



EAST MIDLANDS - CHINA  
BUSINESS BUREAU  
英国中东部地区中国商务局

OPPORTUNITIES IN CHINA

## **East Midlands in China: Powering Ahead**

June 25<sup>th</sup> 09.00 – 15.00

**Holywell Park, Loughborough University**

East Midlands companies and education institutions are invited to attend this one day event to gain insight into the business opportunities in China for 2010. The event will provide specialist information on Shanghai World Expo 2010; China's Fiscal Stimulus programme; East Midlands Market Visit to China 2010; and provides a platform to share business opportunities in South China. Break out sessions in the afternoon will offer practical advice on how to do business with China.

### **Agenda**

#### **09:00 East Midlands in China**

##### **Session 1: East Midlands and Shanghai Expo**

Opportunities Shanghai World Expo 2010  
ZedPavilion: University of Nottingham

##### **Session 2: China Fiscal Stimulus Opportunities**

Steven Spalding and Jeremy Gordon, Business Specialist, UK Trade & Investment

##### **Session 3: Opportunities in South China (Hong Kong and Guangdong)**

Bob Manning, Head of Trade & Investment, British Consulate, Guangzhou & John Woodruffe Deputy Trade Commissioner British Consulate, Hong Kong

##### **Session 4: East Midlands Market Visit to China (Chengdu/ Chongqing and Shanghai)**

East Midlands China Business Bureau

##### **Session 5: Nottingham and Shanghai Expo**

Nottingham City Council

#### **12:25 Lunch & networking**

#### **13:00 Case studies: East Midlands' success stories in China**

Breakout sessions: **Doing business with China** with China-Britain Business Council, UKTI and East Midlands China Business Bureau:

- Protecting your IP
- Setting up in China
- Market research and choosing the right partner
- Communicate effectively with your Chinese partner

#### **Panel discussions**

#### **15:00 End**

There is also one-to-one opportunity to meet with the speakers or specialist, and these can be arranged at the time of registration.

Presentations and discussions will include the following topics:

### **Shanghai World Expo 2010**

Shanghai World Expo 2010 will be the most spectacular and important event of its type. With the theme of 'Better City Better Life' it is an Expo for the 21st Century. Being held from 1st May to 31st October it is expected to attract over 70 million visitors to the pavilions of the 192 countries and 50 international organisations represented across the site. This seminar will help you find out what the East Midlands is doing and how you can take advantage of this exciting opportunity.

### **Fiscal Stimulus**

UK Trade & Investment's Fiscal Stimulus Programme identifies business opportunities that are coming out of the huge Fiscal Stimulus spending across the world including in China (approx £600billion). The Fiscal Stimulus team provides details of recent Government approved key projects in the Infrastructure, Environment, Healthcare, Power and ICT sectors. This event will explain the opportunities arising from the fiscal stimulus with examples of live projects and details of the advice and assistance provided to help East Midlands Companies benefit.

### **Exploring and Tackling Opportunities in the Pearl River Delta**

The Pearl River Delta is a term used to cover the economic power house comprising Hong Kong, Macau and Southern China's Guangdong Province and the neighbouring provinces of Fujian, Hunan, Jiangxi, Guangxi and Hainan. Guangdong Province alone accounts for one sixth of China's manufacturing and one third of its exports. Hong Kong and Macau are of course exciting markets in their own right boasting opportunities in Financial and Professional Services, Education and Training, Infrastructure and Environment, Luxury and Retail, and creative industries.

During this seminar you will hear about the opportunities in the Pearl River Delta, and how companies are addressing these, whether directly in China or via Hong Kong. Key Speakers will include: Bob Manning, Head of Trade and Investment, British Consulate, Guangzhou and John Woodruffe, Deputy Head of Trade and Investment, UKTI Hong Kong.

### **East Midlands Market Visit to China (October 12<sup>th</sup> – 21<sup>st</sup>)**

East Midlands businesses are invited to participate in this market visit to China (Chengdu/Chongqing and Shanghai), which will coincide with Shanghai Expo activities involving East Midlands organisations. You will find out how this mission can help you to explore the market potential in China and what support is offered for your business.

### **Doing business with China**

The afternoon session will provide practical advice on doing business with China including information on protecting your IP and researching the market. There will be the opportunity to hear case studies from businesses in the East Midlands which have successfully entered the market.

### **Partners**

This event is organised by East Midlands China Business Bureau with support from East Midlands Development Agency (*emda*), UK Trade & Investment (UKTI), China-Britain Business Council (CBBC), Leicestershire County Council, Nottingham City Council, and University of Nottingham.

### **Registration**

Registration is **free** for East Midlands businesses and organisations. For registration or further details please contact: Gurminder Badan at [gurminderbadan@emd.org.uk](mailto:gurminderbadan@emd.org.uk) Tel: 0115 947 1766.