

3539 Locust Walk
Philadelphia, PA 19104 USA



November 13, 2010

To Whom It May Concern:

On behalf of the Wharton China Business Society, I would like to cordially invite you to this year's Wharton China Exchange Program. The mission of the program is to create a platform for both Chinese and US students to interact with each other and have the opportunity to exchange ideas and discuss business issues that are predominant to both countries nowadays. For the past two years, we welcomed student delegates from Peking University and had established an ongoing collaboration with them. This year, we are thrilled to expand our program and are looking forward to forming partnerships with other premier universities in China as well.

The first part of the program is a 14-day trip that includes visits to various major cities in the US, allowing them to learn more about the American culture and to explore other top-tier universities around the country. A selected travel agency will be accompanying the students throughout the trip up until the arrival of the students at the University of Pennsylvania campus. The program will culminate in a signature event, the annual Wharton China Business Forum. Last year's conference theme was "*China Moving Forward: Up and Coming Opportunities*" and included keynote speakers such as Mr. Donald Blair (CFO, Nike Inc), Ms. Jennifer Li (CFO, Baidu Inc) and Mr. Michael Ducker (COO, FedEx Inc). This year's theme is "*Tradition Meets Innovation*"; keynote speakers will be released to the public in December.

In all, this is the perfect opportunity for the most distinguished students to gain tremendous exposure to the US culture and higher education system as well as to interact with students from the top business school here at Wharton.

Enclosed with this letter you will find the Exchange Program brochure, the detailed trip itinerary and the reply form. The approximate cost of the trip is RMB 26,500 (subject to change based on changes in airfare) plus \$200 service fee. If you are interested in participating in the program, please complete the attached reply form and return it to me by **December 5th 2011**.

Thank you very much for your time and consideration. Please contact me with any questions via email at kkali@wharton.upenn.edu or via phone at +1.949.259.3124. I look forward to hearing from you soon.

Warmest regards,
Krishna Kaliannan

President of Wharton China Exchange Program
Wharton China Business Society
The Wharton School at the University of Pennsylvania