



# Witness Amazing

**ZWSOFT**

**ZWCAD SOFTWARE CO., LTD.**

Address: 4F, No.886, Tianhe North Rd., Guangzhou, 510635, P.R.China

Tel: +86-20-38259726

Fax: +86-20-38288676

Email: sales@zwsoft.com

Http://www.zwsoft.com

**Conference Manual**

February 27-29, 2012

Guangzhou, China

# Welcome Message



Dear Partner,

On behalf of the ZWSOFT team, I would like to extend my sincere welcome to you, and thank you for joining our third Global Partner Conference, or GPC 2012.

Let me begin by first explaining why we are having the third Global Partner Conference now. Partners, such as you, might have had doubt in your mind when we decided not to have the GPC in August and September as usual. The answer to your question is that we want to show you the best part of this conference. This time, we want the conference not only to be about business talks, but more about the ground breaking products that our R&D team has been working on for years. And they are ready now. That's why we've guaranteed that you will be able to witness amazing things at this year's GPC.

GPC has become our tradition, and it will continue to serve as an international platform for all ZWSOFT partners to get together and map out the future of our business. The annual event also offers us a great opportunity to find more businesses, gain mutual trust and understanding, especially when we're facing the tough global economic situation and competition. We trust that your trip here to Guangzhou will pay off once the three-day conference ends.

There is an old Chinese proverb that says, "It is always a pleasure to greet a friend from afar." Again, thank you for your coming, and I believe you will have a great conference experience and a pleasant stay here in Guangzhou, China.

Sincerely yours,

Truman Du  
CEO of ZWSOFT

# Table of Contents

■ GPC Conference Guide.....	01
GPC at a Glance.....	01
Conference Agenda.....	02
Keynote Speakers.....	06
Conference Venue.....	07
■ Guangzhou Travel Guide.....	10
Guangzhou at a Glance.....	10
■ Useful Tips.....	12



## Complimentary Internet!

During your stay in the conference hotel, you can enjoy complimentary broadband Internet service in your hotel room, as well as wireless connections in public areas, including the conference hall and dining room.

Account: CSR  
Password: 72011

\*Please note that you can connect to the account "csrooms" while you're in the guest room with no password required.



# GPC Conference Guide

# Conference Agenda

## GPC at A Glance

### Theme:

Witness Amazing

Only the Global Partner Conference provides you with up-to-date insider information on ZWCAD and ZW3D:

- ◆ An exclusive opportunity to preview and get hands-on experience with the next generation of ZWCAD, a completely new product concept like you have never seen before.
- ◆ Witness the global release of the brand-new & breakthrough CAD/CAM technology - ZW3D 2012!
- ◆ Learn about how ZWSOFT can achieve breakthrough growth with you in 2012.
- ◆ Build your business strategy in 2012, and gain a competitive edge and inspiration.
- ◆ Network and share experience with ZWSOFT executives, employees and other partners.

### Participants

ZWCAD Partners  
ZW3D Partners  
Press and Media

### Duration

Monday, February 27 through Wednesday, February 29, 2012.

### Venue

Chateau Star River GUANGZHOU HAIYI PENINSULA, Guangzhou, China

### Working Language

English (Optional translation is available for a daily fee)

**Organizer:** ZWCAD Software Co., Ltd.

## Sunday, February 26

Time	Event	Meeting Room/Venue
Full Day	Airport Pickup & Hotel Check-in.	
19:30-21:00	Welcome Dinner, Uranus, 2 <sup>nd</sup> Floor. 天王星	

## Monday, February 27

Time	Event	Meeting Room/Venue
7:00-8:50	Breakfast, E-café, -1 <sup>st</sup> Floor. 意咖啡西餐厅	
9:00-9:15	Opening Speech Owen Zi, Director of ZWSOFT Overseas Division	Grand Ballroom/国际会议中心
9:15-9:45	Company Strategy Truman Du, CEO of ZWSOFT	Grand Ballroom/国际会议中心
9:45-9:55	Overseas Business Briefing Owen Zi	Grand Ballroom/国际会议中心
9:55-10:40	ZWCAD Product & Business Strategy Kingdom Lin, Vice Director of ZWSOFT Overseas Division	Grand Ballroom/国际会议中心

