



China Seminars

Made in China: How to get it Right

Effective Sourcing & Supply Chain
Solutions for China

Supported by



Seminar 1: Planning for Success

9 February 2010, Birmingham

10 February 2010, Leeds

11 February 2010, Sunderland

MADE IN CHINA: HOW TO GET IT RIGHT

Is China Right for You?

For many companies, outsourcing the manufacture of components or finished products to China has become a key aspect of supply chain management or new product development. Value is added here in the UK and finished products are often re-exported to markets around the world.

China has been described as the shop floor of the world, but rising costs have made companies re-evaluate the opportunities there. Is China a good place to manufacture the products you need? Faced with tens of thousands of suppliers, how can you generate a good shortlist, negotiate yourself a good deal, ensure quality and get the best out of the relationship? And looking ahead, how can you best support your supplier relationships on the ground in China and position your business to take advantage of further opportunities in China's domestic market?

About these seminars

This series of seminars recognises that identifying the right supplier is key, but is also the beginning of a long journey of verification, negotiation and quality control - all within an unfamiliar business culture. Moreover, next steps that can support activities in China, such as setting up a Representative Office, Foreign Invested Commercial Enterprise or through acquisition can present further challenges.

Whether a company is planning to develop and manage its supply chain in China directly or via a third party agency, or whether it is on the verge of taking the next steps to establish its own presence in China, this series of seminars will make an valuable contribution to its overall knowledge of doing business in China, increasing the likelihood of receiving goods on time and according to required cost and specification, and of successfully establishing structures in China to support the business.

Event Series

Made in China; How to Get it Right is a series of three seminars, organised by the China-Britain Business Council in association with HSBC and other partners, designed to give companies confidence to seek Chinese partners and develop business there. Experts from a wide range of disciplines will provide concise presentations followed by Q&A sessions and one-to-one meetings. CBBC will also be organising a visit to China's Canton Fair in April 2010, providing the opportunity for companies to put their knowledge to the test.

Topics covered during the seminars:

Seminar 1	Seminar 2	Seminar 3
What China has to offer	Supply chain efficiencies	Supporting your supply chain
Finding suppliers & due diligence	Ensuring quality & delivery	Setting up a presence
Trade terms and exchange rates	New product development	Developing the domestic market
Supply contracts	Reducing financial risk	Banking & payment within China
Quality Issues		

Details of the seminars can be viewed on www.cbcc.org/events , where you will find on-going up-dates of venues and speakers.

SEMINAR 1: PLANNING FOR SUCCESS

Thursday 11 February, 10:00 -13:30, Evolve Business Centre, Sunderland, DH4 5QY

The role of the Chinese supply chain in making many UK firms more competitive, enabling them to add value and sell more to domestic and global markets, is now well accepted. This seminar will review the opportunity provided by the Chinese supply chain, re-evaluate China as a source for low cost components, whilst assessing its capabilities as a world class manufacturer, and examine regional production clusters. There will also be an overview of issues surrounding the true cost of outsourcing, direct vs indirect sourcing, identifying suppliers, due diligence, quality, payment, IP and delivery mechanisms

Programme

10:00 Coffee & Registration

10:30 Opening Remarks

10:35 Introduction to China Sourcing, Stewart Ferguson, China Business Adviser, CBBC

Drivers & trends
Key components of your strategy for China

11:05 Financial aspects of China sourcing

What you need to know
Trade terms
Exchange rates

11:35 About due diligence, supply contracts & IPR, DLA Piper UK LLP

12:05 Q&A Panel

12:30 Lunch

13:30 Close

BOOKING FORM

Made in China: How to get it right

Please return this form to Linda Rosen at the China-Britain Business Council, 28a, York Place, Leeds LS1 2EZ E-mail: linda.rosen@cbbc.org ; Tel: 0113 247 1584 Fax: 0113 247 1111.

- I would like to reserve individual places at £38 + VAT (@17.5%) = **£44.65** per workshop
 individual places at £23 + VAT (@17.5%) = **£27.03** (CBBC members, HSBC and partners' clients) per workshop

At the following venues (please tick):

Seminar 1: Planning for Success	Seminar 2: Effective China Sourcing: Implementation	Seminar 3: Supporting Your Supply Chain: Set Up	
9 February 2010, Birmingham	9 March 2010 Birmingham	17 May 2010, Newcastle	
10 February 2010, Leeds	10 March 2010, Sheffield	18 May, 2010, Birmingham	
11 February 2010, Sunderland	12 March, 2010, Durham	20 May 2010, Leeds	

Please also send me information about CBBC Activities at the Canton Fair

Title	First Name	Surname	Position

Company Name:	
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Address:	

Telephone No:		Fax No:	
Email Address:			

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 £ by MasterCard Visa Switch*

Card no

Start date Expiry

Security No *Switch issue no VAT Receipt Yes No

Signature Date

Note: In the event of cancellation within seven days of the event, no money will be refunded.
Important: Please note that confirmation will be sent to you once your registration has been successfully secured - this Priority Response Form does not constitute confirmation of the event.

For CBBC Use Only	Account Ref: <input type="text"/>
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