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Godfrey & Kahn Participates in Wisconsin's Trade Mission to Japan and China

Godfrey & Kahn, the first Wisconsin law firm to establish an office in Shanghai, PRC, was pleased to be a sponsor and participate in Governor Doyle's Trade Mission to Japan and China from September 7-18, 2007. As part of this sponsorship, G&K hosted a business reception in Shanghai on September 13. More than 250 guests enjoyed a river cruise on the Huangpu, further strengthening existing partnerships in China and promoting Wisconsin companies to our Chinese guests.

Mark Witt, shareholder and member of Godfrey & Kahn's Corporate Law Practice Group and China Team, and Robert Irish, attorney and member of Godfrey & Kahn's Corporate Law Practice Group in the firm's Shanghai office, attended the trade mission to meet area business professionals, share legal perspectives and learn more about Wisconsin's opportunities with China.

"Wisconsin companies continue to establish and strengthen their presence in China and the trade mission is an opportunity to continue to develop relationships that will bring long-term success," said Witt, who also participated in Milwaukee Mayor Tom Barrett's trade mission to China in 2005. "Our firm has enjoyed the opportunity to work with many of these companies and help them grow their businesses globally."

Wisconsin companies have been successful in developing their businesses in the Chinese market. According to the Office of the Governor, the trade mission to China in 2005 resulted in about a 120% increase in Wisconsin exports to China over the past few years, which has earned China the title of Wisconsin's fastest-growing export market. The state's exports to China in 2006 totaled \$870 million, representing a 29% increase over the previous year. China export commodities to Wisconsin include industrial machinery, electrical machinery, and paper/paperboard.

During the first quarter of 2007, Wisconsin's exports to China grew by 75% compared with 15% for the United States as a whole. As of March, Wisconsin ranked No. 14 among the 50 states in exports to China.

Since Milwaukee is hosting the Midwest U.S. Japan Association Annual Conference next year, many Wisconsin companies decided to attend the 2007 conference in Tokyo. Japan is also an important trading partner for Wisconsin and represents its fourth largest export market. According to the Office of the Governor, last year the state's exports to Japan totaled \$739 million, representing a 6% increase over 2005. Leading export commodities include medical and scientific instruments, industrial machinery, and electrical machinery.

For more information on Governor Doyle's Trade Mission to China and Japan, please visit http://www.wisgov.state.wi.us/past_gov_visits.asp?visitid=4.

G&K Sponsors Logistics Efficiency Conference in Beijing

On September 17 and 18, Godfrey & Kahn co-sponsored "Bringing Efficiency to China Logistics," a China logistics conference in Beijing hosted by Schneider National, Inc. and China International Marine Containers (Group) Ltd. The event addressed how domestic and international companies can improve logistics operations in China.

The conference featured speakers from several leading Chinese government agencies, including the Ministry of Communications, who joined in a single panel to share their views on the industry and the regulatory environment. With Schneider National's recent

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entry into the China transportation industry, the discussion focused around moving from infrastructure to efficiency.

The keynote was delivered by Michael Bergdahl, an internationally known business speaker, author and Wal-Mart executive, who shared his perspectives on how to succeed in a global marketplace. Michael worked directly with Sam Walton, founder of Wal-Mart, and also shared his experiences from PepsiCo's Frito Lay Division, American Eagle Outfitters and Waste Management. He has written two books: *What I learned from Sam Walton: How to Compete* and *Thrive in a Wal-Mart World and The 10 Rules of Sam Walton: Success Secrets for Remarkable Results*.

Michael's primary message was that the key to business success is the people we work with everyday—and that none are more important than our customers.

The conference also featured speakers Christopher B. Lofgren, President and CEO of Schneider National Inc.; Boliang Mai, President and Director of China International Marine

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Containers (Group) Ltd.; and Jet Antonio, Purchases Director – Global Logistics & Customization of Procter & Gamble.

G&K Relocates Shanghai Office to Times Square

Godfrey & Kahn relocated its Shanghai office to Shanghai Times Square, effective July 1.

The move from Far East International Plaza to Shanghai Times Square enables Godfrey & Kahn to better serve its clients. Shanghai Times Square is located in the center of downtown Shanghai and faces Renmin Square, Shanghai Grand Theatre and the Shanghai Municipal building.

Robert W. Irish, member of the Corporate Practice Group at our firm's Shanghai office, advises Godfrey & Kahn clients concerning their business strategies and operations in China and serves their global needs. Mr. Irish received his law degree from the University of Wisconsin Law School. He is not admitted to practice law in China.

Sophie Zhang joined our firm's Shanghai office in May 2007 and is responsible for assisting clients in establishing Chinese operations, conducting Chinese legal research and translating documents. Ms. Zhang received her master's degree in law from Fudan University in July 2007.

The Beijing Ministry of Justice approved the firm's license for a representative office in Shanghai, PRC, in January 2006.

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