



## Market Visit – China and Hong Kong

25 Oct – 05 Nov 2008

### What you need to know

China offers excellent business opportunities with many North East companies having achieved new sales from recent visits to this market. This is a diverse, yet accessible market offering little or no barriers to a successful market entry. On this visit you are offered the opportunity to visit Changsha and Hong Kong and/or Shanghai.



Changsha is one of China's top 20 'economically advanced' cities. It is the capital of Hunan Province in terms of politics, economy, culture, education, transportation, communication, finance, business and information with British goods and services in great demand.

Hong Kong, a major market also serves as a trading gateway to mainland China, taking £4.1bn of British goods and services.

Shanghai, with a population of over 20 million has flourished as a centre of commerce between east and west, proving to be a multinational hub of finance and business.

For new entrants there is a well established support network for British businesses in this market.

### Keeping you on track

In partnership with our British Embassy in Beijing; British Consulate General Hong Kong; China Britain Business Council (CBBC); One NorthEast and Enterprise Europe Network we are here to help you understand how to achieve sales in this market.

- Travel\* with and enjoy the company of a group of fellow businesses
- Dr Zhengming Yang, an experienced international trade adviser will accompany and support you during your visit
- You will receive a recommended travel and accommodation itinerary with financial assistance available for eligible companies\*\*
- Attend a briefing session before departure, which will give you a comprehensive understanding about the country and the market visit
- You will be given a travel pack of useful information prior to your trip
- Professional trade officers, based in China and Hong Kong will undertake specific research activity to identify business contacts appropriate to your business
- The trade officer will arrange appointments for you to meet those identified contacts who express an interest in learning more about your products, services or expertise
- Each evening there will be an opportunity to have dinner with members of the group who wish to participate
- On the first morning in China and Hong Kong, you will attend a Welcome and Introduction by the UKTI trade teams after which you are free to conduct your itinerary of business appointments

\*The recommended travel package will be a guide only. Travellers are responsible for making their own arrangements including obtaining visas, either with the suggested travel agent (details provided on request) or their own preferred supplier

\*\*Financial assistance is available for eligible companies subject to availability of funding