

ocean

Oversea Chinese Entrepreneur Association

留美华人企业家联合会

2017年第2期





OCEAN Co-Organize 2017 Chinese New year Gala

On February 11th 2017, the annual "Chinese New Year Gala and community enrichment forum" was held at the Marriott, Burlington. This is the ninth year since its initiation and OCEAN has been the key organizer since then.

Chinese New year Gala is the oldest and the biggest celebration joined together by 17 professional Associations in New England area including Hong Kong Association of Massachusetts (HKAMA), Oversea Chinese Entrepreneur Association (OCEAN), Chinese-American Biomedical Association (CABA), New England Chinese Information and Networking Association Chinese information network (NECINA), Chinese Young Professionals Network (CYPN).

The event includes the forum that took place in the afternoon and dinner banquet and performance at night. The event attracted around 1000 attendants, vendors and sponsors. There are 4 forums in the afternoon talking about real estate investment, health care, business investment, tax preparation, personal branding and how to make entrepreneurship more valuable as well as the matching program "Meet Mr. Right". OCEAN and other four organizations, NECINA, CAST-Boston, NAAP-Boston and Ascend New England co-organized the workshop on how to make entrepreneurship more valuable, which attracted many participants. Mr. Jim Fong, former strategy and planning director at Hewlett-Packard gave a talk on how to build a culture for growth. Mr. Bartholomew Jae, president of Ascend-New England talked about personal branding for Asian leaders. Kathyleen Zhang, A CPA and CMST from Zhang CPA Group LLC reminded audience several important tax changes in 2017. Hongshuang Ma from Cambridge real Estate taught the audience how to invest in real estate market in Boston Area.

In the second section of the forum, three entrepreneurs presented

their personal experience in establishing their business entity. Xiao Liu, founder of Wuer Barbecue said, "At the beginning, my business attracted a lot of media attention so I had a lot of sales and quickly hired several employees but then suddenly all the attention is gone and I has to go back to square one, do everything by myself until late night." Then he changed the recipe and gained back the customer and opened his restaurant. Then again he has to lay off the chief and things seemed start over. But isn't it true that the things grow up like a spiral and move forward like a wave? Every time you feel you went to square one, you are actually re-start at a higher start line. Mr. Chen Li, Chief Marketing Officer of Liaoyuan, talked about the strategies that Liaoyuan has made to expand markets such as holding a party with local restaurant owner on special event like super bowl. In the end, Dr. Chengjie Ji, founder of NovaBioAssays LLC, talked about how he quit his cozy job at big pharma and starts his own business. The very first year, he only made \$5000 sales and the whole winter he had to wear winter coat in the lab to stay warm. Then he gradually earned trust from customer and had established business relationship with 50% of top 20 pharmaceuticals in four years. All attendants give the speakers an loud applaud. The room is filled up with laugh and admiration.

In the evening program, 500 people attended dinner banquet. Local artists presented a wonderful performance to the audience. The representative from General Consulate of New York sends the New Year greetings on behalf of general Consul Zhang. Dr. Michael Wagner from Tufts Medical Center and Mrs Liqi Peng, Chief operating Officer of lie pin, delivered keynote speeches. 15 lovely kids raised fund for American Cancer Society by selling flowers, which finalize the night event. (Report by Hongfang Yang)

2017新英格兰专业人士春节联欢暨社区论坛



2月11日，在万豪酒店麻州伯林顿分店，一年一度的“新英格兰专业人士春节联欢暨社区论坛”在众人期盼中如期举行。此次活动规模盛大，由麻州香港协会(HKAMA)、留美华人企业家联合会(OCEAN)、美中生物医药协会(CABA)、纽英伦中华资讯网路协会(NECINA)、华人青年协会(CYPN)等17家新英格兰华人专业协会联合举办，波士顿《侨报周末》首次作为媒体赞助参与此次活动。活动由下午的社区论坛和晚上的新年酒会两大部分组成，吸引了波士顿近千华人专业人士及其亲朋好友参与。

