

**ASIATECH III IN HOUSTON, TEXAS**  
**HOSTED BY – United States Asian Chamber of Commerce (USACC), et al.**

**EXECUTIVE BRIEF**  
**Full Info on [www.asiatech3.com](http://www.asiatech3.com)**

1. **Unique Format Planned.** Having learned from comments and reactions during the WCIT2006 recruitment process, as well as prior conferences, the format for Asiatech III will be more appealing to small to mid size enterprises (SMEs) as well as large multi-nationals, than other IT conferences. Networking opportunities have always been promoted in any specific purpose conference, as a logical occurrence when people congregate together. Asiatech III is designed, however, with no other purposes than to provide networking opportunities.

2. **Asiatech History.** First Asiatech was organized by Texas Asian Chamber of Commerce (TACC) in 2001 in Austin. USACC joined in sponsoring Asiatech II, held in Tianjin, China, in 2002. In 2004, USACC consulted and helped organize the Pacific Telecommunications Conference in Tianjin. In late 2005, USACC's Chairman/CEO David Chan acted as "China Ambassador" for the World Congress of IT - 2006, and organized the China Forum at the Congress, attended by "C" level officers of major IT corporations.



*Asiatech II, Tianjin, China (David Chan with Vice Minister of Information Industry)*



*MII sponsored Exhibits attended by 60,000 visitors during Asiatech II "Informatization Forum"*

3. **Expanded Constituency.** Asiatech III will be more diversified in its constituency to encompass not only China, but also India, Vietnam, Korea, Japan and Hong Kong, and the rest of Asia. As its counterpart, Asiatech III will tap into all other countries potentially desirous of building relationship with the Asia Pacific region.

4. **Houston as the Venue.** Houston is chosen because it has grown to become a leading center of international trade and investments, beside it being well known as the Energy Capital of the World. That reputation is partly reflected in the fact that it has become the largest seaport in the United States. The State of Texas, in which Houston is located, for the past 8 straight years, ranked as No.1 in export revenue. And China ranked third in highest export destination, after Mexico and Canada. Asian owned firms in Texas ranked 3<sup>rd</sup> highest nationally in number and revenue, as asset to bridge across Asia.

5. **Scope of Asiatech III.** Asiatech I in 2001 spent less than \$1million for a two day conference, and the largest sponsor was \$100,000 from Municipality of Tianjin. In 2002, Asiatech II was funded by the Chinese Government and the exhibit was attended by over 60,000 visitors free of charge. WCIT-2006 spent \$10 million for a 3-day conference and the largest unit sponsorship was \$1 million. Proposed format for Asiatech III will not be measured by its cost, but will aim to enlarge its scope as well as contents purely for networking opportunities.



*Dr. Hector Ruiz, CEO of AMD, speaking at Asiatech I, 2001*



*Asiatech I, Exhibits, Austin, 2001*

6. **Marketing Asiatech III.** With the experience gained over the last several years and long lists of contacts in the key Asian countries, the quality and quantity of potential participants who can be persuaded to come will be highly promising. Besides, the unique format designed for Asiatech III can be the pivotal added inducement.