



China-Britain
Business Council
英中贸易协会

UK-CHINA BUSINESS FORUM 2024

OPPORTUNITIES AND CHALLENGES
IN A CHANGING WORLD

20th March 2024
London



UK-CHINA BUSINESS FORUM 2024

Opportunities and challenges in a changing world

China is the second largest global economy and, with Hong Kong, the UK's second largest trading partner. Many UK businesses have found huge success in China, so it is imperative that there is an understanding of the opportunities and challenges presented by this vital market

The **UK-China Business Forum 2024** is a half-day conference which focuses on the geopolitics of trade and analyses the risks and rewards in a year which promises significant change.

China and the UK face many of the same challenges: continued rebuilding of economies 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.

There will be a focus on exploring opportunities in key strategic sectors including transportation/EV evolution, and biosciences /healthcare, as well as considering topics around supply chain and risk management.

With balanced analysis of key issues from leading China and global analysts, and senior company executives, the Forum will examine key trends and themes from a UK and China perspective, but we will also assess the impact of our peer nations, including US the EU and Australia.



UK-CHINA BUSINESS FORUM 2024

OUTLINE AGENDA

- 13:30 **Registration/Networking**
- 14:00 **Opening remarks**
- CBBC Chair
- Chinese Ambassador / Senior UK Minister (invited)
- 14:25 **Opening Plenary Session: setting the scene**
- 15:00 **Panel discussions (concurrent)**
1. New Energy
2. Managing your China business
- 15:50 **Coffee break**
- 16:10 **Panel discussions (concurrent):**
1. Healthcare/Biosciences
2. Supply chain management
- 17:00 **CEO Fireside chat**
- 17:20 **Closing remarks**
- 17:30 **Business networking reception**

** Provisional agenda, subject to change*

UK-CHINA BUSINESS FORUM 2024

AGENDA

Opening Plenary – Setting the Scene

Senior speakers will present their views of operating in China, highlighting opportunities and challenges in a changing world

Panel Breakout Sessions

New Energy

OR

Managing your China Business

Healthcare / Bio-Science

OR

Supply Chain Management

CEO Fireside Chat

Closing Remarks

Business Networking Reception

** Provisional agenda, subject to change*

WHY SPONSOR?

- Engage with 200+ 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 e-mail 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 Sponsors	2 available (1 SOLD)	£25,000
Panel Breakout Sponsors	4 available	£12,500
Drinks Reception	4 available	£5,000



HEADLINE SPONSORSHIP

Position your business as one of the leading authorities on China.

Benefits	Details
Speaking Opportunities, Influence & Positioning	<ul style="list-style-type: none">• Keynote presenter at Opening Plenary Session or CEO Fireside Chat• Mention in CBBC Chair, Sir Sherard Cowper-Coles' opening speech.
Marketing and Branding	<ul style="list-style-type: none">• Branded as a Headline Sponsor on stage set, event invitations, agenda, holding slides and CBBC website.• Prominent sponsor area in the networking room for banner advertising.• Advertising: One page advertisement in the event programme.
Digital and Social Media	<ul style="list-style-type: none">• Pre-event branding inclusion in online communications, including email promotion campaigns and channel partner communications.• Brand visibility in pre-event social media campaigns (including LinkedIn, Twitter and WeChat)
Access	<ul style="list-style-type: none">• 10 tickets to the conference for staff and guests of your choice.
Investment	£25,000 plus VAT (two available – ONE SOLD)

PANEL BREAKOUT SPONSOR

Showcase your expertise as a specialist player in UK-China trade and investment.

