



**Motorsport Visit to
Beijing & Shanghai International Circuit**

19 - 23 May 2008 - Beijing & Shanghai, China



fast track your export potential

Motorsport Visit to Beijing & Shanghai International Circuit - 19-23 May 08

Significant business opportunities exist in Shanghai as a result of a shift in commercial policies by the Jiushi Corporation. This visit offers a unique opportunity to have face-to-face meetings with the Shanghai International Circuit (SIC) management to discuss how you could be involved in the future development of the circuit.

WHY GO ON THIS VISIT?

This visit is an excellent opportunity to meet some of the key players in Chinese motorsport, including privileged access to the Shanghai Jiushi Corporation which owns and operates the Shanghai International Circuit.

See leading motorsport facilities in both Shanghai and Beijing, discuss options for setting up at Shanghai International Automobile City.

Gain practical advice and support and the chance to assess market potential and how best to exploit it.

Establish contacts in the local market, and explore potential business opportunities for supply of products & services either direct or via technology transfer and joint ventures.

WHO SHOULD ATTEND?

Motorsport and High Performance engineering businesses interested in getting into the Chinese motorsport market at an early stage in its evolution and which may be considering establishing a presence in China. Commercial property businesses interested in exploring the potential for investment in the Shanghai area.



**THIS IS AN UNRIVALLED OPPORTUNITY
TO MEET KEY PLAYERS IN THE
CHINESE MOTORSPORT INDUSTRY**



THE PACKAGE

For a fee of £100 (VAT inclusive) UK companies who join the market visit will benefit from:

- Group visit with support from UKTI before during and after
- Comprehensive in-market briefings and pre-arranged visits to major facilities / key locations for Chinese motorsport
- Networking reception or dinner
- Greater access to facilities and SIC senior management than any individual company would be likely to achieve
- Programme allows time for own meetings
- Access to bespoke research to identify contacts, programme arranging service and interpreters available at extra cost

Attending companies are responsible for their own travel and hotel arrangements (a recommendation will be made regarding accommodation)

“IF YOU WANT TO KNOW MORE ABOUT DEVELOPMENTS IN THE CHINESE MOTORSPORT MARKET THIS IS AN OPPORTUNITY NOT TO BE MISSED!”

PROGRAMME

This visit includes three days in Shanghai and two days in Beijing.

- 19 May AM:** Briefings from Neil Floyd, Consul Trade & Investment, Shanghai, local motorsport experts & UK company case study
PM: Free for companies' own programmes
- 20 May** Visit to SIC, Tianma Circuit and China Formula Racing
- 21 May** Free for companies' programmes
- 22 May** Travel to Beijing to visit Goldenport circuit, home of the China touring car championship & other national championships
- 23 May** Free for companies' programmes

Fast track to the world ^{UK}

ABOUT THE ORGANISERS

This visit is organised by UK Trade & Investment and is supported by the East Midlands Development Agency and the East Midlands China Business Bureau.

UK Trade & Investment is the Government organisation that supports companies in the UK doing business internationally and overseas enterprises seeking to set up or expand in the UK. East Midlands based Motorsport specialist, Ian Thompson will be assisting companies on this visit and Shanghai based Neil Floyd will bring local knowledge of market conditions and key contacts in China.

East Midlands Development Agency (emda) is one of nine Regional Development Agencies in England, set up in 1999 to bring a regional focus to economic development. Their primary goal is to increase the economic growth of the region while reducing disparities between the East Midlands and other English regions.

East Midlands China Business Bureau's aim is to proactively develop the opportunities arising from the growth of the Chinese economy. The Bureau provides information on the China market and promoting awareness of sector specific opportunities, to giving businesses access to specialist language providers.



FURTHER INFORMATION

To register your interest in the Motorsport Visit to Beijing & Shanghai International Circuit please contact:

East Midlands:

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For market information on China visit
www.uktradeinvest.gov.uk/ukti/china
or visit www.eastmids-china.co.uk.