# Conference Agenda

## Monday, February 27

Time	Event	Meeting Room/Venue
10:40-11:00	Tea Break, Grand Ballroom/国际会议中心	
11:00-11:10	ZW3D 2012 Release Ceremony	Grand Ballroom/国际会议中心
11:10-11:55	ZW3D Product & Business Strategy Colin Lin, ZW3D Technical Manager	Grand Ballroom/国际会议中心
11:55-12:15	Conference Summary & Closing Speech Owen Zi	Grand Ballroom/国际会议中心
12:15-12:30	Group Picture Taking All Attendees	Grand Ballroom/国际会议中心
12:20-14:00	Lunch Break, E-café, -1 <sup>st</sup> Floor.意咖啡西餐厅	
14:00-17:30	Analysis and Feedback on ZWCAD's Next Generation	Always Cantonese VIP Rooms No. 1-6 /中餐V1-V6包房
	How to Successfully Market ZWCAD & Its Next Generation in 2012	Always Cantonese VIP Rooms No. 1-6 /中餐V1-V6包房
	ZW3D Technical Forum	Always Cantonese VIP Rooms No. 1-6 /中餐V1-V6包房

## Monday, February 27

Time	Event	Meeting Room/Venue
15:30-15:50	Tea Break, Hallway.	
19:00-21:00	Banquet/Award Ceremony/Evening Fun	

## Tuesday, February 28

Time	Event	Meeting Room/Venue
07:00-8:50	Breakfast, E-café, -1 <sup>st</sup> Floor.意咖啡西餐厅	
9:00- 12:00	Session 1: Vertical Solutions Based on the Next Generation of ZWCAD	Always Cantonese VIP Rooms No. 1-6 /中餐V1-V6包房
	Session 2: ZW3D 2012 Marketing & Sales Plan	Always Cantonese VIP Rooms No. 1-6 /中餐V1-V6包房
10:20-10:40	Tea Break, Hallway.	
12:00-14:00	Lunch Break, E-café, -1 <sup>st</sup> Floor.意咖啡西餐厅	
14:00-17:30	Session1: Must-have Marketing Know-how: Website & Email Marketing	Always Cantonese VIP Rooms No. 1-6 /中餐V1-V6包房
	Session 2: Explore ZWCAD Technical Support & Resources	Always Cantonese VIP Rooms No. 1-6 /中餐V1-V6包房
	Session 3: ZW3D Technical Case Study	Always Cantonese VIP Rooms No. 1-6 /中餐V1-V6包房



# Keynote Speakers

## Tuesday, February 28

Time	Event	Meeting Room/Venue
15:30-15:50	Tea Break, Hallway.	
17:30-18:00	ZWSOFT Comprehensive Support System	Always Cantonese VIP Rooms No. 1-6 /中餐V1-V6包房
18:00-18:30	Closing Activity	Always Cantonese VIP Rooms No. 1-6 /中餐V1-V6包房
18:30-21:00	Dinner Time, E-café, -1 <sup>st</sup> Floor.意咖啡西餐厅	

## Wednesday, February 29

Time	Event	Meeting Room/Venue
07:00-9:00	Breakfast, E-café, -1 <sup>st</sup> Floor.意咖啡西餐厅	
9:00-12:00	Free Communication with Business Specialists	N/A
12:00-14:00	Lunch Break, E-café, -1 <sup>st</sup> Floor.意咖啡西餐厅	
13:00-15:00	Hotel Check-out *	

\* Please check-out before 15:00, February 29

Senior ZWSOFT executives and experienced distributors will share their overall vision, solutions, and strategies for the future development of ZWSOFT at this year's Global Partner Conference, GPC 2012.

You will receive a high-level overview of upcoming product launches, new product strategies, and planned business directions from our keynote speakers.



### Truman Du

As CEO of ZWSOFT, Truman Du has over 17 years of experience in the CAD software industry. Using his immense vision and insight, he has led ZWSOFT to become the biggest CAD supplier in China in the past 10 years. Since the implementation of its global strategy in 2004, ZWCAD has become increasingly popular worldwide. Now with ZW3D added into the company's portfolio, he aims to lead ZWSOFT to one of the world's top CAD/CAM software providers.



