



China-Britain  
Business Council  
英中贸易协会

# 2023 UK-CHINA BUSINESS FORUM

SUSTAINABLE TRADE & INVESTMENT  
IN THE DIGITAL AGE

15<sup>th</sup> March 2023  
London



# UK-CHINA BUSINESS FORUM:

## SUSTAINABLE TRADE & INVESTMENT IN THE DIGITAL AGE

China is the second largest global economy and the UK's third largest trading partner. Many UK businesses have found huge success in the China market. But the global economic slowdown, the covid pandemic, and geo-political tensions have all had an impact on the environment for international business there.

The prospect of the resumption of China travel connectivity in 2023 offers a timely opportunity to look ahead to the outlook for business, and to the prospects for trade with China supporting post-pandemic economic growth, revitalising UK exports, and stimulating regional investment opportunities.

China and the UK face many of the same challenges: rebuilding economic growth while making the transition to Net Zero, dealing with technological change, and addressing growing disparities in regional economic development.

Business links and trade and investment have a key role in tackling these challenges, though the investment, technology and expertise they mobilise – helping to accelerate the transition to a greener economy, catalyse innovation, and tackle regional inequalities.

The **2023 UK-China Business Forum** is a full day conference focused on the theme of *Sustainable Trade and Investment in the Digital Age*. The forum will examine key macro trends, policy themes, and the practical issues currently facing business.

The conference will provide a balanced analysis of key issues from leading China analysts and senior company executives. It aims to help attendees develop practical strategies for what will soon be the world's largest economy, against the backdrop of a complex and fast-changing global environment



# UK-CHINA BUSINESS FORUM

## PLENARY SESSION THEMES



### UK-China Relations and Trade Opportunities in the post-Covid Era

Travel restrictions, an uncertain economic outlook, and a rapidly-shifting geopolitical landscape have created challenges in the UK-China trading relationship. A panel of experts will examine key trends in the UK-China relationship, the implications of recent policy developments – including the 2022 Party Congress, and priority opportunities for businesses in 2023 as travel connectivity resumes.



### The Climate Emergency and UK-China Net Zero Partnerships

The UK and China have both set ambitious Net Zero commitments, China aiming to reach peak emissions by 2030 and carbon neutrality by 2060. This session will consider how Net Zero policies are driving business opportunities in both countries, the types of partnerships that currently exist, and how increased trade and investment can help accelerate the push to Net Zero.



### Seizing New Opportunities in The Greater Bay Area (GBA)

The Great Bay Area (GBA) has a population of 86 million people with collective GDP of 1.7 trillion USD. As connectivity, infrastructure and investment across the region continues to develop apace, new opportunities are being forged for overseas business across the finance, technology and innovation, and consumer sectors. This session will examine the GBA development strategy and how British businesses can take advantage of this exciting new opportunity.

# UK-CHINA BUSINESS FORUM

## SESSION THEMES



### **UK-China Education Partnerships: Sustainability and Diversity**

UK-China Education partnerships continue to evolve, creating substantial economic and societal benefits. With 144,000 Chinese Students studying at UK universities in the UK, over 60,000 enrolled on 950 TNE programmes in China and 16,267 UK-China co-authored research papers in 2019, the depth and scale of UK-China Education partnerships is significant. The session will explore how institutions can build sustainable and diverse partnerships and overcome challenges.



### **British Brands and China's New Generation of Sustainable Consumers**

As the largest global consumer market, China continues to represent an exciting growth opportunity for British brands. Research shows that China's Millennials and Gen-Z consumers increasingly prioritise sustainability when making purchasing decisions. This session will discuss strategies for engaging China's sustainable consumers and maintaining green and ethical supply chains.



### **UK-China Partnerships in Green Finance and Sustainable Investment**

The UK is a leading global hub for green finance, while China has similarly embraced green finance in its pursuit of net zero, both domestically and across the BRI countries. With ESG an increasingly important consideration for regulators, banks, funds and corporations, this session will explore how the UK and China can work together to further develop the sector.



