

multi-lingual leader, executive and attorney, is widely acknowledged as furthering the international and multi-cultural business community. Dr. Renggli was the distinguished recipient of the ARDA ACE (ARDA Circle of Excellence) Award for "Lifetime Achievement" during the ARDA Convention in Las Vegas 2002. He is also a dedicated ARDA (American Resort Development Association) Trustee Member.

"Dr. Renggli's foresight in the hospitality industry is unmatched. And now his vision, and that of many other visionaries, looks to make China the next vista of that horizon," said Jan Willem van Bergen Henegouwen.

WAE's co-organizer is the Asian American Business Development Center, Inc. (New York, NY) which was founded in 1994 to assist U.S. and Chinese businesses identify and develop trans-national business and marketing opportunities.

According to John Wang, President of AABDC, "Our representatives continuously work with and maintain on-going close relationships with key decision makers to promote greater U.S. -China trade development. Doing business in China has many complexities and we are looking forward to offering an invaluable asset in understanding to this blossoming market. Dr. Renggli, Jan Willem and I are all personally involved in this project and excited at the prospects already surfacing as a result of the event."

A similar trip for Small and Mid-sized Companies was organized in 2004. It was a highly successful venture resulting in the signing of a number of trade agreements. At a 2005 conference in Beijing, Chinese Government Organizers named AABDC as the exclusive US representative to sign up US CEO's for attendance.

"China is a highly competitive business environment and already tourists are flocking there. The China Trade Mission gives delegates a first-hand view of what it actually takes to succeed in this new frontier," said Jan Willem van Bergen Hengouwen, President of WAE. "Our trip provides opportunities to meet directly with Chinese government officials, organizations and companies so that travel industry executives can acquire the contacts, the importance and impact of doing business in China."

Willem Alexander Enterprises, Inc. is dedicated to bringing together resort and travel companies around the globe to help them create and propel potentially mutually profitable ventures.

According to Jan Willem Van Bergen, president and CEO of the company, there is room for approximately 15-20 individuals to join the mission slated for the October 13 - 25. A number of these coveted positions have already been reserved. For applications and more information go to <http://www.wae-online.com> or call **212-957-1866**.

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