



"The continuing need for greater confidence in financial markets, Taiwan and China's entry into the WTO, and the change in structure and power of large conglomerates and corporations are critical business issues in Asia today," said Tom Campbell, dean of UC Berkeley's Haas School of Business. "By bringing together world-renowned business leaders with top-tier educators and an international student body, Berkeley's Asia Business Conference provides a forum for today's and tomorrow's business leaders to evaluate the impact of these important topics."

"Based on my participation in last year's Asia Business Conference, it is clearly a premier event, and I'm pleased to be speaking again this year," said Jason Ma, ABC panelist and executive vice president and chief strategy officer of MobileBest Inc. "Business opportunities undoubtedly abound in Asia, and this conference will be a great forum to discuss prospects as well as challenges with other business leaders."

"Visiting China this past fall on behalf of the Bay Area international business community confirmed that this emerging marketplace is open for Bay Area businesses," stated Michael Chapnick, vice president for communications and government affairs at the Bay Area World Trade Center. "The Berkeley ABC will prepare Haas students, and the Bay Area business community alike, to be competitive in this crucial market on the Pacific Rim."

**About the Berkeley Asia Business Conference**

The Third Annual Berkeley Asia Business Conference (ABC) is the premier West Coast conference addressing current topics and opportunities in Asian business. By building on Berkeley's tradition of engagement with business, academic and political leadership throughout Asia, ABC provides a stimulating forum for today's most important issues. Additional information and registration for the conference is available at: [www.berkeleyabc.org](http://www.berkeleyabc.org). Admission is free for media representatives. Contact Meagan Busath at (408) 464-2239 or [busath@haas.berkeley.edu](mailto:busath@haas.berkeley.edu) for passes or more information.



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**THIRD ANNUAL BERKELEY ASIA BUSINESS CONFERENCE TO ADDRESS  
BUSINESS OPPORTUNITIES IN ASIA**

*Vivek Paul, Vice Chairman of Wipro, Selected As Keynote Speaker*

**February 18, 2003 – BERKELEY, Calif.** – The University of California at Berkeley’s Haas School of Business today announced that its Third Annual Berkeley Asia Business Conference (ABC) will take place on Saturday, March 1, 2003. This premier West Coast Asian business conference will feature a keynote presentation on the globalization of services by Vivek Paul, vice chairman of global technology solution provider Wipro Ltd, and president of Wipro Technologies.

“The Berkeley Asia Business Conference has established itself as the pre-eminent event for dialog between business leaders in the US and Asia and with academia,” said Paul. “This year’s theme of globalization of services is indeed timely, and Wipro’s experience in this arena can provide for some great discussion, debate and action.”

The conference will include panel sessions on a wide range of topics, such as wireless in Asia, entrepreneurship in China, intellectual property in Asia, the semiconductor industry in China, product development in India, Asian venture capitalists in Silicon Valley, venture capitalists in China, biotechnology in Asia and market entry services. In addition, the conference will include a product fair with exhibitors such as Sega.com, Hitachi, Takara, and SK Telecom.