

# GET IN POLE POSITION

Motorsport Opportunities in China

DATE: 1 JULY 2008 / TIME: 9:30 – 13:00

VENUE: HOLIDAY INN - RUGBY-NORTHAMPTON, J18 M1

supported by  east midlands  
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# MOTORSPORT OPPORTUNITIES IN CHINA

UK Trade & Investment are offering companies the chance to find out more about the Motorsport Industry in China. Find out from our expert speakers why you should be considering China as a key market for your long-term export plans.

## WHAT ARE THE OPPORTUNITIES?

In the past three years motorsport in China has grown substantially to encompass both international and domestic race and rally events.

In addition to F1, A1 GP, Moto GP and Asia Touring Cars, China is developing and enhancing its own domestic motorsport series, including a National Rally Championship and one-make race series.

## WHY UK COMPANIES SHOULD CONSIDER CHINA?

If you are looking to develop your business or establish a base in China, this seminar will enable you to get the most up to date information on the potential of this developing market.

The Chinese motorsport market is evolving and there is a high demand for technical expertise that established motorsport markets can provide. The UK with its worldwide reputation for excellence in motorsport is in a prime position for helping to support the development of the sport and associated industry in China.

## PROGRAMME:

**09:30 Registration & Refreshments**

**10:10 Welcome & Introduction**

**10:15 China Motorsport**

Andy Moss, China Sport Management

**11:00 Doing Business in China**

Jason Feehily, East Midlands  
China Business Bureau

**11:30 UKTI & High Performance Engineering in China**

Ian Thompson, UK Trade & Investment

**11:50 Motorsport Market Visit to Shanghai and Beijing**

Ian Thompson, UK Trade & Investment

**12:00 Q&A**

**12:15 Lunch and Networking**

**13:00 Close**

ONCE YOU HAVE DISCOVERED THE OPPORTUNITIES - WHY NOT SEE FOR YOURSELF.

UK Trade & Investment will be taking a group of Motorsport companies to China 20-24 October 2008. By joining our visit to Shanghai and Beijing, you will gain unprecedented access to key players in the Chinese motorsport industry as well as having the chance to develop your own contacts.

For more information and to register your place at the seminar visit

[www.eventsforce.net/motorsport-china2008](http://www.eventsforce.net/motorsport-china2008)