Benefits	Details
Speaking Opportunities, Influence & Positioning	<ul style="list-style-type: none">• Mention in CBBC Chair, Sir Sherard Cowper-Coles' opening speech.• Named breakout workshop
Marketing and Branding	<ul style="list-style-type: none">• Branded as a Breakout Sponsor on stage set, event invitations, agenda, holding slides and CBBC website.• Visual branding in literature and on session stage.• Sponsor area in the networking room for banner advertising.• Advertising: Half page advertisement in the event programme.
Digital and Social Media	<ul style="list-style-type: none">• Pre-event branding inclusion in online communications, including email promotion campaigns and channel partner communications.• Brand visibility in pre-event social media campaigns (including LinkedIn, Twitter and WeChat)
Access	<ul style="list-style-type: none">• Eight tickets to the conference for staff and guests of your choice.
Investment	£12,500 plus VAT (four available)

DRINKS RECEPTION SPONSOR

Develop your network and raise awareness of your brand.

Benefits	Details
Speaking Opportunities, Influence & Positioning	<ul style="list-style-type: none">• An opportunity to make a short speech and raise a toast at the beginning of the drinks reception.• Introductions to key participating brands and speakers on the day.
Marketing and Branding	<ul style="list-style-type: none">• Branded as a Drinks Reception Sponsor on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.• Advertising: 1/4 page advertisement in the event programme.
Traditional & Social Media	<ul style="list-style-type: none">• 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.
Access	<ul style="list-style-type: none">• Two tickets at CBBC member prices.
Investment	£5,000 plus VAT (four available)

BRAND PLACEMENT

On Stage Branding



Sponsor's Stand



Event Brochure

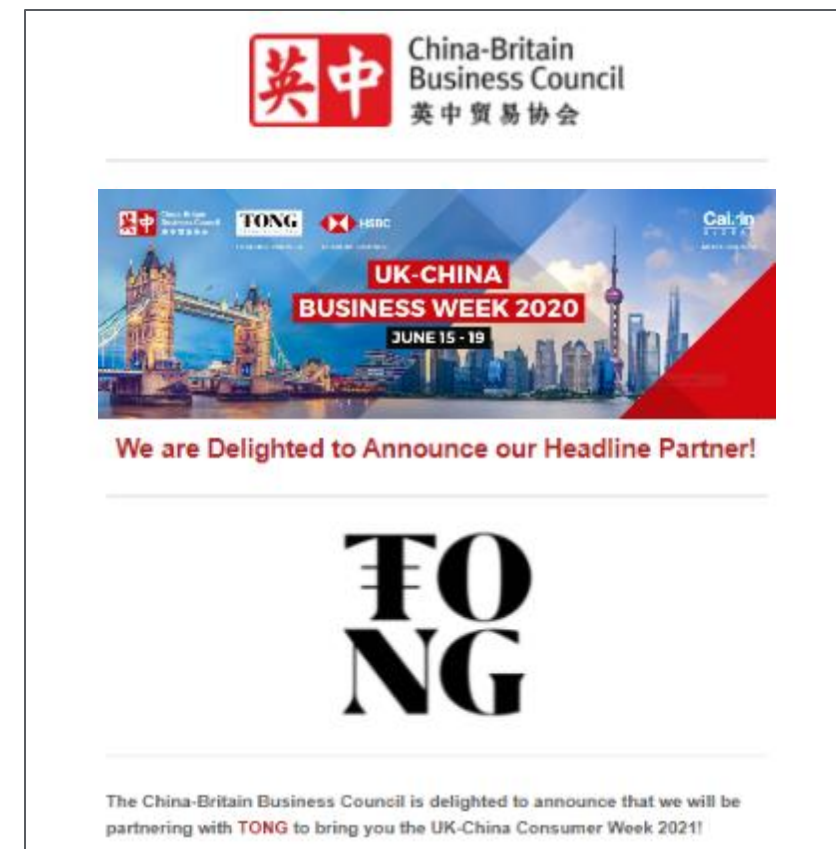


BRAND PLACEMENT

Pre-Event Banners



Marketing Emails



OUR MEMBERSHIP

OUR PREMIUM MEMBERS



REGISTER INTEREST

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

If you are interested in participating in this event,
please email Claire.Urry@cbbc.org

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