### **Tech for Global Good: UK-China Collaboration in Science and Technology**

Technology and innovation is a central tenet of China's 14<sup>th</sup> Five Year Plan. UK-China science and technology can create significant economic and societal benefits, such as boosting productivity, improving healthcare outcomes, and creating a greener economy. The session will explore how researchers, institutions and entrepreneurs can build tech partnerships and overcome challenges.

*\* Provisional sessions, subject to change*

# UK-CHINA BUSINESS FORUM

## AGENDA

### Opening Plenary

China-UK Relations and Trade Opportunities in the post-Covid Era  
The Climate Emergency and UK-China Net Zero Partnerships  
Seizing New Opportunities in The Greater Bay Area (GBA)

### Panel Sessions

UK-China Education Partnerships: Sustainability  
and Diversity

UK-China Partnerships in Green Finance and  
Sustainable Investment

British Brands and China's New Generation of  
Sustainable Consumers

Tech for Global Good: UK-China Collaboration in  
Science and Technology

**Sponsor Breakout Sessions**  
**Business Networking Reception**

*\* Provisional agenda, subject to change*

# WHY SPONSOR?

- Engage with 250+ attendees at a central London HQ and event venue.
- Position your organisation as a leading China expert or service provider to a relevant and engaged audience. Generate new business leads through event profile and networking.
- Connect with key business figures, government speakers and other China influencers.
- Promote your company to CBBC's extensive network of over 13,000 contacts with China business needs via pre- and post-event marketing.
- Amplify your presence through CBBC's social media channels and email campaigns, as well as third party media coverage.
- Get featured in CBBC's FOCUS content platform with a readership of 5,000 users per month. [Visit FOCUS here.](#)



# SPONSOR PACKAGES

## Sponsorship Categories available:

| Category                | Availability | Investment |
|-------------------------|--------------|------------|
| Headline Sponsor        | SOLD - HSBC  | £25,000    |
| Plenary Session Sponsor | 1 available  | £15,000    |
| Panel Session Sponsor   | 3 available  | £10,000    |
| Lunch Sponsorship       | 1 available  | £7,500     |
| Drinks Reception        | 1 available  | £5,000     |



# HEADLINE SPONSOR – SOLD - HSBC

*Position your business as the leading authority on China.*

| Benefits  | Details  |
|---|--|
| Speaking Opportunities, Influence & Positioning | <ul style="list-style-type: none"><li>• Keynote presenter at panel discussions and Q&amp;A (where appropriate).</li><li>• Mention in CBBC Chair, Sir Sherard Cowper-Coles' opening speech.</li><li>• Opportunity to host breakout session during business networking.</li></ul>  |
| Marketing and Branding                          | <ul style="list-style-type: none"><li>• Branded as a <b>Headline Sponsor</b> on stage set, event invitations, agenda, holding slides and CBBC website.</li><li>• Prominent sponsor area in the networking room for banner advertising.</li><li>• Advertising: One page advertisement in the event programme.</li></ul> |
| Digital and Social Media                        | <ul style="list-style-type: none"><li>• Pre-event branding inclusion in online communications, including email promotion campaigns and channel partner communications.</li><li>• Brand visibility in pre-event social media campaigns (including LinkedIn, Twitter and WeChat).</li></ul>                              |
| Access  | <ul style="list-style-type: none"><li>• 10 tickets to the conference for staff and guests of your choice.</li></ul>  |
| Investment                                      | <b>£25,000 plus VAT (one available)</b>  |

