Technology holds a 60 percent market share in Japan. But outside Japan, this subsidiary of Japan's Melco has been stymied by North American rivals, which include D-Link, Belkin, Linksys, and Netgear. Buffalo is not alone. There are many companies that have struggled to import branded technology and make headway in international markets. Large conglomerates have managed to succeed by varying the marketing pitches as well as the look and feel of products. Smaller startup companies, however, don't have those resources. This roundtable will examine strategies and tactics for managing sales and brands.

- Max Burger-Calderon, Executive Managing Director, Apax Partners & Co.
- Kathy Xu, Managing Partner, Capital Today Group
- Matthew Pan, Deputy Director, China Venture Capital Research Institute
- Srinji Rajam, Chairman & CEO, Ittiam Systems
- Anurag Khurana, Chief Executive Officer, Paradox

**ASIA-PACIFIC NEW AGENDA**

U.S. investors' demand for Chinese technology startups going public has been hot. Some of the big successes are Shanda, Linktone, eLong, and 5ljobs, all of which had successful IPOs in the United States. In fast-growth markets like Asia, there have been significant turnover and intense competition in attracting talented management teams and board members. What have these companies done to transform themselves from a startup to a big business? This panel of leading experts will explore and comment on the challenges faced by young startups and discuss strategies embraced. In this fast-paced market, regulatory issues and legal and IP challenges are common headaches that panelists will also address.



**TUESDAY, SEPTEMBER 6**

- David Landers, ETF Director, Allen & Buckeridge
- Thomas Tsao, Partner, Gobi Partners, Inc.
- Steven Kwok, Partner, Orchid Asia Holdings, LLC
- Leslie Loh, Founder & CEO, System Access Limited
- Kevin Steinberg, Senior Director, Membership and Partnership, World Economic Forum

19:00–21:30      Cocktail Reception

**WEDNESDAY, SEPTEMBER 7**

08:00–09:00      Breakfast

09:00–10:15      Keynote Sessions

Safa Rashtchy, Senior Research Analyst, Piper Jaffray  
George Hara, Managing Partner, DEFTA Partners  
Leonard Liu, Chairman & CEO, Augmentum

10:15–11:00      Keynote Roundtable

**REGIONAL POWERSHIFTS: THE NEXT TECH PIONEERS**

A new crop of entrepreneurs keenly focused on displacing industry stalwarts and building big companies are making headway. From technology plays of flat panel monitors, semiconductors, and video games, these players are appearing in several APAC countries. Some of these companies have harnessed emerging technologies such as RFID, biotech, and nanotechnology to push forward and embrace these new market opportunities. How will these regional powerhouses driven by restless innovators reshape the marketplace? This panel will identify the latest trends in several technology sectors and discuss Asia-Pacific's role in both the innovation and manufacturing side of emerging industries.



WEDNESDAY, SEPTEMBER 7

- David Liu, Managing Director, Broadview
- Jianhui Zhou, Entrepreneur in Residence, Comventures
- James Shapiro, Senior Managing Director, Galileo Global Advisors, LLC
- Soo Boo Koh, Managing Partner, Iglobe Venture Capital
- Charles Comey, Managing Partner, Shanghai, Morrison & Foerster LLP

11:00–11:15      **Coffee Break**

11:15–13:45      **Red Herring 100 Asia Presentations**

13:45–15:00      **Lunch**