

Why Should I Attend?

- The region's biggest ever Sino-British business to business networking event
- Your chance to forge links with more than 50 Chinese companies
- Attend seminars led by high profile speakers
- Scheduled meetings with Chinese companies arranged on your behalf
- Meet with the experts – China trade specialists on hand throughout the 2 days to give advice.
- Access to Business Support Pavilion
- 2 Day all inclusive package
- Breakfast and lunch provided
- Interpreters in attendance
- Chance to win 2 return tickets to China, courtesy of Air China
- Q&A session hosted by the 48 Group on day 2

How Does It Work?

Visit www.opportunitychina.co.uk to view details of the Chinese companies taking part and select those you wish to meet using the online form - Chamber Management Services will do the rest. Two day all inclusive pass costs £175.00 (+vat)

If you require assistance at any stage please contact a member of Opportunity China Project Team on:

**01274 772777 or email
opportunitychina@cms.yorks.com**



Yorkshire & Humber Regional Development Agency



Organised by Chamber Management Services on behalf of The Leeds Initiative.

Opportunity China.
A two day business to business networking event at The Royal Armouries, Leeds on the 27th and 28th of September 2004.



Part of the 'Spotlight on China' week of events.



Opportunity China

This event recognises the growing importance of China as the world's most dynamic economic region and the UK's fastest growing trading partner in South East Asia. China now accounts for 6% of global manufacturing capacity which is expected to grow to a staggering 25% by 2006.

Opportunity China is designed to help UK companies enhance their global role by bringing to the event a delegation of more than 50 Chinese businesses from a region of China which already enjoys strong civic and cultural links as a partner city to Leeds.

This event will allow UK businesses a unique opportunity to meet with potential partners through a series of scheduled half hour meetings. A programme of free seminars led by high profile speakers will run alongside the business meetings to address some of these challenges and a team of experts will be on hand from UK Trade & Investment, China – Britain Business Council, Business Link and Chamber Management Services to assist in giving free advice.

If you are considering a Chinese partner for export, final assembly, outsourcing, investment, sourcing or any form of financial, technical or commercial co-operation, Opportunity China will provide an excellent source of help and information all under one roof.

China presents a classic challenge to UK business, few if any will be unaffected by its future growth. We hope that you will use this event as a way of facing that challenge from a safe and familiar base.

Seminars

Opportunity China will host the following seminars:

China Challenge

China is not an economic bubble about to burst – the momentum is growing. This seminar looks at why you need to include China in your business strategy

China Matters

Whilst China is development friendly to capitalism it remains a very challenging and complex market. This seminar identifies the issues that get in the way of successful trade partnerships and explores the solutions.

Key note speakers to include:

- His Excellency Ambassador Zha Peixin, Embassy of the People's Republic of China
- Sir Stephen Brown, KCVO, Chief Executive, UK Trade & Investment
- Mr Steve Buckley, Head of Trade and Investment Section, British Embassy, Beijing
- Mr Ben Papé, Business Advisor to China Britain Business Council and UK Trade and Investment
- Mr Steve Bellis, Commercial General Manager, Stockport County Football Club

The seminars will be repeated at various times throughout the course of the 2 days.

Chinese Companies

Over 50 Chinese companies will be represented during Opportunity China from various sectors including:

- Medical
- Textiles
- Chemicals
- Bioscience
- Light Engineering / Machinery
- Building and Construction
- Engineering / Metals
- IT

A number of Government officials will also be in attendance. To find out more about the potential Chinese partners, visit www.opportunitychina.co.uk

Sector Specialists

A number of sector specialists from Business Link and UK Trade and Investment will be on hand to assist, including Alastair Gardner for the Chemicals sector and Alastair Lang for the Advanced Engineering and Metals sector. Visit the event website for more details.

Business Pavilion

The business pavilion will include a number of specially selected advisors to help you make the most of the Opportunity China experience and to capitalise on your successful meetings.

