



National Sponsor



# Opportunities for UK Businesses in China's Regional Cities

Wednesday, 29<sup>th</sup> February 2012  
09:30-15:30, Holiday Inn, Guildford

## TAKE THE CHINA CHALLENGE

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

- The most attractive business opportunities have now expanded to the majority of mid-to-large Chinese cities. In recent years, the less developed western and central regions have outperformed the historic economic growth engines in the Eastern Provinces.
- Of the 274 cities in China with a population in excess of 1million, 35 cities were shortlisted. These cities account for 17% of the population, 39% of GDP and 47% of FDI.
- 12 "City Clusters" were also identified, which will help firms adopt progressive strategies to market entry and market development.
- Government regulation, policies and bureaucracy are the greatest challenges and barriers to trade and investment and UK companies are not formulating clear strategies in response to this.
- Information on how the UK Government and Trade Promotion Organisations might improve the services it offers to new entrants and existing firms e.g. through lobbying, representation...

A copy of the report can be downloaded from [www.cbcc.org](http://www.cbcc.org)

### 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.



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# Regional Cities Roadshow 2012

Wednesday, 29<sup>th</sup> February 2012

09:30 - 15:30

Onslow Room Holiday Inn, Guildford

## Indicative Programme *\*Subject to change & addition*

- 09:30 - 10:00 Registration and Refreshments
- 10:00 - 10:10 Chair's Welcome & Introduction  
*Chris Lowsley, China Business Advisor, UKTI South East.*
- 10:10 - 10:40 Case Study 1  
Doing business in a Chinese Regional City: A company's perspective  
*John McLean, Co-founder & Chairman, Albany Capital Plc*
- 10:40 - 11:20 Key Research Findings & Opportunities for UK Companies in China's Regional Cities.  
*Duncan Levesley, Senior Manager, Research and Advisory, 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?
- 11:20 - 11:45 Case Study 2  
Doing Business in a Chinese regional city: A Company's Perspective  
*Andy Muir, Owner, StarChem International Ltd*
- 11:45 - 12:15 Interactive Panel Discussion and Q&A.
- 12:15 - 13:30 Networking lunch
- 13:30 - 15:30 One-to-One Sessions
- UK Trade & Investment
  - China Britain Business Council

*If you would like to book a 20min session to discuss the potential opportunities for your company in China or any other aspect of the development of your Business with China, please indicate this on your registration form.*

建议 **Advice** | 支持 **Support** | 网络 **Networking**



# Registration Form

**Regional Cities 2011 Roadshow: Guildford**  
Holiday Inn, Egerton Road, GU2 7XZ  
09:30 - 15:30 Wednesday, 29<sup>th</sup> February 2012

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HONGKONG AIRLINES  
香港航空

I would like to reserve  individual seats at £45 per person, inclusive of VAT

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

<b>Company Name:</b>			
<b>Address:</b>			
<b>Email Address:</b>			
<b>Postcode:</b>			
<b>Telephone No:</b>		<b>Fax No:</b>	

**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, 22<sup>nd</sup> February 2012** to:

- China-Britain Business Council, 3<sup>rd</sup> Floor, Portland House, Bressenden Place, London, SW1E 5BH
- Email to [events@cbbc.org](mailto:events@cbbc.org)
- Fax to 020 7802 2029

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