

# china

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# Booking Form

Please complete this form in block capitals. Please tick the appropriate box:

- I wish to become a member of EMITA. Please send me your invoice for £50.00 (including VAT). This entitles me to attend One Billion Customers! seminar, and future EMITA seminars free for a whole year.
- I do not wish to become a member of EMITA. Please invoice me £25.00 (including VAT) for this seminar only.

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Post Code \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Product | Sector \_\_\_\_\_

### Workshops

Please indicate your choice of workshop for each of the two groups below

- Session 1**
- Intellectual Property
  - Negotiating with the Chinese
- Session 2**
- Route to Market
  - Negotiating with the Chinese

Dietary or special requirements (please write in space provided below)

faxback to: 01332 548101  
or register online: [emita@myb-group.co.uk](mailto:emita@myb-group.co.uk)

EMITA would like to add you to its mailing list so that we can make you aware of relevant products, services and events in the future.

- If you do not wish us to contact you by post please tick here
- If you are happy for us to contact you by email please tick here

If you are happy for us to pass your details to selected partner organisations, please tick here

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## One Billion Customers!

### Lessons from the front lines of doing business in China



Wednesday 18th January 2006  
PERA Innovation Park,  
Melton Mowbray, LE13 OPB

# One Billion Customers!

Wednesday 18<sup>th</sup> Jan 2006

## Programme

09.00	Registration
09.45	Simon Rodwell – CBBC (Chairman): Welcome & Introduction
09.50	Peter Hogarth – An introduction to EMITA
10.00	Simon Rodwell – CBBC: Background to China
10.15	Jim McGregor – One Billion Customers!
10.50	Bryan Carr – Chairman, Castlet Ltd: Case Study
11.10	Coffee & move to workshops
11.25	Workshops 1 & 2
12.10	Move to Workshops
12.25	Workshops 3 & 4
13.10	Q&A
13.20	Simon Rodwell - CBBC (Chairman): Closing Remarks
13.30	Lunch

**Costs: EMITA members - free; non-members - £25 per person (incl VAT)**

## Details of Workshops

There are four workshops taking place and each person is able to attend two:

### Session 1: 11.25 - 12.10

Workshop 1: Intellectual Property Rights & Risk Management	Workshop 2: Negotiating with the Chinese
<b>Simon Rodwell</b>	<b>Jim McGregor &amp; Richard Pascoe (Director, China Policy Institute)</b>
Simon will look at the various considerations surrounding the protection of intellectual property by doing business in China – whether selling direct, outsourcing, or setting up for manufacture.	Jim and Richard will give positive and negative examples from their personal experience and research to illustrate how best to achieve win-win outcomes in China, both with government bodies and business partners, and discuss the challenges of managing this process for SMEs.

### Session 2: 12.25 - 13.10

Workshop 3: Route to Market	Workshop 4: Negotiating with the Chinese
<b>Ian Heslegrave (Director - China Tax &amp; Business Services, Deloitte)</b>	<b>Jim McGregor &amp; Richard Pascoe (Director, China Policy Institute)</b>
What form can I trade in? Do I need a Company? Joint Ventures? Wholly Owned Companies? Representative Offices? Repatriation of profits? The Tax regime? Sourcing from China? Costs of employment? Ian spent two years living and working for Deloitte in China, and he will address and answer questions on the practical issues of how to operate in China.	Jim and Richard will give positive and negative examples from their personal experience and research to illustrate how best to achieve win-win outcomes in China, both with government bodies and business partners, and discuss the challenges of managing this process for SMEs.

## EMITA organises a series of activities and networking events to:

- ▶ Create an environment where businesses can learn from each other
- ▶ Share and disseminate up-to-date information of general and specific interest to international trade practitioners
- ▶ Enhance the competitiveness and professionalism of East Midlands businesses generally
- ▶ Encourage best practice and business excellence in the international arena
- ▶ Support companies new to international trade to develop sustainable business

EMITA Member companies include those involved in all aspects of inward and outward international trade and investment.



James McGregor has spent nearly two decades working as a journalist and businessman in Greater China. As The Wall Street Journal's China bureau chief, he documented the sweeping changes that have taken China from the edge of economic chaos to the verge of economic predominance. As former chief executive of Dow Jones' China business operations, chairman of the American Chamber of

Commerce in China and now a venture capital investor, business advisor and entrepreneur, McGregor has negotiated every aspect of business in China. In this speech, McGregor will walk the audience into the middle of the Chinese business world while sharing his insider's perspective on the politics, the people and China's changing place in the world order.



Simon Rodwell works with the China-Britain Business Council (CBBC) as the Director, Business Group and an adviser to companies doing business in China. He covers a broad range of technical and engineering sectors but specialises in marine, ports, aerospace and IT. His particular interests include market entry strategies, intellectual property rights, local production and ways of assisting SMEs to overcome barriers in this market.

Simon studied Chinese in the early 1970s while a submariner in the Royal Navy and has been visiting China as a businessman for 26 years. He was resident in Beijing 1979-80 representing British Aerospace Dynamics Group. He has spent much of his career in Hong Kong, where he worked in telecommunications marketing and later in corporate strategy and ports consultancy throughout the region.

“ James McGregor's knowledge of how business is done in China is extraordinary. With his extensive hands-on experience in China and his formidable storytelling skills, his book, *One Billion Customers*, is filled with valuable insights and advice for both knowledgeable business persons and ordinary readers interested in gaining a better understanding of China's rapidly developing market economy. ”

- Dr. Henry Kissinger