麻州议员约瑟夫·肯尼迪、麻州州长碧加等政府要员为当天活动发来贺信。中国驻纽约总领馆科技参赞邢继俊出席了晚宴并致辞。他表示，该活动是新英格兰地区最大的华人专业人士盛会。他恭祝华人精英们新的一年里再创佳绩。

大会邀请了很多专业人士就商业投资、税收、房地产、传统中医治疗与中华

文化、穿著风格与形象打造、如何拍出更好的摄影作品、解读美国医保体系、赴美求医咨询、如何让创业更有价值等主题进行了演讲和讨论。其中由留美华人企业家联合会与其他4个协会共同举办的创业论坛火爆异常。该论坛组织者、留美华人企业家联合会会长杨洪芳女士对本报记者说，每个嘉宾都讲的很精彩，与会者都觉得意犹未尽。尤其是后面3位企业家，“无二烤肉”的刘晓、社交创业平台“燎原”的李琛、NovaBioassays创始人Chengjie Ji跟听众们真心分享了创业路上的每一次挫折和挣扎，但他们最终都坚持下来了，这是一个个鲜活真实的故事，值得很多想创业的年轻人学习和借鉴。

本次论坛和晚宴得到了很多想要打开华人市场商家的赞助和支持，其中包括NixonPeabody、KPMG、塔夫茨医疗中心、Boston Medical、哈佛格林健保、华美银行、MT律师事务所、波士顿地产等。在被问到为什么要参与这个活动时，MT律师事务所的律师田胜昔表示，今年是该律师事务所参加这个活动的第6个年头，这是一个非常好的回馈社区的机会。波士顿地产的马鸿双女士表示这是一个非常好的专业交流平台，她希望这个活动能够坚持下去，越办越红火。

作为该活动的媒体支持和活动赞助，波士顿《侨报周末》第一次在这样的大型活动中设了展台，并通过视频向参加晚宴的观众介绍了美东《侨报》。波士顿《侨报周末》主任董英在活动上表示，《侨报周末》波士顿版立足侨社，服务同胞，为社区发声，是华人与主流各界的桥梁。波士顿《侨报周末》现已成为集报纸、网络、新媒体为一身的全媒体平台，为读者和用户提供更加即时、全面、客观的新闻和资讯。(来源 纽约侨报网)

2017 OCEAN

first Board Meeting



On March 18th 2017, OCEAN held its first board meeting in Cambridge at the Royal East Restaurant. 17 board members and working team members attended the meeting. Mr. Youping Wen from Sino-us Innovation Times attended the meeting as a guest.

President Hongfang Yang briefly overviewed the work in 2016. Two seminar series were held successfully, with one seminar on each topic per month. One series is entrepreneur training and the other series is business etiquette. Those seminars attracted over four hundred members. In 2017, OCEAN will continue these seminar series with new topics. OCEAN will also roll out a program that will help to train college students to get ready to be a professional and help them to find the internship. OCEAN will also build a platform that can facilitate the business exchange in between China and American entrepreneurs.

Mr. Youping Wen gave an introduction of Sino-us Innovation Times. He started this journal one year ago and the main readers are in China. The mission is to introduce the most recent innovations and developments in American and China. It introduces the organizations and groups to its readers in China seeking to bridge business opportunities. Chair of the Board, Dr. Hua Jiang said that OCEAN always welcome the opportunity to establish a working relationship with the media and the working team will workout the detailed collaboration terms in the near future.

Mrs. Li Zhang, Advisory board member, provided a lot of suggestions to the working team. She recommended that the working team should work more closely together. She encouraged board members to actively be involved in OCEAN's activities. She also recommended to hold a board meeting quarterly. In the end, she expressed that she will continue to strongly support OCEAN financially as she did in 2016.

