



For Immediate Release

**The Dragon Rises: Chinese Software Professionals Association
Annual Conference Addresses China's Impact On A Global Scale**

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San Jose, CA – September 19, 2005 – Many industry watchers predict China's inevitable rise to surpass the U.S. as the world's largest economy. Assessing China's impact on the global scale and discussing Silicon Valley's China strategy are the themes of this year's Chinese Software Professionals Association (CSPA) annual conference to be held 11:30 am to 4:40 pm, on Saturday, September 24, 2005 at the Santa Clara Marriot in Santa Clara, California.

A pre-conference media briefing is scheduled for 11:00 am, Wednesday, September 21, 2005, at Trinity Ventures, 3000 Sand Hill Road, Building 4, Suite 160, Menlo Park, CA.

"China has become such a looming force in recent years that ignoring it is like the proverbial ostrich with its head in the sand," said Scott Tse, Co-President of CSPA. "CSPA is proud to bring together some of the most authoritative speakers to share their visions for China's future, and to provide new insights into dynamics that will shape our lives, and timely advice for everyone to formulate our own China strategy."

This year, CSPA welcomes two keynote speakers: Lip-Bu Tan, Founder and Chairman of Walden International and Dixon Doll, Co-Founder and Managing General Partner of DCM - Doll Capital Management. Tan introduced and pioneered the U.S. venture capital concept in Asia. Doll was named by Forbes Magazine as one of the top 50 venture investors in 2003 and 2004.

Expecting to draw more than 500 participants, the CSPA conference also brings together leaders from successful Chinese and Silicon Valley companies, well-known entrepreneurs, venture capitalists, and executives for a discussion on topics such as "the rising prominence of China on world markets," and "competing and thriving within China's influence."

Additionally, Silicon Valley-based executives and professionals will benefit from practical insights and advice on developing their personal China strategies in light of China's rising prominence. They will find answers to increasingly important questions such as "how does Silicon Valley stay competitive?", "how do we defend our home market?" and "how do we capitalize on emerging China opportunities?"

CONFIRMED CONFERENCE SPEAKERS (alphabetic order by company name):

Agile Software Corporation, Chris Wong, EVP and Chief Product Officer
DCM - Doll Capital Management, Dixon Doll, Co-Founder and Managing General Partner
Google, Sukhinder Singh Cassidy, VP, Asia-Pacific and Latin America Operations
Microsoft, Enwei Xie, Director of Advanced Technology Center Shanghai
New Enterprise Associates, Scott Sandell, Partner
Tata Consultancy Services, N. Chandrasekaran, EVP and Head of Global Operations
Tencent, David Wallerstein, Senior Executive Vice President, International Business
The Hina Group, Dr. Hong Chen, Chairman and CEO
Tianji.com, Derek Ling, Founder and CEO
Trinity Ventures, Gus Tai, Partner
Walden International, Lip-Bu Tan, Founder and Chairman
WORKSOFT Creative Software Technology Ltd., Junbo Liu, Executive Vice President
Yahoo!, Lu Qi, VP of Engineering, Search and Marketplace

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LOCATION:

Santa Clara Marriot
2700 Mission College Boulevard
Santa Clara, CA 95054

Registration, Conference agenda information

Conference registration fees range from \$15 to \$60. To register online, or to obtain the program agenda and more updated information about CSPA's 2005 Annual Conference, please visit www.cspa.com/conference/.

About the Chinese Software Professionals Association:

The Chinese Software Professional Association (CSPA) a leading non-profit association for technology industry professionals in Silicon Valley. The organization promotes leadership, community, and entrepreneurship through events and member services. Founded in 1988 by a core group of Chinese and Chinese American computer professionals, its reach has grown to over 4,200 people from all ethnicities and technical and business backgrounds. CSPA is based in San Jose, California. For more information, please visit www.cspa.com

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