

FOR IMMEDIATE RELEASE - September 21, 2011

LANSING NATIVE RETURNS TO SHARE INSIGHT ON OPPORTUNITIES AND REALITIES OF DOING BUSINESS IN CHINA

LANSING, Mich. - Many consider China a "mystery market." To help provide direction to Michigan companies considering pursuing business in China, Foster Swift Collins & Smith, PC is hosting a special presentation on "The Opportunities and Realities of Doing Business in China." With his twenty-plus years of international business experience, former Okemos resident Alex Claypool will offer insight on the practicalities of readying your business for the Chinese market.

"Like any international expansion, it's imperative to know your product and your market," says Claypool, who has spent ten of the last twelve years assisting US businesses introduce, and in some cases re-launch, their goods to Asian markets. "In China, it's imperative that you know where the rubber meets the road from the start -- it sounds cliché but it decides who succeeds and who fails in this country."

This educational program is taking place on Monday, September 26, 2011 from 5-7 pm at the Lansing office of Foster Swift Collins & Smith, PC, 313 S. Washington Square, Lansing, MI 48933. To register, contact Angie Davarn at 517-371-8116 or register online at www.fosterswift.com. There is no registration fee for this event.

Alex Claypool is the founder and Managing Director of the US business Lancaster Holdings International, LLC (LHI) and the Chinese business Lancaster Investment Consulting (Shanghai) Co. Ltd. (LKS). He has started, turned around and grown businesses in the US, China, Japan, Singapore and Belgium for US Fortune 500 corporations (Danaher Corporation, The Stanley Works) and US private equity firm portfolio companies. Alex leverages his expertise in start-ups and turnarounds to consult for foreign businesses entering China, and for those having difficulty achieving profitability in China.

Alex attended Rikkyo University (Tokyo) and the London School of Economics. He earned his BA from Washington & Lee University and his MBA from the University of Michigan. He is a board member of Xnl Consultancy Services Pvt. Ltd. a consulting firm in Delhi, India and is an active member of the American Chamber of Commerce in Shanghai.

Foster Swift Collins & Smith PC is a full service law firm founded in 1902. The firm employs over 100 attorneys and more than 100 support staff in six locations; Lansing, Detroit, Farmington Hills, Grand Rapids, Holland and Marquette. For more information about the firm, its attorneys and to access recent publications, visit www.fosterswift.com.

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