OCEAN 2017年度第一次董事会

二零一七年三月十八号，OCEAN二零一七年度第一次董事会在剑桥市五月花饭店隆重召开。一共有包括董事会和工作组的十七位到会者。中美创新时报的温和平社长列席了会议。

本次会议由杨洪芳会长主要回顾了OCEAN 2016年以来的工作并为二零一七年度的工作计划做了安排。二零一六年OCEAN主要开展了创业和商业礼仪两个系列讲座，每月各一期，一共吸引了三四百人来参加。新的一年，OCEAN将调整工作部署，除了继续创业系列讲座，还要开展帮助波士顿地区留学生进行实习生上岗前培训以及寻找实习位置的训练营。另外一个计划中的项目是为中国的商务代表团在美国提供对接平台，为有志于在中国发展事业的美裔中国人或其他族裔的美国人提供信息和帮助。董事会全票批准了工作团队新的年度计划。

在会上，温友平社长简短地介绍了一下中美创新时报的历史和由来，她的读者对象以及潜在的和OCEAN合作的方式。温社长曾是资深深圳工商报记者。他创立的中美创新时报立足于面向国内读者，介绍国内外科技创新最新动态，向国内推介在美的团体与组织，从而达成资源的对接与共享。OCEAN董事长蒋华博士表示OCEAN欢迎与广大媒体朋友加深合作，结成战略合作伙伴关系。OCEAN会在今后的合作中评估和决定OCEAN与中美创新时报之间的具体合作关系。

OCEAN顾问委员会委员张丽女士给出了具体的工作指导，建议工作团队要加强分工，董事要多参与OCEAN活动并建议董事会每三个月举行一次，董事会要加强对工作团队的指导，并且再一次表示二零一七年度将在经济上继续大力支持OCEAN的发展。

OCEAN

Annual Meeting

OCEAN Annual Meeting 2016 was held at Harvard Pilgrim-Quincy office on September 26th 2017. Over one hundred people attended the event.

President Dr. Hongfang Yang MCed the meeting. She talked about his personal experience with OCEAN and how she had viewed OCEAN as a valuable platform for entrepreneur-minded Chinese-Americans to help each other, re-organizing resource and share knowledges and friendship. Dr. Hua Jiang, the Chairman of Board talked about OCEAN history and he believes that with the new management team, OCEAN will regain his glory anytime soon.

The topic of the meeting is to meet "the new wave of overseas Chinese Entrepreneurship". Four distinguished speakers talked about their entrepreneur experience, the challenges, the opportunities, and the current status of their endeavor. Dr. Jiang told us the story of how Ioptron, an telescope company in China, was established and how it can grow into a company that established the new way to calibrate the self rotation of the earth that used to be dominated by Genman and took above 90% of the market. Dr. Shuqing Chen, a pioneer entrepreneur in Chinese-American community, established IQuum Inc, which was sold to diagnostic agent tycoon Roche for 450 million dollars. He shared his experience on how to manage the team at different stage of the growth, how to handle the relationship with team members and investors. Mr. Thomas Forest Farb, a successful entrepreneur and investor in pharmaceutical and biotech sector, give an excellent speech with detailed information on his investment experience. He talked about how to build company value and preparing the company to raise money. Mr. Qing Cao, General manager of Ogilvy & Mather Global China operations, introduced another perspective of business, "Advertisement". He brought many interesting topics that stimulated heated discussion. Participants mentioned that many of great products in China have not been widely recognized by the world due to the lack of the advertisement.

The participants all feel the excitement about the topic, the interesting personal experience from all speakers. After meeting, a reception was held for the reunion of OCEAN MBA program Alumni. OCEAN MBA program started in 2000 and has held 13 years with over 300 graduates. It is called "Huang Pu Jun Xiao". The program was on hold for now and will reopen once new curriculum was developed based on the current need. (reported by Hongfang Yang)

【侨报实习记者季婕、记者鄢嫣波士顿图文报道】9月26日下午，留美华人企业家联合会(简称OCEAN)在其昆西市的办公室内举办了2016年年会，近百人与会。

OCEAN理事长蒋华对协会过去一年取得的进步表示欣慰。他说：“由于一些原因，OCEAN曾沉寂过一段时间，今年我们有了新的管理团队，在新任会长杨洪芳的带领下，重启了一些重要项目，OCEAN再创辉煌指日可待。”