### Joh Li

Joh Li, CTO of ZWSOFT is responsible for the research and development of ZWCAD and ZW3D. With scientific design and strict QA, ZWCAD 2012 has demonstrated significant achievements with its excellent performance and comprehensive features. His R&D teams have also made major breakthroughs in ZWCAD 2012 and the newly released ZW3D 2012.



### Owen Zi

As Director of ZWSOFT Overseas Division, Owen Zi is responsible for setting and executing the business strategy of the sales and marketing of ZWSOFT overseas business. With a competitive partner policy and dedicated support, ZWSOFT's overseas business is now growing quickly, with over 170 distributors in more than 80 countries. He is at the helm of securing a bright future for ZW3D by setting an effective distributing strategy.



### Kingdom Lin

Kingdom Lin is the vice director of ZWSOFT Overseas Division, leading the team, which is now dedicated to global marketing promotion. He is also responsible for global technical support, application migration support, and localization projects, all of which have been to the satisfaction of the many ZWCAD users around the world. His latest assignment includes global marketing promotion for the next generation of ZWCAD.



### Mark Vorwaller

The president of ZWSOFT America, Mark Vorwaller, has devoted himself to CAD/CAM products since 1985. He has overseen the development of many CAD/CAM products in his long history in the field, and he even served as a member of the Mechanical Engineering Advisory Board from 2000 to 2007. His commitment to innovation and improvement in CAD/CAM technologies has led him to become one of the most revered persons in the industry.

# Conference Venue

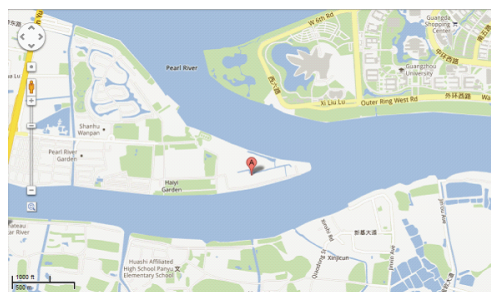
# Floor Plans of Chateau Star River



CHATEAU STAR RIVER  
星河湾酒店

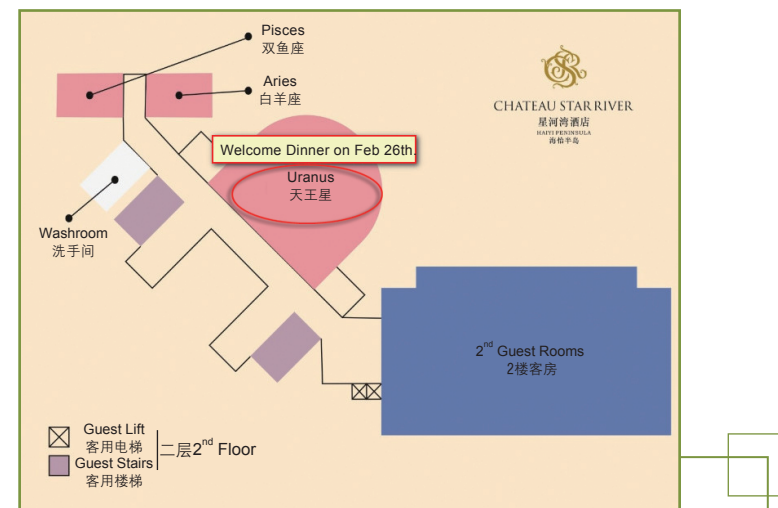
Panyu, Guangzhou, China

Tel: +86 20 3998 3333.  
Fax: +86 20 3920 9933.  
Email: bc.hy@chateaustarriver.com.

