



# UK-China SME Forum

with Embassy of the People's Republic of China  
Wednesday, 20<sup>th</sup> July 2011  
09:30 - 15:00  
The Moller Centre, Storey's Way, Cambridge, CB3 0DE

## PARTNERS FOR GROWTH

As a follow up to the Prime Minister's visit to China and Vice Premier Li Keqiang's visit to the UK, where political leaders endorsed the *UK-China Partners for Growth* initiative, the China-Britain Business Council and UK Trade & Investment are organising a series of UK-China SME Forums. The objective of these events is to provide support & advice to SMEs in their activities and strategies for China.

## UK-CHINA SME FORUM: REGIONAL ROADSHOW

With speakers including senior representatives from the Commercial Section of the Chinese Embassy in London and the UK Intellectual Property Office, the Forum will consider how SMEs can achieve and maintain success through collaboration and partnering with counterparts in China. The Forum will highlight recent developments in key areas, with sessions focusing on the following topics:

- **China's 12<sup>th</sup> Five Year Plan:** Overview and highlights on China's National Plan and its implications for UK companies looking at China's market.
- **China's Regional Cities:** Findings from the latest, updated research on the opportunities for SMEs in China's Regional Cities
- **Project Spotlight:** Presentations on the High Value Opportunities across China, specifically in areas of Sustainable Cities, Healthcare and New Energy industries.
- **Doing Business in China:** Advice and support on aspects of doing business with China including IPR protection.

Following the morning of presentations and networking lunch, delegates can book a 1-2-1 meeting with an industry or market specialist, to discuss the potential opportunities for your company in China.

## WHO SHOULD ATTEND?

This event is aimed at senior representatives from UK SMEs. Whether you are new to the China market, or wishing to explore more about the long-term opportunities in China and how they match your strategy, come along to tap into the knowledge of senior trade advisers and your peers already doing business with China.

Market and industry experts will be on hand to give an insight into the high value projects in China's development plans and how UK companies can leverage these; and offer market advice on the current trading environment.

Ample time will be available for networking and one-to-one meetings with industry specialists who can help connect your business to opportunities for cooperation and strategic partnership.

## COST & REGISTRATION

The cost for attending the event is £45 +VAT per person. To register, please RSVP by the Thursday 14<sup>th</sup> July 2011 to [events@cbbc.org](mailto:events@cbbc.org) or fax: 020 7802 2029.

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## PROGRAMME *\*Subject to change & addition*

- 09:30 - 10:00 Registration & Refreshments
- 09:50 - 10:00 Welcome by **Sir David Wallace**, Master of Churchill College
- 10:00 - 10:10 *Chair's Welcome & Introduction*  
**Liz Basing**, International Trade Director - East of England, UK Trade & Investment
- 10:10 - 10:30 *Highlights of China's 12<sup>th</sup> Five Year Plan*  
**Zhou Xiaoming**, Minister Counsellor (Economic & Commercial), Embassy of the People's Republic of China
- 10:30 - 11:05 *New opportunities for UK SMEs in China's Regional Cities*  
**Stewart Ferguson**, Head of Research, China-Britain Business Council
- 11:05 - 11:40 *High Value Opportunities in China*  
**Steven Spalding**, Business Specialist, UK Trade & Investment
- 11:40 - 12:15 *Intellectual Property - Managing the risks of doing business in China*  
**Bill Russell**, Head of the Competition, Markets and Innovation Team, Intellectual Property Office
- 12:15 - 12:30 *The China IPR SME Help Desk - How we can help*  
**Simon Cheetham**, Team Leader, China IPR SME Help Desk
- 12:30 - 12:45 *Guanghua Science & Technology Foundation an Introduction*  
**Chris Tucker**, Managing Director, Tucker & Partners
- 12:45 - 13:30 Buffet Lunch & Networking
- 13:00 - 15:00 One-to-One Sessions  
*If you would like to book a 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.*
- 15:00 Event Close



# Registration Form

**UK-China SME Forum: Regional Roadshow - East of England**

Wednesday, 20<sup>th</sup> July 2011

09:30 - 15:00, The Moller Centre, Cambridge, CB3 0DE

I would like to reserve  individual seats at £45 +VAT each = £54 per person

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\*

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 **Thursday, 14<sup>th</sup> July 2011** 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

For CBBC use only  
Account ref: