

IVCA UK-China Business Development Seminar
CBBC Head office, 1 Warwick Row, London SE1E 5ER, 12.00 - 16.30
Sponsored by Audio Network, drpgroup and VSI

Our confirmed line up of speakers is;

Karen Cheng

Creative Industries sector lead for China at the British Embassy in Beijing

Karen Cheng is the creative industries sector lead for China at UK Trade & Investment in British Embassy, Beijing. She led China team and has delivered many creative events in the creative industries sector in China.

She has a broad and solid experience in helping UK companies in design, advertising, branding, TV, Film, animation, publishing sector. Karen Cheng worked in UKTI for 7 years. Previous to that, She worked with Marconi Communication Ltd both in UK and China. She also worked China Multinational Communication Group in China and Kenya. She is a MBA graduate of Leicester University.

Ralph Rogers

China Business Adviser, China-Britain Business Council

Ralph has been doing business in China since 2000 and has set up operations in China for both British government organisations and SMEs. He has also assisted a number of Chinese companies to set up in the UK. Ralph is a fluent Mandarin Chinese speaker.

Margaret Briffa

International Media Law Specialist, Briffa

Margaret advises on all aspects of intellectual property protection and enforcement, with particular emphasis on dispute resolution. Margaret acted for the claimants in many design, patent and trade mark cases including the design cases Parker v Tidball (1996) and the Court of Appeal case of Farmers Build v Carier (1997) which are the cornerstones of the modern law of industrial design. She also represented the claimant in the copyright case of Norowzian v Arks & Guinness (1998).

On the trade mark side, Margaret is experienced in the planning and execution of anti-counterfeiting operations both in the UK and abroad and has been involved in numerous successful search and seizure operations.

She has recently been appointed to act as defence lawyer in actions brought by the Motion Picture Association of America against 321 Studios in respect of the new law in the Copyright Designs and Patents Act 1988 dealing with circumvention of technical measures applied by rights owner. Margaret is co-author of 'Design Law' published by the Law Society 2004. In 2008 Margaret Briffa was appointed to the Panel of Independent Experts at Nominet to decide cases under the Dispute Resolution Service.

Chris Lowsley
China Specialist, UK Trade & Investment

With over 30 years practical experience in developing international export business particularly in China, Hong Kong and Taiwan, Chris leads market visits to China and provides strategic guidance and practical advice to companies looking to sell, buy or set up business in China.

Prior to joining UKTI, he spent 15 years managing Sales Service and distribution networks in Asia-Pacific for British and American automotive and construction machinery products multinationals. He was also director of the Anglo-Taiwan Trade Committee and managed the national promotional programme in the UK. Chris has written a guide to doing business in Taiwan and has contributed to the current China business guide issued by UKTI.

Andi Jepson
Iceni, IVCA Member

Recently completed work in Hong Kong for the Hong Kong Tourism Commission. Award winning production company Iceni will showcase - Hong Kong Revealed - This was a five star trip to Hong Kong with a difference. A national competition found three travel professionals to star in their own TV programme. Andi will detail his experiences in working in Hong Kong - often called the gateway to China.

Caroline Rowland
New Moon Television

Recently completed work for the Beijing Olympics and BOCOG. New Moon TV was at the forefront of the 2008 Beijing Olympics, producing award winning films for 3 Olympic clients. Caroline has first hand knowledge of creating communications in China and overcoming the many logistical issues that can ensue in working on the ground in China. Caroline will present a fascinating showcase of New Moon's Chinese experience.

Lindsay Bywood
Translation specialist, Voice Script International

IVCA Members VSI have sponsored the year long IVCA UK-China Programme in 2009. One of the longest serving IVCA Members, they provide top quality foreign language voice overs and lip-sync dubbing, translation, transcription and interpreting amongst many other services. Lindsay will explain how those looking to work in China and with Chinese companies can overcome the language barrier which deters so many creative companies from looking at China as a potential revenue source.

Marco Forgione
Chief Executive, IVCA

IVCA CEO Marco Forgione will introduce the guest speakers and Chair the Q and A session at the end of the afternoon's seminar. Marco will also explain how IVCA Members can become involved in Shanghai Expo 2010.

The meeting will be attended by creatives and leading figures in UK-China Business Development and is essential for those companies wishing to move into the Chinese corporate communication market. It is a wonderful opportunity to network with like minded creatives, Government representatives from UKTI and CBBC and to meet Karen Cheng - one of the UK's foremost promoters of the UK creative industry in China.

Only a limited number of places remain at this seminar, which are available at 80.00 exc vat per person, reduced to 20.00 exc vat for CBBC Members

To Book, please respond via e-mail to Dave Comley as soon as possible: DaveComley@ivca.org