

**World Wise  
China-India Initiative**

**World Wise Introduces “Beyond Borders” Initiative to Enhance China-India Cross-Border Collaboration**

*New York, NY, June 29, 2007* – World Wise today announced the launch of its new lecture series “Beyond Borders” to explore avenues for meaningful engagement and collaboration between the Chinese and Indian people. Comprised of a series of lectures and discussions by eminent experts and high-level roundtables with business leaders, this program will enhance the knowledge and ability of companies and organizations representing both China and India to build sustainable partnerships with a sharper perspective on their mutual business cultures and emerging global identities.

“The coming years represent a crucial juncture in the shared history of China and India, with significance both to the region and world,” said Sunita Singh Maclaren, founder and president of World Wise. “Enhancing the level of understanding and collaboration today can, aside from immediate commercial gains, extend a new age of productive and consequential cooperation.”

World Wise will commence “Beyond Borders” with a program featuring Professor Richard J. Smith, a China from Rice University at the India International Center in New Delhi on June 13<sup>th</sup> and at the Intercontinental Hotel in Mumbai on June 14<sup>th</sup>. A recognized authority on China’s emerging national and global identity, and co-founder of the James Baker III Institute for Public Policy Transnational China Project, Dr. Smith will be sharing his insights on the interplay between globalization and Chinese identity -- knowledge pertinent to any company wishing to effectively access and operate within the Chinese marketplace.

“Advances in commercial collaboration are being realized between China and India today, but not without obstacles, or assurances of sustainability,” said Rory Hayden, World Wise China Program Director. “On the basis of a variety of interactive engagements, we will look to advance the knowledge share of business leaders within both countries, breach cultural barriers and promote lasting cooperation that ultimately will benefit a variety of sectors and communities in both countries.”

For additional information on this and other World Wise programs, please contact Rebecca Thomas at 212-371-0354 or via email at [rthomas@eworldwise.com](mailto:rthomas@eworldwise.com)

**About World Wise**

World Wise is one of the leading providers of Global Skills that enable companies to effectively navigate today’s business environment and enhance their competitive position in local markets across the globe. World Wise is recognized for its company-wide training programs designed to enhance local country knowledge, as it pertains to business leadership, cultural skills, communication strategies, negotiating techniques and building partnerships. World Wise maintains a global network of 300 senior experts, supporting clients in more than 70 countries across four continents. Additional information about World Wise and its wide array of tailored services is available at <http://www.eworldwise.com>

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