

# Are You Ready For China?

11 February, 2016 08:00 - 10:30

Derby City Council, Council House, Corporation Street, Derby, Derbyshire DE1 2FS



If you've never done business in China but are interested in getting started then attend this breakfast seminar to learn about the opportunities awaiting your business in China.

President Xi Jinping's recent State Visit to the UK **signals a new era in UK-China trade relations**. As well as the benefits brought to the UK economy by **increased inward investment from China**, China's transformation to an economy based on consumption is helping to create **new opportunities for UK exporters**.

**There has never been a better time for UK companies engage with China**

China already has **667Mn internet users**, and a **rapidly growing middle-class** segment for consumer brands to target. Likewise, China's plan of moving from being a manufacturer of quantity to one of quality, is leading to **new opportunities for innovative UK business** that can add value to the manufacturing supply chain.

**Ranjit Banwait, Leader of Derby City Council:**

*"Derby City Council has embarked upon a concerted effort to forge close links with a handful of cities/regions in China. In March the Leader and CEO will visit Shanghai and Hefei - latterly one of the world's fastest growing cities. The Council is determined to help local companies break into the Chinese market and to broker mutually beneficial relationships that will promote economic development. This seminar/workshop is one of a series of events that the Council is planning in partnership with China-Britain Business Council and UK Trade and Investment."*

## Registration

To register for this event, [please click here](#).



## **Agenda**

08.00            **Registration and Welcome Tea/Coffee**

08.30            **Opening Remarks**

***Councillor Martin Rawson, Deputy Leader, Derby City Council***

08.40            **Why Trade with China?**

***David Gregory, China Business Adviser, China-Britain Business Council***

Overview of UK-China and the areas of opportunity for UK companies; recent policy initiatives; inbound investment from China; the importance of demographic changes in China; the importance of China's regional cities; background on CBBC & support available.

09.00            **Doing Business with China**

***Paul North, UK Trade & Investment (East Midlands)***

Overview of support and services available from UK Trade and Investment's overseas service delivery partners.

09.20            **Doing Business with China**

***Malcolm McMillan, Co-Founder, VR Aviation Safety Partnership***

VR Aviation was established by Malcolm and his partner in 2011. Since then they have delivered training and consulting services in many countries, including China. From his own experience, Malcolm will be sharing his views on doing business in China; both the opportunities and challenges.

09.40            **Closing Remarks**

***Councillor Martin Rawson, Deputy Leader, Derby City Council***

09.50 - 10.30    **Networking and Buffet Breakfast**