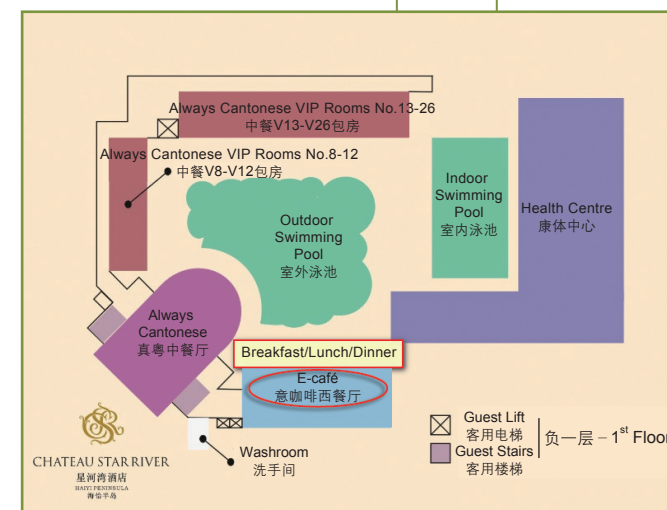


Chateau Star River GUANGZHOU HAIYI PENINSULA, or in Chinese 星河湾海怡半岛酒店, is a boutique hotel located in Shajiao Island, Panyu District, Guangzhou, where you can experience the whole view of Pearl River. It is about 5 minutes drive to Pazhou Exhibition Center and only 45 minutes drive to Guangzhou Baiyun International Airport. Chateau Haiyi Guangzhou has Deluxe Rooms and Junior Suite which bear areas of above 45 M<sup>2</sup>. The hotel also owns indoor and outdoor swimming pools, gym, tennis courts, badminton courts and other recreational facilities.

## GUANGZHOU HAIYI PENINSULA HOTEL



▲ Welcome Dinner

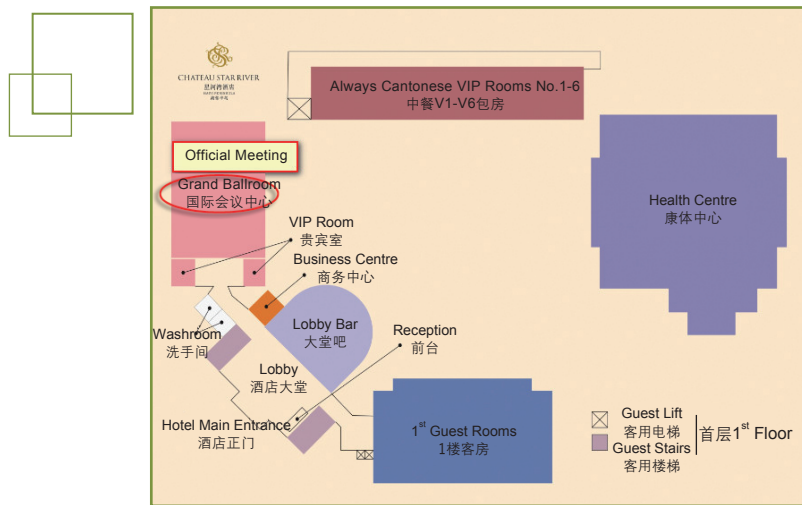


▲ Buffet Breakfast, Lunch or Dinner

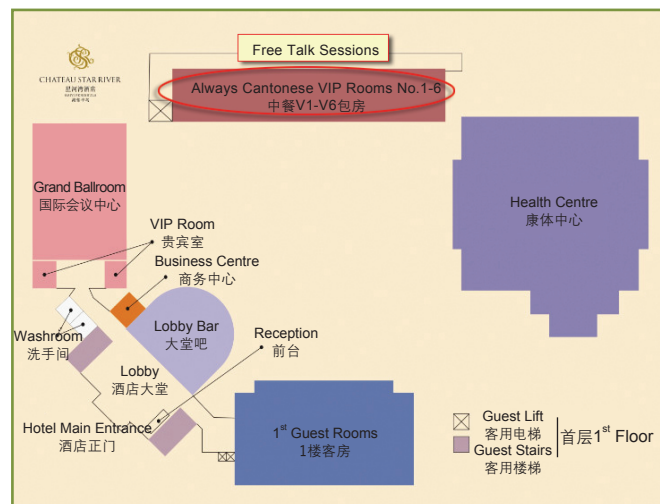


# Guangzhou Travel Guide

## GUANGZHOU HAIYI PENINSULA HOTEL



▲ Official Meeting



▲ Free Talks

## Guangzhou at A Glance

Guangzhou is located in the estuary of the Pearl River at the heart of Guangdong province. In Western countries, the city and province were once known as Canton. Covering an area of 7,434 square kilometers, Guangzhou commands ten administrative districts as well as two counties. Guangzhou has a population of 9.5 million, including about 2.5 million who have come from inland China seeking opportunities in this historic commerce and trade center.