会长杨洪芳在演讲中回忆了自己的经历，并且表示欢迎更多能人志士加入OCEAN。

据了解，OCEAN于今年2月完成了董事会换届，新任行政班子开展的新项目是举办商业礼仪和创业系列讲座，每个月一讲，均为公益性性质，面向大众。

蒋华博告诉记者，OCEAN的目标是鼓励华人创业，通过培训为创业者完善法律、商业方面的知识，并建立起交流平台，互帮互助。

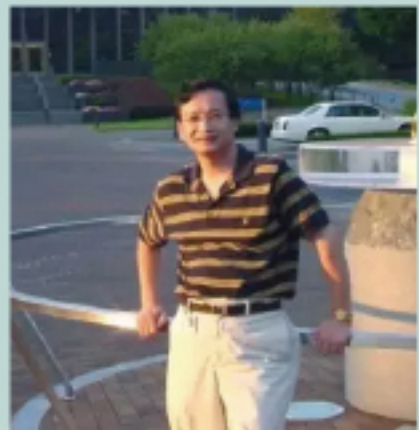
不少OCEAN会员认为，OCEAN为他们提供了平台和资源，扩大了人际圈，并且能从成功人士身上吸取经验。培训课程能帮助他们更好地运营公司、设计产品。他们更将OCEAN誉为“企业建设的黄埔军校”。

随后IQuum创始人陈叔奇在年会上介绍了创业成功的经验，他向与会人员阐释了愿景、团队和融资对于创业者的重要性。奥美中国总经理曹青最后介绍了企业品牌战略。与会者受益良多，不时向嘉宾提问，积极交流，气氛活跃。（来源：纽约侨报网）

The new wave of overseas Chinese Entrepreneurship

年会

扬帆起航之
海外华人创业新浪潮



Jiang Hua

Dr. Hua Jiang, Chairman and Chief Executive Officer of Boston Applied Technology (BATI) and iOptron Inc. He obtained his Ph.D from Northeastern University in 1992 from physics and electrical engineering department. Dr. Jiang has served as President and Chief Technology Officer of Corning Inc. and CEO of Sanlian Group, a China-based company. From 1992 to 1994, Dr. Jiang served as Associate Professor and Research Professor at the electrical engineering department of Northeastern University. He held over 12 U.S. and international patents.

蒋华，现任波士顿应用科技(BATI)和Ioptron公司的董事长兼首席执行官。蒋博士1992年从Northeastern University获得物理和电气工博士学位。他先后曾担任康宁公司应用技术总裁兼首席技术官和三联集团首席执行官。从1992至1994他曾任美国东北大学电气工程系副研究员和研究教授并拥有超过12项美国和国际专利。



Mr. Thomas Forest Farb

Mr. Thomas Forest Farb established Thrive Bioscience Inc. in 2013. He is currently the president and CEO. The company focused on drug development and research. Instrument automation, cell culture, stem cell culture and cell analysis. Mr. Farb has over30 years of experience in management and investment. He had served as higher-up managers in various companies in Florida, Massachusetts, California, Puerto Rico as well as China.

Mr. Thomas Forest Farb 于2013年在创立Thrive Bioscience, Inc. 现任该公司主席和总裁。其公司主要针对药物开发和研究，建立仪表自动化、细胞培养、干细胞培养和细胞分析。Farb先生拥有30年的管理与投资经验，先后曾在马萨诸塞州，加利福尼亚州，佛罗里达州，波多黎各和中国的企业投资与高层管理。



Cao Qing

Mr. Qing Cao, general manager of Ogilvy & Mather Global China operations, is responsible for integrating Ogilvy & Mather global resources, and has a wealth of experience in China's corporate and media internationalization. From 1996 to 2002, he has worked in the International Department of the Ministry of foreign affairs of China and subsequently served as Chinese's delegation to the United Nations. He has participated in the discussion the United Nations regarding the hot regions such as Africa, the Middle East and the Balkans at the United Nation. Also, on behalf of China , He participated the negotiation on important issues such as expanding the security Council and the UN peacekeeping-reform. In 2005, Mr. Cao received a master's degree in Public Administration from the Kennedy School of Harvard University.

