



Opportunities for UK Businesses in China's Regional Cities

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The focus for many British companies in China continues to be in a small number of large and familiar cities such as Beijing, Guangzhou, Shanghai and Shenzhen. However, business conditions in these cities are evolving quickly. In particular, numerous British companies are experiencing mature and increasingly saturated markets in these locations, with only niche opportunities for development, and growing competitive pressures from other foreign firms and increasingly sophisticated Chinese companies. The report -*Opportunities for UK Businesses in China's Regional Cities*- presents findings of research conducted in 2011 by CBBC and the Centre of International Business at the University of Leeds for and on behalf of UKTI.

This report explains *where* and *how* best, UK businesses should take advantage of the numerous opportunities presented by the ongoing growth of China's Regional Cities.

Key findings - Highlights

- Since 2007 exports to China from the East Midlands have risen from £267m to £424m. For the first two quarters of 2011, exports increased over 24% on the equivalent period last year.
- Exports of machinery and transport equipment are the biggest success for the region, growing by an amazing 58% since 2007.
- The East Midlands has identified two priority locations to develop business with China - Sichuan Province / Chongqing Municipality (which is twinned with Leicester); and Zhejiang Province / Ningbo.
- These locations have been chosen because of pre-existing strong political and civic links however, opportunities are being developed throughout China as they arise.
- A sector based focus has been adopted particularly in transport and environmental technologies. In addition, the sector strengths identified in the Regional Economic Strategy are also promoted. These include construction, healthcare and food and drink.

REGIONAL CITIES ROADSHOW

The report is to be accompanied by a series of seminars around China and the UK to present to senior representatives from UK Companies, the compelling findings and guide companies on how to engage with business opportunities in China's emerging regional cities.

ONE -TO- ONE SESSIONS Following presentations and networking sessions, you can book a 1-2-1 meeting with an industry or market specialist, to discuss the potential opportunities for your company in China.



Regional Cities Roadshow 2012

Wednesday, 22nd February 2012

Yew Lodge Hotel, Kegworth Derby DE74 2DF

09:30 - 15:30

Indicative Programme **Subject to change & addition*

- 09:30 - 10:00 Registration and Refreshments
- 10:00 - 10:10 Chair's Welcome & Introduction
Peter Hogarth, International Trade Director, UKTI East Midlands.
- 10:10 - 10:40 Momentum of Policy Initiatives in Regional City Development- Highlights of China's 12th Five Year Plan
- What is driving the growth of China's Regional Cities?
 - What are the key sectors promoted in the 12th five year plan and what does this mean for UK businesses?
 - Significant improvements in transportation links such as better highways, faster trains and world-class airports: does this signify new business opportunities and big picture growth?
- 10:40 - 11:25 Key Research Findings & Opportunities for UK Companies in China's Regional Cities.
Stewart Ferguson, Head of Research, CBBC.
- How should your business respond to growth in China's regional cities?
 - Are they just cheap manufacturing bases or thriving commercial centres?
 - Can these cities address the issue of access to new level of talents and skills?
 - Where are the clusters for your sectors? Why are they important?
 - What are the key challenges and how to avoid pitfalls?
- 11:25 - 11:50 Doing Business in a Chinese regional city: A Company's Perspective
Patrick Tindale, CEO, 4Energy
- 11:50 - 12:30 Interactive Panel Discussion and Q&A.
- 12:30 - 13:30 Networking Lunch
- 13:30 - 15:30 One-to-One Sessions*
- UK Trade & Investment
 - China Britain Business Council
 - Challinors Solicitors

**If you would like to book a 20min session to discuss the potential opportunities for your company in China or any legal advice including establishing your business overseas, please indicate this on your registration form. NB: With limited spaces available, we will operate on a first come, first serve basis.*

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Registration Form

Regional Cities 2011 Roadshow: Derby
Yew Lodge Hotel, Kegworth. DE74 2DF
09:30 - 15:30 Wednesday, 22nd February 2012

I would like to reserve _____ CBBC member seats at **£38 per person inclusive of VAT**
I would like to reserve _____ non-member seats at **£45 per person inclusive of VAT**
I would like to reserve _____ EMITA member seats. **Under EMITA sponsorship, EMITA members will attend free of charge.*

I would like to book a **One-to-One Discussion:** YES NO

If Yes, what topic would you like to cover.....

Title	First Name	Surname	Position	Company Name	Dietary Requirements

Company Name:			
Address:			
Email Address:			
Postcode:			
Telephone No:		Fax No:	

Payment details:

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*

For CBBC use only
Account ref:

Card no

Start date | | Expiry | | Security No *Switch issue no

VAT Receipt Yes No

Signature Date

**Please note spaces are limited for this event, so please register NOW to secure your place. You will receive a confirmation email once your form has been processed and approved. In the event you cancel your place, refunds will not be returned if less than 7 days until the event date. Submitting the registration form does not constitute confirmation of your registration.*

Please return this form by **Wednesday, 15th February 2012** to:

- China-Britain Business Council, 3rd Floor, Portland House, Bressenden Place, London, SW1E 5BH
- Email to events@cbbc.org
- Fax to 020 7802 2029