

BUSINESSES INVITED TO JOIN A MARKET VISIT TO HONG KONG and CHINA – Shandong Province

March 12th – 16th 2012

Places are limited and allocated on a first come basis

Companies are invited to join a market visit to Hong Kong and China led on behalf of the West Midlands by Coventry & Warwickshire Chamber of Commerce

GRANT TOWARD COSTS IS AVAILABLE TO ELIGIBLE COMPANIES

£600 for Hong Kong £750 if both centres are visited *

***subject to attendance at mandatory events & admin fee**

Benefits of the Visit

- Comprehensive briefing prior to departure and also on the first day of the visit in Hong Kong and China.
- Online visit brochure featuring all participants circulated widely in both markets.
- Excellent networking opportunities.
- New contacts and shared intelligence within the market visit group
- Grant support to eligible companies.
- Support of an International Trade Adviser pre and post visit
- Access to market research and assistance with the location of agents and distributors in both markets(via the OMIS programme)
- Fully flexible with delegates free to arrange own programme.
- Services of an experienced market visit manager during the visit

Opportunities in Hong Kong

With one of the most open and business-friendly environments in the world, Hong Kong offers excellent opportunities for UK companies. Hong Kong is a major centre for British business in the region. In 2010, UK exports of goods to Hong Kong were valued at £4.2 Billion, up by 20% over 2009, making Hong Kong the UK's 2nd largest market in Asia (after the Mainland) and our 12th largest export market worldwide. Not only is Hong Kong an attractive market in its own right and a springboard in to the Mainland China market, it is also an ideal base for regional operations.

Hong Kong is a dynamic and accessible market, with no barriers to market entry. A diverse network of British businesses able to provide support and services to new entrants has long been established. UK companies sell a very wide range of goods and services to Hong Kong. Target sectors include ICT & software, construction, transport technology, quality consumer goods, environmental technology, healthcare & medical technology, specialist business services & consultancy, including design/creative services.

China

China is the great economic success story of the past 30 years. China's growth has been sustained and the economy grew 8.7 per cent in 2009, the best performance of all major

economies. While the rise of China is easy to acknowledge, businesses constantly need to catch up with the speed and depth of change and development in China's large and complex market space. Whether selling, trading, investing or franchising, China offers opportunities in abundance to UK companies, large or small.

The West Midlands has a special relationship with Shandong province formalised by the signing of an economic cooperation agreement in 2005. Companies joining the visit to Shandong will be able to take advantage of pre arranged meetings and receptions organised by the Shandong government.

OMIS Service

To make the best use of your visit, it is essential that you prepare for your visit by identifying and contacting potential business partners before you arrive. The British Consulate General can undertake specific, targeted research on your behalf as part of our Overseas Market Introduction Service. They can provide fully verified lists of business contacts, with background information, and assist you in arranging meetings. The cost will be agreed in advance of the work. For more information please contact your local International trade team.

Eligibility

Small and Medium sized enterprises will be eligible to join the market visit providing it is part of an agreed export strategy.

Companies should contact their local International Trade Adviser to arrange the commissioning of any pre visit market research.

Travel

Delegates are free to make their own travel arrangements or extend their visit, however the approved travel agency for this visit is Joanna Donaghy at Travel Management Group, Leamington Spa Tel 01926 458051 E-mail joanna.donaghy@tmguk.com who will be happy to assist with all or part of your programme.

For further information on this market visit please contact:
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