



women in real estate 2008

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Zere Real Estate Services in China: Cultivating business in Beijing and Shanghai

BEIJING/SHANGHAI, CHINA Zere Real Estate Services took the opportunity while visiting China with the Long



Marie Zere

Island Association (LIA) to do business in two mainland cities of China, Beijing and Shanghai. This is not the first time the Zeres have been to China. Marie Zere's first trip was back in 1988, before the doors were even open to foreign investment. She travelled with the National Association of Home Builders (NAHB) out of Washington, D.C. Marie Zere has been formerly asked by the China State Real Estate Housing and Development Corp. to be a business



Michelle Marie Zere and Marie Zere at The Great Wall of China

partner back in 1989 and to represent companies to come to China for foreign investment. This time



Michelle Marie Zere

around, 20 years later she returned to China with her daughter, Michelle to reignite business relationships and to expand on her international clientele in the Asian markets.

"The world today is in an era of unprecedented changes both economically and socially. The use of the internet has propelled the progress of economic globalization entrenched in China's business society today," said Michelle Zere.

The first part of the trip was to the capital of China in the northern city of Beijing, home of the recent 2008 Olympic Games. The new architectural structures throughout the city have an international flare and Beijing is ripe for investment and business opportunities from around the world. The Beijing Business Conference was sponsored by the LIA where its president, Matthew Crosson was the official host of the event to match Chinese businesses with American entrepreneurs from the Long Island region. Industries across the board were represented by the Chinese ranging from, e-commerce, technology, finance, construction, manufacturing facilities, import/export trades, etc.

At the conference the Zeres were honored to present the city of Beijing officials with a sym-

bolic key representing a new found business partnership between the town of Brookhaven's Industrial Development Agency as a sign of goodwill. Yves Michael is the town of Brookhaven's CEO for their Industrial Development Agency and is the one who suggested to the Zeres that they should present this international gesture of future business ventures.

The second meeting was in the southern city of Shanghai and set up by Zere Real Estate Services and Ranger Du of the Beijing Chinese Department of Commerce (CIECC) office. Visually, Shanghai architecture is a cross between the movie Blade Runner and the old Flash Gordon movies—exceptional and breathtaking. The business meeting was held at the Grand Hyatt Shanghai, which is one of tallest buildings in Asia.

The Zeres met with Chinese economic development officials to further discuss multiple opportunities for Americans to invest in China and vice versa in the U.S. Repple Lee, an official translator of the Chinese government's Shanghai office was provided to facilitate the meetings objectives. Lui Tong Shui and Zhang Jian both represented the CIECC. The CIECC has set up 32 province-level representative offices in the provinces, municipalities and autonomous regions in China, and 100 city-level, sub-branch offices all over China.

Zere Real Estate Services can be your conduit to doing business in China. Their international expertise, strong service, sales marketing and technical support network guarantees prompt and convenient service for those looking to do business in China.



Marie and Michelle Marie Zere of Zere Real Estate Services at a private business meeting with government officials to discuss commercial real estate opportunities in both China and abroad at the Shanghai Grand Hyatt.



The Zeres address LIA Beijing Conference about commercial real estate issues



Shown (from left) are: Zhang Jian, deputy chief, CIECC, Dept. of Commerce Shanghai; Michelle Zere, Zere Real Estate Services; Marie Zere, Zere Real Estate Services; Lui Tong Shui, general agent, CIECC, Dept. of Commerce Shanghai



Shown (from left) are: Matthew Crosson, LIA; Ranger Du, Economic Development, Beijing Office; Marie Zere, president & CEO Zere Real Estate Services and Michelle Zere, executive vice president.