



China Seminars

Made in China: How to get it Right

Effective Sourcing & Supply Chain Solutions for China:

Seminar 2: Implementation

Supply Chain efficiencies
Ensuring quality & delivery
New product development
Reducing financial risk
Reducing import costs

Supported by



9 March 2010, 09:30-13:30, Birmingham
10 March 2010, 09:30-13:30, Sheffield
12 March 2010, 09:30-13:30, Durham

MADE IN CHINA: HOW TO GET IT RIGHT

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? *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.

SEMINAR 2: Effective China Sourcing: Implementation

In this second seminar in partnership with **HSBC**, quality & safety inspection services provider **Intertek** and transport & logistics firm **DSV**, the selection and characteristics of good Chinese suppliers will be highlighted. Systems and processes to ensure supply-chain efficiencies, maximise revenue and increase the likelihood of receiving goods on time and according to required cost and specification will be covered. The on-going management of suppliers in relation to negotiation, new product development, cultural challenges and communications will also be discussed.

Programme

09:30	Coffee & Registration
10:00	Opening Remarks
10:05	Sourcing systems & processes, Stewart Ferguson, China Business Advisor, CBBC Ensuring efficiencies Supplier partnerships, product development Cultural & Communication issues
10:35	Reducing financial risk: systems and processes, letters of credit etc, HSBC
11:05	Break
11:15	Ensuring Quality & Consistency, Intertek
11:45	Reducing Import Costs, DSV
12:15	Q&A Panel
12:40	Lunch
13:30	Close

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

ABOUT THE CONTRIBUTORS

HSBC

Thanks to its global knowledge and experience, HSBC Bank knows what it takes to drive a business forward and be successful. HSBC can offer the support, service and products you need whether you are an established or a start up business and want to move into international trade. With around 8,500 offices in 86 countries and territories, HSBC's global teams work closely with the UK in delivering a service which is unrivalled by our competitors. HSBC in China is The Hong Kong and Shanghai Banking Corporation Limited (HSBC) - the founding member of HSBC Group established in Hong Kong and Shanghai in 1865.

For further information, visit www.hsbc.com

Intertek

Intertek is a leading provider of quality and safety solutions serving a wide range of industries around the world. From auditing and inspection, to testing, quality assurance and certification, Intertek people are dedicated to adding value to customers' products and processes, supporting their success in the global marketplace. Intertek has the expertise, resources and global reach to support its customers through its network of more than 1,000 laboratories and offices and over 24,000 people in more than 100 countries around the world.

For further information, visit www.intertek.com

DSV

DSV is one of the world's fastest growing transport organisations and has developed a wide range of services to meet customer needs. Whether you have a single box/pallet or a full load of goods, DSV has the service you require. From warehousing to transport, customs clearance to POD (proof of delivery) deliveries, our staff have the expertise you need. Our extensive range of air and sea freight services are complemented by our UK and European road freight network. With over 600 offices worldwide, including 17 in China, we can ensure that all your distribution requirements can be met with one phone call.

For further information, visit www.dsv.com/uk

China-Britain Business Council

CBBC is the leading source of China-related business information, advice, consultancy and services for UK industry. A business-led organisation, CBBC supports British companies of every size via an extensive network of offices in the UK and China providing business services, practical in-market assistance and industry Initiatives. The team at CBBC can help you secure more opportunities across China by tapping into the extensive network of 11 CBBC offices throughout China and leveraging CBBC's relationships with more than 14,000 key decision makers and influencers in China.

For further information, visit www.cbcc.org

BOOKING FORM *Made in China: How to get it Right: Seminar 2*

9 MARCH HSBC, 12, CALTHORPE ROAD, EDGBASTON, BIRMINGHAM B15 1QZ
10 MARCH HSBC, UNIT 4, EUROPA COURT, SHEFFIELD BUSINESS PARK, SHEFFIELD S9 1XE
12 MARCH BEAMISH HALL HOTEL, BEAMISH, CO. DURHAM DH9 0YB

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, Intertek & DSV contacts) per workshop

At the following venues (please tick):

Seminar 2: Implementation		Seminar 3: Set Up	
9 March 2010 Birmingham		17 May 2010, Newcastle	
10 March 2010, Sheffield		18 May, 2010, Birmingham	
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:

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: