

CHINA BUSINESS ROADSHOW

Leeds
Edinburgh
Birmingham
London

Tuesday 11 June
Wednesday 12 June
Thursday 13 June
Thursday 20 June

Registration: 9.00am-9.30am; event: 9.30am-1.30pm

Are you looking to make the most of the China opportunity? Bringing together a range of market and sector specialists drawn from our stakeholder network, the China Business Roadshow is your chance to learn how to:



Ensure your exports are China-ready



Protect your intellectual property



Develop a China-focused business model



Find a distributor that understands your offerings



Comply with China regulations



Optimise your e-commerce presence

The Chinese economy grew by **5.2%** in 2023 – it is expected to grow by 5.0% in 2024

China's GDP in 2023 was **\$17.52 trillion** – the second largest in the world and larger than the next five combined

Annual UK exports to China were worth **£37.5 billion** in 2022Q4-2023Q3 – an 11.9% year-on-year increase

China is the UK's **sixth largest export destination** – the largest in Asia

Sources: UK Department for Business and Trade (2022Q4-2023Q3), Chinese National Bureau of Statistics, World Bank, Goldman Sachs

The **China Business Roadshow** from the **China-Britain Business Council**, **Santander** and **Woodburn Accountants & Advisors**, as well as featuring contributions from CBBC's comprehensive network of members, will visit four cities this June.

Join us for the **China Business Roadshow** to take part in a series of China-specific presentations, panel discussions and case studies, as well as benefit from one-on-one consultations with China market specialists and networking opportunities.



To register for your free place, scan the QR code or [click here.](#)



Produced with the support of our Lead Partners, **Santander** and **Woodburn Accountants & Advisors**, and our Content Partners, CBBC's **China Business Guide 2024** covers the pertinent themes for doing business in China. With articles from our team of on-the-ground specialists and partners, the Guide is here to support you in getting up to speed with developments across the economy, market trends and the business and regulatory environment, as well as key operational considerations. Download the full version of the **China Business Guide 2024** [here](#).