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Sybase CEO John S. Chen to Be Honored by Asia Trade, Business Group**Hong Kong-born Technology Leader to Receive Award at Oct. 26 "Asia Night" Gala in San Francisco for Building US-Asia Business Ties****Smart Multimedia Gallery**

John S. Chen, CEO of Sybase, Inc., will be honored for outstanding contributions to US-Asia business at California-Asia Business Council's annual "Asia Night" gala in San Francisco on Oct. 26. (Photo: Business Wire)



SAN FRANCISCO--(BUSINESS WIRE)--The non-profit California-Asia Business Council (Cal-Asia) will present its 2007 New Silk Road Award to John S. Chen, chairman, chief executive officer and president of Dublin, Calif.-based Sybase, Inc. (NYSE:SY), at its annual "Asia Night" dinner and networking gala. The event will take place on Friday, Oct. 26, at the St. Regis Hotel in San Francisco.

Previous winners of the award, given annually for outstanding contributions to business ties with Asia, are former Secretary of State George Shultz (2006); US Senator Dianne Feinstein (2005); Washington SyCip, known as the "Wise Owl" of Asia business (2004); and Dr. Daniel Chao, then chairman of Bechtel China (2003).

"John Chen is being honored for building strong markets for American technology in China, Japan, Korea and elsewhere in Asia, and for vigorously championing the expansion of healthy US-Asia commerce in Congress and in industry and policy forums," according to Brad Aris, senior vice president of Wells Fargo HSBC Trade Bank, San Francisco, who is chairman of Cal-Asia's award committee.

Advance reservations and table sponsorships can be arranged through Cal-Asia (details below). More than 300 people, including executives of California companies doing business in Asia and individuals who wish to celebrate California-Asia cultural and commercial ties and to honor Chen, will attend the event.

Deep Understanding of China Markets

"John Chen combines rich experience in the high-tech industry with a deep understanding of China's culture and market," said Elizabeth Y.A. Ferguson, managing director of the Bay Area Family of Funds and executive vice president of the Bay Area Council, San Francisco, who serves as Cal-Asia's president. "He has led Sybase to become the largest enterprise software and services company focused exclusively on managing and mobilizing information."

She noted that Chen serves on the President's Export Council, as co-chairman of the Secure Borders and Open Doors Advisory Committee, and on the boards of the Walt Disney Company and Wells Fargo & Company. He is also a member of the prestigious Chinese-American leadership group, Committee of 100.

[Diplomats, Asia-Fusion Foods](#)

In addition to the award to Chen, other features of the evening include attendance by diplomats and their spouses from China, India, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Thailand and Vietnam; business networking; a silent auction of Asian antiques and travel packages; and a colorful parade of fashions by designers Victor Tung (VictorEastWest) and Cybele Chang (Red Gingko).

A memorable Asia-fusion menu has been created for the event by the chefs of the St. Regis. Serving as master of ceremonies will be Bill Lee, San Francisco's director of International Economic and Tourism Development.

The "New Silk Road Award" itself consists this year of a hand-woven Laotian tapestry of silver, gold and black silk. The name of the award symbolizes both the ancient trade routes between Asia and the Western world, and the economic importance of today's trans-Pacific commerce.

Attendance Supports Cal-Asia's Work

According to Richard Chong, managing director of Galaxaco China based in San Francisco, who is Cal-Asia's chairman, Asia Night enjoys enthusiastic support from companies engaged in business with Asia and also from the Bay Area's Asian communities. "Companies find Asia Night an ideal way to host customers and clients, benefit from business networking, and support the seminars and other business-promotion activities of Cal-Asia. People also come for the fine food, cultural delights, and to meet others who share an interest in Asia."

Companies or groups wishing to sponsor dinner tables (for 10 people), or individuals wishing to buy tickets, are invited to contact (Ms.) Jeremy Potash at Cal-Asia, at (510) 272-7331 or jeremy@calasia.org or visit www.CalAsia.org. Individual seats start at \$275 for members or \$300 for non-members.


About Cal-Asia - The California-Asia Business Council (Cal-Asia) is California's leading non-profit, Asia-focused business association. Its mission is to help California firms of all sizes develop or expand their commercial ties with the economies of Asia. Asia Night is the annual business networking and fundraising gala. Web sites: www.CalAsia.org and www.AsiaNight.org

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