



China-Britain
Business Council
英中贸易协会



OPPORTUNITIES FOR UK BUSINESSES IN CHINA'S REGIONAL CITIES

Monday 2nd March, Leicester
13:00-16:30 (including lunch)

Venue: Hilton Leicester Hotel,
21 Junction Approach, Leicester
LE19 1WQ

Sponsored by:



Supported by:



Fast track to the world ^{UK}

UK Trade & Investment (UKTI) and the China-Britain Business Council (CBBC) are delighted to announce a this seminar, sponsored by Cathay Pacific and supported by East Midlands China Business Bureau (EMCBB), to help British companies identify and explore opportunities in China's regional cities.

Building on the research from UKTI's recently-published report on '*Opportunities for UK Businesses in China's Regional Cities*', you will learn about the dynamic business environment outside traditional centres such as Beijing, Shanghai, Shenzhen and Guangzhou.

This roadshow is suitable for:

- Companies considering entry into the Chinese market for the first time
- Companies already operating in China, but wishing to expand their markets
- Companies interested in learning about how the current economic climate is affecting the attractiveness of China as a whole as a place to do business
- Companies interested in learning about how the UK government can help support your business development in China.

Programme

13:00 - Registration / Sandwich Lunch

14:00 - Chair's Welcome - Nick Thomas, CBBC (TBC)

14:15 - Introduction and Overview of the Opportunities in Regional Cities and Key Findings from the Research Team - Chen Wu, Assistant Director, Research and Consultancy, CBBC

14:45 - Key Insights - Jason Feehily, East Midlands China Business Bureau

15:00 - Coffee /Tea

15:30 - Case Study: first-hand experience of regional cities from a member of the business community

15:50 - Q & A / Discussion

16:15 - Chair's Closing Remarks

16:30 - End

Win tickets and hotel stay in China with Cathay Pacific and Shangri-la Hotels and Resorts -

A chance to win one of two Business class tickets flying to any destination in China on the Cathay Pacific and Dragonair network, including a stopover in Hong Kong AND two-nights complimentary stay at either Island Shangri-La or Kowloon Shangri-La in Hong Kong plus three-nights stay at any hotels in China under the Shangri-la chain. The prize draw will only be available to registered delegates who attend the Regional Cities events. Full details will be provided at the event.

The UKTI Regional Cities Report

UKTI published a research report entitled '*Opportunities for UK Businesses in China's Regional Cities*' in September 2008. The report, conducted by CBBC and the Centre for International Business at the University of Leeds, investigated which regional cities in China offer the greatest business potential to UK companies.

The research was based on detailed statistical analysis, in market interviews and a survey of companies and trade associations in China. From a list of all cities with a population of over a million people, 35 were selected for their economic size, economic growth and population size to study in more detail. The report can be downloaded at: www.uktradeinvest.gov.uk/ukti/chinacities



About UK Trade & Investment

UK Trade & Investment is the government organisation that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's dynamic economy - acknowledged as Europe's best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

For further information please visit www.uktradeinvest.gov.uk or telephone +44 (0)20 7215 8000.

About the China-Britain Business Council

CBBC is the leading source of China-related business information, advice, consultancy and services for UK industry. An independent, business-led organisation, CBBC supports British companies of every size via an extensive network of offices in the UK and China providing business services, practical in-market assistance and industry Initiatives.

The team at CBBC can help you secure more opportunities across China by:

- Tapping into the extensive network of 11 CBBC offices throughout China.
- Drawing on the expertise of the CBBC team who have years of first hand experience of winning and developing business in China.
- Leveraging CBBC's relationships with more than 14,000 key decision makers and influencers in China.
- Arranging tailored visit programmes for you to develop your business in regional cities using the Overseas Market Introduction Service (OMIS).
- Offering value-adding services such as Launchpad and Launchpad Plus - both services designed to enable you to have people dedicated to developing your businesses on the ground in CBBC's offices across China.
- Providing briefings for your Board and management teams on key aspects of doing business in China.

For more details, see www.cbcc.org.

About Cathay Pacific

Cathay Pacific, Hong Kong's leading airline, has been operating into China since 1946 and together with our sister airline Dragonair, we fly to more destinations in China than any other airline from the UK, making Cathay Pacific a natural partner for all companies doing business in the Asia Pacific region.

With four flights a day to Hong Kong and onward connections to over 100 destinations worldwide, Cathay Pacific is well placed to provide transport and cargo solutions to any business expanding overseas. And as a founder member of the Oneworld global alliance passengers can transfer seamlessly to a worldwide network of over 700 cities.

To see how Cathay Pacific can help your business call one of our sales representatives on 020 834 8899 or visit us online at www.cathaypacific.com

About Shangri-La

Shangri-La Hotels and Resorts, the world's leading Asia-based luxury hotel group, welcomes business and leisure travellers with our award-winning Asian hospitality. The group comprises 58 deluxe hotels and resorts in key cities in Asia and the Middle East, with new properties under development in Europe and North America. Guests can indulge in our unique wellness concept, CHI, The Spa at Shangri-La, at several of our hotels and resorts. Today, Hong-Kong based Shangri-La Hotels and Resorts brings to life the uniquely Asian hospitality, serenity and caring service our name represents.



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CATHAY PACIFIC



OPPORTUNITIES FOR UK BUSINESSES IN CHINA'S REGIONAL CITIES - RESPONSE FORM

Please return this form with your payment to: Echo Wang at CBBC London, 1 Warwick Row London SW1E 5ER, Tel: 020 7802 2000, Fax: 020 7802 2029, or Email: Echo.Wang@cbbc.org

	Please indicate how many places you would like for the seminar:
Monday 2 nd March, Leicester	

Organisation Name			
Address			
Tel		Fax	
Delegate Name (list below)		Position	Email

Cost per ticket - £34.50 per person (£30 + £4.50 VAT)

I enclose a cheque for £ (including VAT) made payable to "China-Britain Business Council"
(VAT No. 340 5954 58)

I would like to pay £ by MasterCard Visa Switch*

Card no

Card expiry date : : Security No *Switch issue no

VAT Receipt Yes No

Signature Date

Note: In the event of cancellation within seven days of the event, no money will be refunded
Important: Please note that confirmation will be sent to you once your registration has been successfully secured - this Priority Response Form does not constitute confirmation of the event.