曹青，现任奥美全球中国业务部总经理，负责整合奥美全球资源，并在中国企业和媒体国际化方面有着丰富的经验。从1996年到2002年，先后任职于中国外交部国际司和中国常驻联合国代表团，参与了联合国对非洲、中东和巴尔干等地区热点审议，并代表中国参加在安理会扩大和联合国维和改革等重要议题上的谈判。2005年曾获哈佛大学肯尼迪学院公共管理硕士学位。

Dr. Shuqi Chen, founder of IQuum, is a former Harvard Medical School researcher and mentor. He led the successful development of immediate care product, IQuum (point-of-care, POC), and the establishment of a Liat system (Laboratory-in-a-tube tube laboratory). This system made it possible for nurse to carry out rapid molecular diagnostic test on site where patient is with minimal training. In 2014, IQuum was sold for \$450 million to Roche.

陈书琦，IQuum创始人，曾任哈佛医学院研究员、导师。他带领IQuum成功开发了即时护理（point-of-care, POC）产品并建立了Liat系统（Laboratory-in-a-tube，管中实验室），该系统能够以最少的培训，使护理人员在更接近患者的护理现场，开展快速的分子诊断测试。2014年，IQuum 以4.5亿美金的价格成功出售给了Roche。



ocean

Create a Best Professional Image Seminar Series

NO.3

The art of chatting

On September 6th 2016, OCEAN invited Mr. Snezana Pejic from Business Etiquette Academy of New England to give a work shop on networking and small talk techniques at Cummings Park in Woburn.

Networking is essential for professionals to build relationships and generate new business opportunities. Mrs. Pejic introduced participants the New England customary code of behavior for meeting other professionals at a networking event. Topic includes how to approach people or groups we don't know, how to start a conversation and present your best-self, and when and how to introduce your business needs. She also covers the art of small talk on what will be the appropriate topic and topics that need to be avoided. How to end a conversation politely, leave contact information and follow-up.

第三弹

聊天的艺术

啊哈！已经是第三弹啦！

不知道在前两弹餐桌礼仪和职业礼仪中，亲爱的小伙伴，你Get到了多少呢？

本弹我们奉上的礼仪大餐是：聊天的艺术

也许在这之前，我们不知道如何开启对话，不知道如何表达出最佳的自我，不知道何时以及如何介绍自己的业务需求。

二零一六年九月六号OCEAN再次邀请了到业界最棒的职业形象培训师，最优雅的Snezana Pejic老师指导我们聊天的艺术。



打造完美职业形象系列讲座

NO.4

Etiquette at work

On October 19th 2016, OCEAN invited Mrs Snezana Pejic again to give a workshop on professional etiquette at modern working place at Newton. Mrs. Pejic mentioned that " We all notice rude behavior of our co-workers but have you ever wondered if we appear rude to others? We are all raised with basic polite demeanor by our parents, teachers and professional environment but in order to advance in our careers we need to refine our professional soft-skills."

She also talked about leadership skills. Leader comes from successful professionals with leadership insight, skill and mindset. In order to become a great leader, you have to know how to keep right boundaries and healthy relationship with your team, how to inspire your members. What language and behavior that you should present to your team so that they can look up to you and view you as a supportive, positive creative, considerate and ambitious leaders.

第四弹

工作中的礼仪

本弹我们奉上的礼仪大餐是：现代职场礼仪

随着社会经济的迅猛发展，我们的工作环境也随之发生变化。

现代工作场所中，文明礼仪在人与人的关系中发挥着越来越重要的作用，它渗透在我们生活中的点点滴滴。

在工作中，礼仪是一种在人际关系和社会交往过程中所应具有的敬重、亲善友好的行为规范，是人的一种内在涵养的充分体现；

有利于与他人的交往与沟通，使人获得良好的人际关系。

那么怎样才能在工作中具备良好的工作礼仪呢？

工作中我们应该注意哪些礼仪细节呢？

二零一六年OCEAN再次邀请了到业界最棒的职业形象培训师，最优雅的Snezana Pejic老师指导我们工作中的礼仪。



Snezana Pejic

Former king Hossain of Jordan Royal Air Force flight group, had received strict Royal etiquette training, the new England commercial etiquette Institute founder, years of professional training for Boston institutions, the Department has a very high commercial value, per hour training costs up to \$2500/ an hour.

