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FOR IMMEDIATE RELEASE

Panel Discussion on Strengthening the Chattanooga-China Connection September 25

Chattanooga, TN – September 17, 2015 -- The Chattanooga Area Chamber of Commerce International Business Council and TN-China Network will jointly host a panel discussion event on **Strengthening the Chattanooga-China Connection: Creating Jobs Through Trade and Investment**, on **Friday, September 25, 2015, 8:00 – 9:45 am** at the INCubator, 100 Cherokee Blvd, in Chattanooga, TN. The cost to attend is \$10 (includes continental breakfast).

At the event, Elizabeth Rowland, Executive Director of TN-China Network, will moderate a discussion with the following esteemed panelists:

Tom Zhu, Project Manager of Yanfeng Chattanooga Facility – [Yanfeng Automotive Interiors](#), a global auto interiors manufacturer headquartered in Shanghai, announced this year that it will invest \$55 million in a Chattanooga facility to supply Volkswagen’s assembly plant, creating over 300 jobs. Zhu will discuss why Yanfeng chose Chattanooga and what the community can do to attract and support Chinese investment in the area.

Chris McKee, Executive Vice President for Marketing and Sales at McKee Foods – [McKee Foods](#), a family-owned, billion-dollar food company headquartered in Collegedale, TN, is exploring possibilities for exporting to China. McKee will discuss the opportunities and challenges McKee Foods faces in the China market, and what the community can do to support local companies seeking to export to China.

Leslee Alexander, International Director for the Tennessee Department of Economic and Community Development (TNECD) – [TNECD’s International Division](#) identifies and recruits new foreign direct investment into the state as well as facilitates export assistance for Tennessee companies. Alexander will discuss TNECD’s programs as they relate to China and how Chattanooga and Chattanooga companies can take advantage of them.

Charles Wood, Vice President for Economic Development at the Chattanooga Area Chamber of Commerce – The [Chattanooga Chamber](#) recruits foreign direct investment, including Chinese investment, into Chattanooga to create jobs and expand the local economy. Wood, the Chamber’s lead recruiter, will discuss the Chamber’s efforts to attract Chinese investment and how the local community can support those efforts.

Registration, continental breakfast, and networking will begin at 8:00 am. The panel discussion will kick off soon after with brief remarks by each panelist, followed by moderated Q&A and discussion among the panelists and event attendees.

“This event is intended to be an interactive community discussion with the goal of promoting collaborative dialogue about how the Chattanooga community can work together to create jobs through expanded trade and investment with China,” says TN-China Network’s Elizabeth Rowland.

For more information or to RSVP, please contact Elizabeth Rowland (ERowland@TNChinaNetwork.org, 865-387-7012), or Ivette Rios (IRios@TSBDC.org, 423-756-8668), or visit the online [event posting](#).



[TN-China Network](#) (TNCN) is a 501 (c) 3 non-profit organization that educates and connects people in Tennessee with an interest in doing business with China. Through educational and networking events, a blog, and online resources, TNCN seeks to strengthen TN-China business ties and enhance bilateral trade and investment. To learn more, visit www.TNChinaNetwork.org or call 865-387-7012.



[The Chattanooga International Business Council](#) (IBC) is one of 12 councils operating under the Chattanooga Area Chamber of Commerce. The Chattanooga IBC offers opportunities in education, advocacy, and professional growth to local companies and businesspeople with an international presence, background, or heritage. By providing cross-cultural business training and forums through which diverse business leaders, organizations, and communities can connect, the Chattanooga IBC aims to become the leading voice of international business in the region.



Thank you to our event sponsor, [Tennessee Foreign Language Institute \(TFLI\)](#), for helping make this event possible. TFLI is an agency of the State of Tennessee that facilitates intercultural communication through the provision of quality language instruction, translation and interpretation services, professional development for interpreters, translators, and language instructors, and cultural awareness programs, which are designed to meet the needs of the state government and its employees, the business community, foreign language educators, and the public at large.

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