



FOR IMMEDIATE RELEASE

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**Announcing the "East-West Business and Cultural Exchange" event on Aug 16
Business Networking, "Doing Business in China" Panel, Movie Casting, Cultural Exchange**

7/30/2009 New York, NY—1209 Enterprises (www.the1209affair.com), Windows over Harlem (www.windowsoverharlem.com) and FUSIA Communications, Inc. (www.fusia.net) will be hosting a cultural exchange and business networking event on Sunday, August 16.

A continuation of the previous event, "A Taste of Harlem," "East-West Business and Cultural Exchange" will see the participation of over 100 businessmen/women, politicians, business leaders, professional and scholars. Guests include over 150 CEO members of 1209 Enterprises (www.the1209affair.com), W. Majette from the Harlem Chamber of Commerce, NYS Senator Bill Perkins, representatives from the office of Congressman Charles B. Rangel, as well as scholars and businessmen/entrepreneurs from the Asian market.

This event will take place on Sunday, August 16 at Windows Over Harlem (163 West 125 St, 3/F, New York, NY 10027). Below summarizes the agenda:

- ∞ 3:00PM to 4:00PM—Cultural exchange and entertainment (line dancing, fashion show, and a jazz performance) with a splash of American culture with African American flair
- ∞ 4:00PM to 5:00PM—A panel with experts on doing business in China
- ∞ 5:00PM to 5:45PM—Refreshments/international food tasting, and an opportunity for networking between panelists, experts, scholars, and businessmen/women of all walks of life
- ∞ 5:45PM to 7:30PM—"Building the Corporation of the Future" Motion picture movie casting, with Actor "Lou Myers." Calling all business owners, entrepreneurs, & industry professionals

"Every day, China is growing into a major player on the economic stage. Businessmen and women the world over are waking up to this reality, and more and more of them want to begin working with this giant. First, businesses need to understand how China works; how China thinks. Before businesses can uncover this hidden wealth of opportunity, they need a guide," said Fred Teng, CEO of China Newsweek Corporation and one of the panel speakers.

"Today's successful entrepreneur is looking to meet potential leads to do business with.



1209 Enterprise confidently offers the "executive meet and greet" and is committed to helping and building strong business relationships for its members." said Henry Nelson, Vice President of 1209 Enterprises.

RSVP by Wednesday, August 12, 2009 at 5PM: This event is by invitation only. There are a limited number of complementary seats available for businessmen, experts and scholars who are interested in the topic of east-west business and cultural exchange. If you are interested in joining this event, please email your name and contact/company information to info@fusia.net.

The organizers reserve the right to deny the participation of any individual or party. A proper proof of identification such as business card, company/media badge, and student ID is required for each registrant. Qualified registrants will receive a confirmation email. The event will take place at a highly-secured government building. Proper photo identification and a copy of the confirmation email from each registrant are required for building admission.

If you have any questions, call 718-643-0311 ext. 17 (Hsiao-Chi Weng).

1209 Enterprises (www.the1209affair.com): 1209 Enterprise is a collaboration of two successful businesses brought together with the intention of providing high quality professional business services to newly started, small and large businesses. These services, which are offered only to its members, range from the most basic business needs such as printing and design to financial services.

Members of The 1209 Affair receive great discounts on 1209 Enterprise's hugely successful corporate networking events, The 1209 Affair. The 1209 Affair event allows new members and old members to interact and network with each other as well as with potential members. This networking event was designed to allow all of 1209 Enterprise members to create long lasting and successful business relationships.

Since August, of 2007, 1209 Enterprise has open up a chapter in Richmond VA, and is in the process of opening up a chapter in Atlanta GA at the end of the year. The 1209 Affair is considered one of the fastest growing network in the region.

Windows over Harlem (www.windowsoverharlem.com): Looking over the diversity that is New York, Windows Over Harlem is part of the melting pot of the rich cultures in the Harlem community. WOH is a restaurant and catering company specializing in business affairs, luncheons, seminars, conferences, parties and more.

FUSIA Communications (www.fusia.net): Founded in 2002, FUSIA is a unique fusion of combined marketing expertise and cross-cultural experience. FUSIA's strength is in helping clients overcome cultural challenges, tackle language nuances, and capture opportunities. And its work enables clients to stay in touch with the fast-changing and the globalizing arena.



FUSIA serves clients locally, nationally and internationally. It is certified with NYC, Nassau County and NYS M/WBE (NYC, Nassau County, NYS), DBE (MTA), and NY/NJ Council.

General event support will come in a special form from participating students of the Cross Cultural Internship Program (www.fusia.net/ccip) organized by FUSIA Communications. The program emphasizes east-west cultural exchange. Every year, the program takes on over 100 students from elite universities in Asia for 7-week internships in New York, giving them international experience in the summer.

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