**Voltage** 220 volts

**Plug Types**  

**Time Zone** GMT +8 hours

**Measurement System** Metric

**Mobile Phone** GSM 1800

## Currency

The Chinese currency is called the renminbi (RMB). The basic unit of money itself is called the yuan (CNY). Credit cards are accepted in HAIYI PENINSULA Hotel, as well as at other major hotels and shopping malls. The exchange service is available at the reception desk of HAIYI PENINSULA Hotel.

## Tipping

Many mid-range and top-end restaurants include their own service charge that varies. Officially, tipping is considered inappropriate and is discouraged.

## Business Hours

Bank Hours: 8.30 a.m. - 5 p.m. Monday to Friday, until 4 p.m. Saturdays.

Office Hours: 9 a.m. to 6 p.m., Monday to Friday.

Shopping Hours: 10 a.m. to 10 p.m. or later on weekends.

## Public Health

The hotel recommends you drink only boiled or bottled water.

## Dressing Code

Dress is generally informal in Guangzhou, except on social, diplomatic, and government occasions when a suit and tie is appropriate. At GPC official meeting (Feb. 27<sup>th</sup>), you are strongly recommended to dress formally.

## Weather


In Guangzhou, the climate is relatively cool in Spring, ranging from 8°C to 20°C (46°F to 68°F).


## Useful Tips


### Transportation


Guangzhou is a city with a highly developed and convenient transportation network. Travel by plane, train, subway, bus, or taxi are all very available to you at every time of day.

 The New Guangzhou Baiyun International Airport (广州白云国际机场), a major hub in Southern China, second only to Hong Kong, is 28 km north from downtown Guangzhou.

 With a highly extensive bus network, you can get to every destination in the city by bus. The price per ride is 1 or 2 yuan, depending on if the bus is equipped with an air conditioner. Exact change is needed when riding the bus.

 The traveling option of choice for the Guangzhou resident, the subway system will be the quickest and most convenient way of traveling. Prices begin at 2 yuan per trip, and increase depending on distance. Still under construction, the subway does not have access to many parts of the city yet.

 Taxis start with a fee of 10 yuan for the first 2.5 kilometers, and after that 2.6 yuan is added at every kilometer.

 There are direct trains from Guangzhou to Shenzhen, which arrive and leave from both the Guangzhou Eastern Railway Station and Guangzhou Railway Station (80 yuan per person). You can take a train from Guangzhou to Hong Kong at the Guangzhou Eastern Railway Station as well.

1. Money exchange between US dollar, Euro, Japanese Yen, HK Dollar and RMB Yuan is available at the hotel with a limited amount every day. We highly suggest that you exchange a certain amount of RMB Yuan at the airport or from a local bank, like Bank of China.

2. The convenience store (10-min walk) near the hotel doesn't sell SIM cards. If you need one as your local contact, please buy one at the airport or purchase from an authorized SIM card reseller.

3. The hotel is located in a suburb, and it usually takes about 30 minutes by taxi from the downtown area to the hotel. Taxi reservation service is available at the hotel, but please be sure to make a reservation at least 20 minutes in advance.

4. The neighborhood where the hotel resides is relatively quiet. We highly suggest that you don't go out for a walk alone late at night. The emergency number for police is 110.

5. The outlet in the hotel is mainly Chinese standard. Please remember to bring an adapter that can be used to plug in your electronic devices.

6. The weather during the GPC will be cool and cold, 13.2 °C on average. We highly suggest that you bring some winter clothes with you.

7. We suggest that you bring some commonly used medicines, such as cold tablets. The emergency number for ambulance service is 120.

8. Please prepare some pocket change if you're riding the bus or subway.

9. Do not buy electronic products from strangers in the street. It could be a scam if it's too good to be true.

**Come earlier, linger longer, and gain inspiration in the city of Guangzhou!**