# PLENARY SESSION GOLD SPONSOR

*Showcase your expertise as a specialist service provider supporting UK-China trade and investment.*

| Benefits  | Details   |
|---|---|
| Speaking Opportunities, Influence & Positioning | <ul style="list-style-type: none"><li>• Mention in CBBC Chair, Sir Sherard Cowper-Coles' opening speech.</li><li>• Named opening plenary session.</li><li>• Opportunity to host breakout session during business networking session.</li></ul>  |
| Marketing and Branding                          | <ul style="list-style-type: none"><li>• Branded as a <b>Gold Sponsor</b> on stage set, event invitations, agenda, holding slides and CBBC website.</li><li>• Visual branding in literature and on session stage.</li><li>• Sponsor area in the networking room for banner advertising.</li><li>• Advertising: Half page advertisement in the event programme.</li></ul> |
| Digital and Social Media                        | <ul style="list-style-type: none"><li>• Pre-event branding inclusion in online communications, including email promotion campaigns and channel partner communications.</li><li>• Brand visibility in pre-event social media campaigns (including LinkedIn, Twitter and WeChat).</li></ul>   |
| Access  | <ul style="list-style-type: none"><li>• Eight tickets to the conference for staff and guests of your choice.</li></ul>  |
| Investment                                      | <b>£15,000 plus VAT (two available)</b>   |

# PANEL SESSION SPONSOR

*Showcase your expertise as a specialist service provider supporting UK-China trade and investment.*

| Benefits  | Details  |
|---|--|
| Speaking Opportunities, Influence & Positioning | <ul style="list-style-type: none"><li>• Panel speaking opportunity on breakout panel (as appropriate).</li><li>• Opportunity to host breakout session during business networking session.</li></ul>  |
| Marketing and Branding                          | <ul style="list-style-type: none"><li>• Branded as a <b>Sponsor</b> on stage set, event invitations, agenda, holding slides and CBBC website.</li><li>• Visual branding in literature and on session stage.</li><li>• Sponsor area in the networking room for banner advertising.</li><li>• Advertising: Half page advertisement in the event programme.</li></ul> |
| Digital and Social Media                        | <ul style="list-style-type: none"><li>• Pre-event branding inclusion in online communications, including email promotion campaigns and channel partner communications.</li><li>• Brand visibility in pre-event social media campaigns (including LinkedIn, Twitter and WeChat).</li></ul>  |
| Access  | <ul style="list-style-type: none"><li>• Five tickets to the conference for staff and guests of your choice.</li></ul>  |
| Investment                                      | <b>£10,000 plus VAT (six available)</b>  |

# LUNCH SPONSOR

*Develop your network and raise awareness of your brand.*

| Benefits  | Details   |
|---|---|
| Speaking Opportunities, Influence & Positioning | <ul style="list-style-type: none"><li>• An opportunity to make a short speech and raise a toast at the beginning of the drinks reception.</li><li>• Introductions to key participating brands and speakers on the day.</li></ul>  |
| Marketing and Branding                          | <ul style="list-style-type: none"><li>• Branded as <b>Lunch Sponsor</b> on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.</li><li>• Advertising: 1/4 page advertisement in the event programme.</li></ul>                      |
| Traditional & Social Media                      | <ul style="list-style-type: none"><li>• Pre-event branding inclusion in online communications, including email promotion campaigns and channel partner communications.</li><li>• Brand visibility in pre-event social media campaigns (including LinkedIn, Twitter and WeChat).</li></ul> |
| Access  | <ul style="list-style-type: none"><li>• Three tickets to the conference for staff and guests of your choice.</li></ul>  |
| Investment                                      | <b>£7,500 plus VAT (one available)</b>  |

# DRINKS RECEPTION SPONSOR

*Develop your network and raise awareness of your brand.*

| Benefits  | Details   |
|---|---|
| Speaking Opportunities, Influence & Positioning | <ul style="list-style-type: none"><li>• An opportunity to make a short speech and raise a toast at the beginning of the drinks reception.</li><li>• Introductions to key participating brands and speakers on the day.</li></ul>  |
| Marketing and Branding                          | <ul style="list-style-type: none"><li>• Branded as a <b>Drinks Reception Sponsor</b> on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.</li><li>• Advertising: 1/4 page advertisement in the event programme.</li></ul> |
| Traditional & Social Media                      | <ul style="list-style-type: none"><li>• Online Communications Channels and Social: Be featured as part of our social media campaign in build up to the event, as well as added exposure through Media Partner.</li></ul>  |
| Access  | <ul style="list-style-type: none"><li>• Two tickets at CBBC member prices.</li></ul>  |
| Investment                                      | <b>£5,000 plus VAT</b>  |

