

Lavan Legal  
invites you  
to a private boardroom lunch with  
Mr Alan Reid  
Managing Director, Intercedent (Beijing) Limited  
and  
Former Minister Commercial and Senior Trade Commissioner  
Australian Embassy, Beijing  
(1992 to 1995).

Over lunch, Mr Reid will speak about strategic changes in China's business environment and his personal experiences in the country over more than 20 years.

12.30pm for a 1.00pm start, 2.30pm finish  
Thursday 3 February 2011  
The Boardrooms, Lavan Legal  
Level 20, The Quadrant, 1 William Street, Perth

We hope that you are available to join us.

**RSVP**

Jasmin Novak

Thursday 27 January 2011

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Mr Alan Reid is a law graduate of the University of Western Australia. He has lived and worked in China and Hong Kong since 1985, there are few Australians who have lived in China longer than Alan. He speaks fluent Mandarin.

Between 1992 and 1995, a peak period in the expansion of the Australian-Chinese bilateral trade and investment relationships, Alan was Minister Commercial and Senior Trade Commissioner at the Australian Embassy in Beijing. During this period, and subsequently, he has developed a wide range of political and commercial contacts in Asia including a diverse range of Minister and Vice Minister-level bureaucrats.

Between 1996 and 1999, he was Chief Operating Officer of Fosters China Limited, one of the world's largest brewing companies which had assets in China valued in excess of USD150 million.

Alan is Managing Director of Intercedent, an investment and corporate advisory firm providing services to a broad range of Fortune 500 companies, private companies and government agencies. Intercedent has offices in Beijing, Hong Kong, Singapore and Toronto.

He is Chairman of Beta Pharmaceutical Limited, a research-based biopharmaceutical company focused on the identification, development and commercialisation of products and their therapies targeting the chemoprevention and treatment of breast cancer.

Alan played more than 100 games of football for East Fremantle Football Club and more than 50 games in the VFL for Essendon and Geelong. He played for Western Australia in the inaugural State of Origin match in 1977, which Western Australia won against Victoria.