前约旦国王侯赛因皇家空军飞行组成员，曾接受过严格的皇家礼仪培训，新英格兰商业礼仪学院创始人，多年为波士顿各大机构做专业培训，其讲座具有极高的商业价值，每小时培训费用高达\$2500/小时。



Wanjia Web and OCEAN entrepreneurship lecture series

3 504 project and micro loan applications

A biggest concern that facing all the entrepreneurs is finance. A couple of solutions that SBA (Small Business Administration) has helped established the 504 program, which can work with local Bank to secure loans for small business owner with SBA being the guarantee. To make people fully understand the pros and cons and how to apply for it, OCEAN and Wanjia Web jointly invited the authority to interpret for you 504 projects and micro loan applications.

Mr. Norman Eng from SBA-Massachusetts presented all the possible finance solutions for small business owner. He mentioned that 504 is a great project to use for small business owner. Typically, small business owner can pay 10% down pay and secure a loan from local bank with the help of SBA to purchase your business building or offices as long as you put 50% of the asset toward your business. You can rent out the other half to help with mortgage.

Ms. Anala Morris, a long-term community service provider, introduced micro-loans that are suitable for people that need the first bucket of the gold to start their business but no credit history or good credit score.

万家网和OCEAN创业系列讲座之三

504项目和超微贷款申请

企业家们正在为找钱发愁吗？

解决方案来啦！

这些低门槛、高成功率的贷款可以解您贷款之忧--504项目和超微贷款。

那么问题来了，什么是504项目呢？

504项目并不为多数华人熟知，其实其贷款门槛较低。适用大多数小企业。该项目提供的长期低息贷款可用于收购其他企业 购买大型机器设备 商业用房等。9月28日，万家网和OCEAN联手请来权威人士为您解读504项目与超微贷款申请。



Speaker: Mr. Norman Eng
Officer of National Bureau of small business development of public information deployment of key personnel

演讲者：Norman Eng

美国国家小企业局经济发展公共信息部署重要工作人员



Speaker: Anala Morris
Bilingual loan consultants have many years of international work background to help many entrepreneurs in the new England region to obtain government and corporate advisory services. Successfully organized many community activities to increase financing for small businesses and non profit organizations.

演讲者：Anala Morris

双语贷款顾问 拥有多年国际工作背景 帮助新英格兰地区的很多企业家获得政府和企业咨询服务。成功组织过多次社区活动为小企业和非营利组织增加融资。

4 Finance, taxation, and human resources

On November 2nd 2016, OCEAN and Wanjia Web invited Mrs. Manxue Guo to give a talk on how to read balance sheet, analyze financial risk and prepare tax. She also talked about the basic HR role in a start-up company including the establishment and maintenance of the archives for employees and how to carry out an employee training program.

万家网和OCEAN创业系列讲座之四

财务，税务，与人力资源

一个企业的兴衰与财务息息相关，企业管理必须以财务管理为中心。

而税务是企业经营的一项重要经济活动和义务，企业要持续发展，对各地税负的管理及认识是不可忽视的。除此之外，在现代管理理念中将人视为“资源”，注重人才产生和开发，我们说什么才是企业的核心竞争力，是人。只有人才才具有无可替代的、不能复制的优势。

那该如何应对财务和税务问题呢？另外，如何做好人力资源管理呢？

Ocean与万家网联手为您解决烦恼！

2016年11月2日，创业系列讲座为您详细解读财务报表的解读与企业财务风险分析，企业税务策划与企业税表的填写和复查，员工就职的各种文档建立和维护，以及员工在职期间的相关培训。



Speaker: Mrs. Manxue, Guo
Mrs. Guo owns a Master of accounting and she is MA-registered CPA with many years of experience in the four major accounting firms. She has rich experience in corporate tax law especially in international tax.

After leaving the accounting firm, Mrs. Guo is committed to providing financial, tax and human resources management services to the newly established company.

演讲者：郭漫雪

会计学硕士和麻州注册CPA，有着多年四大会计师事务所的工作经验。对于企业税法，尤其是国际税，拥有丰富的经验。离开会计师事务所后，郭漫雪致力于为新成立公司提供财务，税务和人力资源管理方面的服务，帮助新成立公司无忧发展。