# BRAND PLACEMENT

On Stage Branding



Sponsor's Stand



Event Brochure

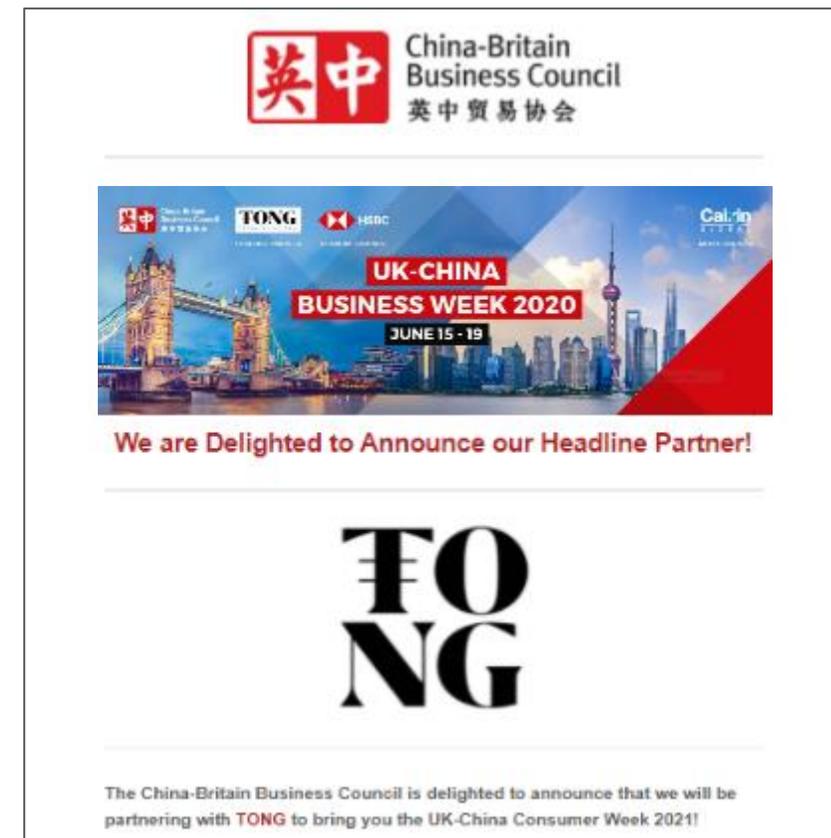


# BRAND PLACEMENT

## Pre-Event Banners

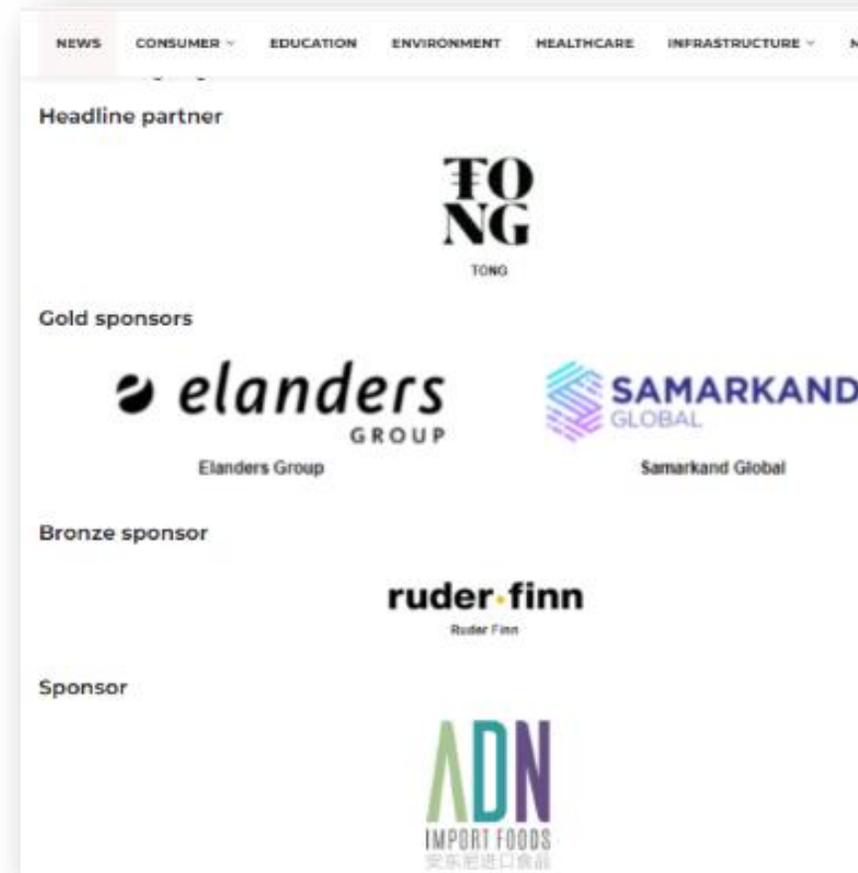
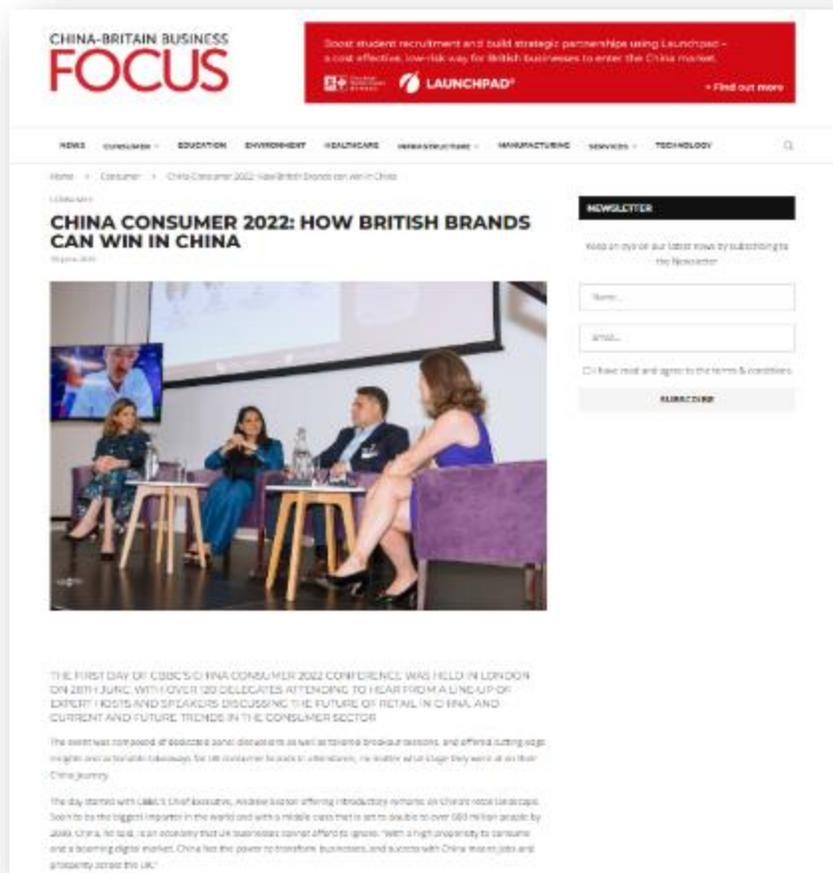


## Marketing Emails



# BRAND PLACEMENT

## Articles in CBBC FOCUS



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As a valued CBBC Member, we welcome your contribution to our flagship events, as speaker, sponsor, attendee or content partner.

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